

— *A Guide to* —
FACEBOOK FOR
BUSINESSES





Facebook. It's the biggest social network in the world with 1 billion+ users. It's also a social network that has evolved from being just for people to a social network that offers numerous viable marketing avenues for businesses.

In this eBook, I will be taking you through the fundamentals of what you need to know for getting started on the social network that has changed the very way we can connect with others. This will include the following sections:

- What is Facebook?
- Why use Facebook for business?
- Facebook mainstays - the social networks defining features/functions
- How to create a Facebook page for your business
- 10 tips for maximising your Facebook business presence

WHAT IS FACEBOOK?

Since its inception a decade ago, Facebook has become one of the world's leading social media platforms. Its main purpose is to act as a platform for connecting people with their friends, family, coworkers, or people with similar interests across the globe.

Despite constant competition from Twitter, Google+ and other social networks, Facebook is currently number one with an estimated 1.3 billion users worldwide, increasing approximately 15% annually. In Australia alone, there are over 13,200,000 active users. A constantly updated stream, its engagement is unparalleled, as every 20 minutes over 1 million links are shared amongst Facebook News Feeds, with a further 3 million messages sent between users.



WHY USE FACEBOOK FOR BUSINESS?

Due to its ever-increasing presence in both personal and professional life, Facebook can provide the perfect opportunity for businesses to engage and analyse their current and potential consumers in a simple and cost-effective manner. As consumers grow more intelligent, they use the internet and social media to discover, review and share new businesses, increasing competition more than ever before.

By incorporating Facebook into their marketing mix, businesses can expand their reach and business productivity by establishing personal relationships with customers, an approach previously only created via face-to-face contact. Not only beneficial for retaining current consumers, Facebook can also be the perfect outlet for gaining new potential consumer interest in your brand.

Recent report, courtesy of HubSpot, have found that 41% of B2B companies and 62% of B2C companies have had success in acquiring customers from Facebook via their Facebook pages. The trick is to be constantly engaging and generating new content in order to interact with fans worldwide, as well as gauge key consumer interests. Tips on how to do so will be discussed later in this guide.

FACEBOOK MAINSTAYS

Despite most of us being active Facebook users for a while now, there can be some confusion with the nuances between the personal profile and the professional page settings. So, we've created a short glossary of phrases you'll more than likely come across.

Application: A program that allows users to share content and interact with other users. This can include games, Facebook-based competitions from companies and other programs that help you connect with other users. Apps must ask for permission to access your profile information before running, so you have a say in how much information they can gather.

EdgeRank: The algorithm used to determine what content is shown in users' news feeds, based on importance to the user. The algorithm is comprised of three key parts:

- 1. Affinity:** The relationship between a user and another particular user/page. Can be likened to the relationship between a Brand and a Fan, and how close it is. The more a user engages with a set user/page, the greater the 'Affinity'.
- 2. Weight:** The value system created by Facebook to 'weigh' the value of certain actions on Facebook, depending on their level of involvement. For example, comments are weighted more heavily than a 'Like', due to the time and effort it takes to post a comment vs a simple hit of the 'Like' button.
- 3. Time Decay:** Simply, how long a certain post / piece of content has been up for. The older the post, the less value it will have in the eyes of EdgeRank.

Fan: A Facebook user who chooses to “Like” a business page.

Friend: A personal connection on Facebook.

Friends list: An organised list of everyone you’re ‘Friends’ with.

Group: A collection of Facebook users with a common interest. Sorting Facebook users into groups can be beneficial, as it allows easy access to specific relationship groups, such as Family, Colleagues, etc.. Once Grouped, users in the group can send specific messages en masse to the interested audience, and can also send group messages via the chat option for instantaneous communication.

Insights: The metrics feature within business pages that analyse the performance of your content.

Like(s): Like(s) can refer to:

- “Liking” a business, or to become a fan of that business page;
- to “Like” a comment or post within a business page or profile; and
- the number of users who “Like” your page, represented via the small ‘thumbs up’ at the bottom of posts.

News Feed: The aggregation of friends’ status updates and brand posts on your own homepage. This also includes media such as images, videos, and sponsored posts.

Page: Official presence for public figures, artists, brands, businesses, places, entertainment, causes, or products to share information and interact with fans on Facebook. This is the type of Facebook presence businesses should choose to organically drive traffic, leads, and customers to a website.

Profile: Presence for personal use (not businesses) to share information and interact with friends and organisations.

Save: A new feature released by Facebook recently, Facebook Saves allows users to bookmark topics and posts and read them later. Facebook will also send you reminders in your News Feed to read the Saved items, so you never miss important information.

