

Getting Started with Facebook



A Beginner's Guide to Facebook Business Pages

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Overview of Facebook

Social Media is Key for Business Growth

Social media is one of the easiest and cheapest ways to effectively engage your target audience. Using platforms like WhatsApp, Instagram, LinkedIn, and Twitter you can expand your reach and increase your digital footprint.

Facebook is King

But when it comes to social media, Facebook is still the king. The platform boasts a 1.6 billion daily users number, with the average user spending 58 minutes browsing daily.



Monthly Active Users
2.4 Billion

Mobile Users
88%

Daily Active Users
1.6 Billion

Daily Time Spent
58 min.

[Check out additional stats.](#)

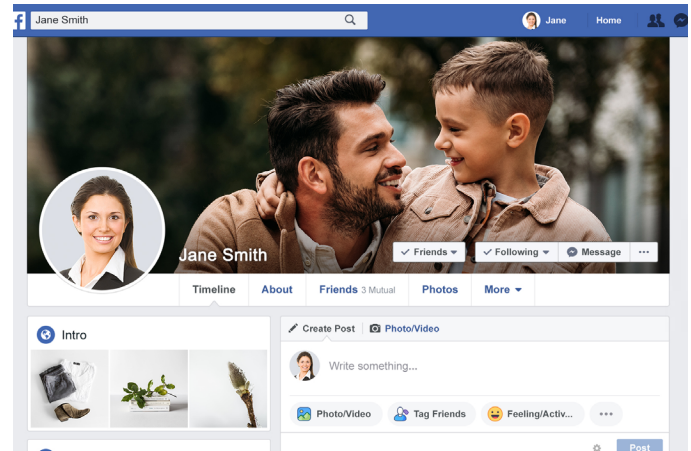


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Personal vs. Business: Do You Need Both?

Facebook Personal Pages

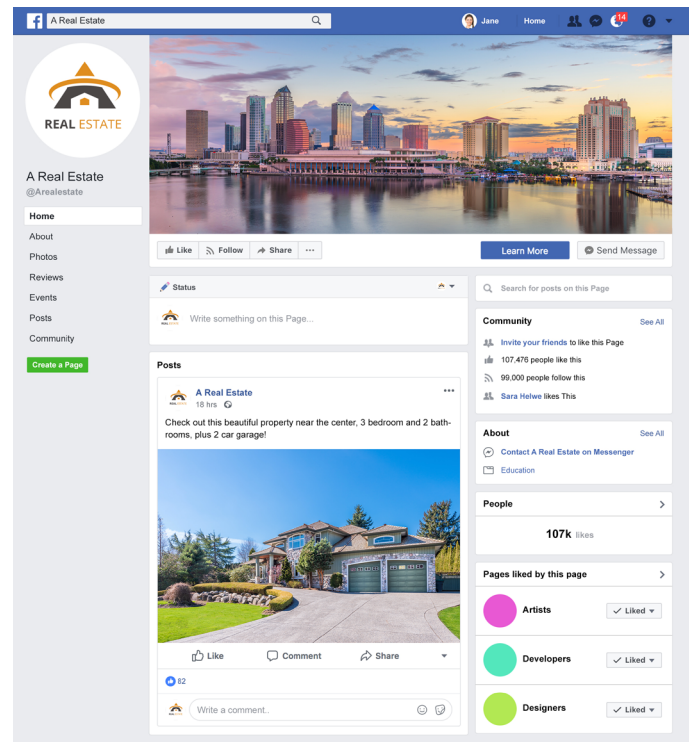
A personal page is how everyone gets started with Facebook. A personal page consists of your profile, pictures, videos, the things you share, and the things others share with you. You have control of the content that appears in your feed, and the ability to restrict who sees those posts. A personal page is a place to celebrate your friends, family, achievements and milestones.



Facebook Personal Page - It's all about the person's friends, family, neighbors and personal accomplishments..

Facebook Business Pages

Business Pages leverage Facebook's personal user base to connect you with prospective customers, reach new target audiences, retain existing clients, and act as your social media storefront. This Page is a means of connecting, updating and communicating with a network of people that follow or like your Business Page. Your Business Page also acts as an introduction for any new contacts that want to learn more about your professional products and services. It lets strangers know what your business does and what it represents. Using a Facebook business page, you can drive brand exposure, engagement, leads and sales with their built-in tools.



Facebook Business Page - It's all about the business's customers, their needs, their pain points, and valuable content.



Personal vs. Business: Do You Need Both?

So, Do You Need Both?

Of course you need both! Every business benefits from a dedicated page on Facebook and you cannot setup a Business Page without having a personal page. While you can promote your business accomplishments and accolades through your Personal Page, direct sales of products or services must go through your Facebook Business Page first. Facebook reserves the right to suspend any page on their platform that violates their terms of service, so play nice and follow the rules.



How To Get Started

Making It Simple.

Getting started with a Facebook Business Page may seem like a challenge, especially for a busy professional. This simple guide will help you get set up and running in no time at all!

6 Easy Steps to Create Your Business Page

1. At the top of any Facebook page, find the tab labeled "CREATE"
2. Choose "PAGE"
3. Choose "BUSINESS"
4. Enter your PAGE NAME and a CATEGORY (see PRO TIP 1).
5. Add the PHONE NUMBER and LOCATION for your