HOW TO CREATE A FACEBOOK PAGE FOR YOUR BUSINESS

Thankfully, setting up a Facebook Business page is fairly intuitive, even for those not used to the platform's personal profiles. To create a Facebook page for your business, follow these nine easy steps.

1. Click 'create page' when logged into to your existing Facebook profile.

It is highly recommended that you set up a business page connected to your existing Facebook profile. If you create an account exclusively for a business, you will not be able to search or like other pages, or invite personal friends to like your business, thus limiting your engagement. You will also have to provide a separate mobile number to verify your account.

Unlike a personal profile, a business page is public by default. This allows users to 'Like' and become 'fans' of your page without needing approval from page administration, allowing for quick and easy growth! To create a page, you'll find the 'Create Page' option sitting to the left-hand side of your news feed. Click on that.

When beginning your setup, you'll be asked to select what sort of page best suits your business, as well as what industry/category it best falls into. This category selection will help rank your brand in more relevant searches, thus enabling you to find the customers/clients you want (and vice versa).

Create a Page

Pages I Like

Pages I Admin

Create a Facebook Page to build a closer relationship with your audience and customers.



Local Business or Place



Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

2. Write a brief description of your business.

This description will appear as a short 2-3 sentence blurb on your profile, so keep it short and concise. In this step, you will also have the option to create a vanity URL for your business page, as well include a URL for your business website if applicable.

3. Increase your media by adding a picture.

Humans are visual creatures, and will often remember your brand by the first image they see. As this will often be the first thing seen when launching the page, a company logo is always a good selection. It is recommended that the profile image has 180 x 180 as its dimensions, as Facebook will automatically reformat it to be 160 x 160 when uploaded. Ensure that any text on the logo is still legible at a smaller size, and that the image is crisp and not pixelated. You should also select a visually engaging cover photo (851 x 315), which will appear as the header of the page.



An example of how your profile image and cover photo will complement each other once your page is complete

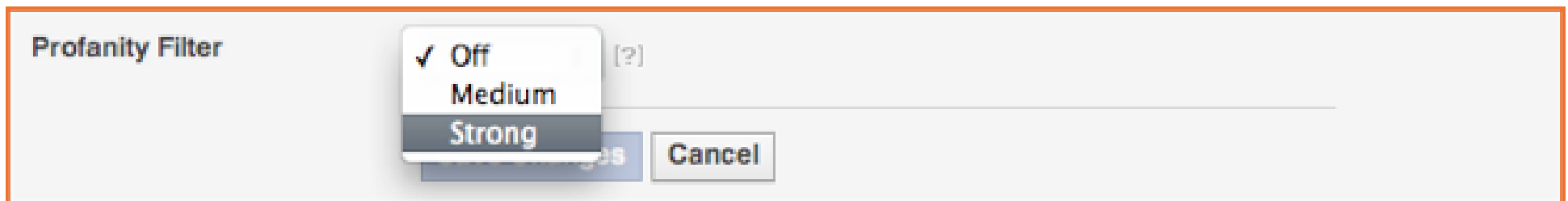
4. Allow Facebook to post a sponsored ad.

While this is not compulsory, posting a sponsored ad when you first start out is a good way to increase your reach and gain initial followers. There is a fee involved, but you will have the option to set your daily limit as high or as low as possible, depending on the desired traffic directed to your page. Customise this by specifying keywords to engage with your target market. **You can also return to this page after you have completed the setup of your account, in order for your customers to first see your page at its completed best.**

Before 'liking' your own page, which Facebook will prompt you to do around this point of the setup process, skip it for the time being. It's best to complete the other steps listed in this section as it will ensure your page is as complete as possible before you start promoting it to the world.

5. Edit your page's profanity filter under *Settings*.

Now that your initial page has been created, it's time to start playing with settings. Setting your page's profanity filter helps protect your page from trolls and unacceptable language, thus ensuring the preservation of its professional image. Whilst the level differs depending on the nature of the business, we recommend selecting the strongest filter.



6. Add additional information about your business under the *Page Info* tab.

Keep it short and concise, whilst including all relevant information that your consumers may need.

7. Spread responsibility by adding administrators and defining their roles.

This is done under the *Admin Roles* tab to add administrators for your page. Each role allows administrators different privileges and levels of access. As the creator of the business page, you will become the initial administrator of your page, where you can toggle between posting as yourself or the business. If you choose to add more administrators, be sure to specify their roles. These include:

Manager: Can manage admin roles, send messages and create posts as the page, create ads, and view insights

Content Creator: Can edit the page, send messages and create posts as the page, create ads, and view insights

Moderator: Can respond to and delete comments on the page, send messages as the page, create ads, and view insights

Advertiser: Can create ads and view insights

Insights Analyst: Can view insights

8. Like your page

With all fundamentals taken care of and your page now ready to launch, be sure to go ahead and ‘like’ your own page. This will show up as an activity on some of your friends’ news feeds, providing your page with a little initial exposure. At this point in the process it’s worth considering a sponsored ad if you didn’t back in step 4. And, of course, it’s certainly worth your time spreading the word to friends and others about your new page.

9. Congratulations! Your Facebook business page is now built! You are ready to start posting and building a relationship with your fans!

10 QUICK TIPS FOR MAXIMISING YOUR FACEBOOK BUSINESS EXPERIENCE

1. Post often - at least daily!

Fans of your brand will want to be constantly updated on what's going on with your business. Remind them why they follow you by regularly posting up engaging media. But remember, not everything has to be a sales pitch. Some of the most engaging content on Facebook aims to inspire human discussion, not sales.

2. Create a conversation with your fans.

It's all in the name - social media is meant to be social. Encourage users to post feedback and talk about your posts. This will help you not only strengthen your relationship on a personal level, but also gain valuable consumer insights.

3. Share linked posts on your page.

This can be anything from industry news to redirections from your website to articles relevant to your consumers. You will be able to customise the title, description and thumbnail image of this post to fit in with your news feed.

4. Link all your business-based social media accounts together.

Most other platforms, such as Instagram and Twitter, allow users to share data across multiple platforms. By doing so, you will be able to more easily manage multiple social networking accounts, whilst also ensuring that your users are aware of your accounts outside of Facebook.

5. Do not oversell or undersell your product!

It is a difficult act to balance the right amount of sales versus other posts. Too few and fans will forget this is a business, whereas too many will have your fans 'un-Liking' the page in droves. A good guideline is the 20/80 rule - for every sales post you make, balance it with four other entertainment-based posts. That way, fans will enjoy engaging with your page, and therefore be more receptive to following through on sales posts.

6. Make sure your posts are a varied mixture of media posts.

A wall of text can seem tedious, and therefore difficult to interest consumers in reading. By breaking up the posts with images and videos, your posts will stand out more in the news feed.

7. Reply to consumer posts in a timely matter.

Much like you wouldn't leave a customer unattended in a store, the same principles of timely customer service apply in the online realm. People expect fast responses online, so don't keep them waiting! This is especially important if the post is negative - find out why the fan is unhappy before they can damage your online reputation.

8. Maximise your EdgeRank.

EdgeRank is imperative to the success of your brand's Facebook presence, as it affects how many people see your posts. Whilst you can pay for how far your reach is, maximising your online advertising budget is pointless if you are not posting content that your specific target audience is interested in.

As this is largely based on the engagement with your posts, try to get consumers to interact with as many posts as possible. Facebook allows for several post types (e.g. video and photos), as well as traditional text posts. While it's certainly worth asking your audience which post types they like seeing, it's also worth being aware of the weight EdgeRank gives different post types.

In general, text, video and photo-based posts earn far greater reach than posts containing external links do. That's because Facebook naturally wants to keep people on its site and not clicking away from it. As long as you balance your post types, you'll find working around the the rules and algorithm and EdgeRank is far more manageable. For more on how EdgeRank works, [click here](#).

9. Reward and create incentives for your customers to interact.

Sometimes your audience needs a little extra nudge to get involved. Try offering discount sales codes, running engagement-based competitions, and providing specials for 'checking in' to your physical location. By getting something in return, your fans will be more likely to give you attention online.

10. Plan your posts in advance.

With so many options and techniques to posting on Facebook, it can be difficult to just 'wing' your posts every time your engagement is looking a little low. As this is still a professional platform, it is important to consider all communication in advance. Create a weekly calendar of all your posts, deciding in detail what and when content should be posted daily. This will also help you keep track of any potential changes to schedule, such as national holidays and sales within your company. Furthermore, consider creating a backlog of prepared situational posts, in order for your business to respond quickly and coherently to any potential issues.

With the information provided, you can now get started on Facebook. Remember that, as is the case with any new marketing channel, it will take you a little bit of time to find your feet. Don't be afraid to test out different styles and voices at the start. While it's worth having a defined vision and overall personality, these can always be refined and changed.

What you want to strive for is creating a presence that earns you the best results in terms of engagement, lead generation, and customers. This will require ongoing commitment and a constant revision of what works best for your business on Facebook.

If you have any questions regarding marketing your business on Facebook or other social networks, or if you'd like to find out more about how we can optimise your Facebook marketing efforts, be sure to [*Contact Us*](#) online or call us on 1300 798 848.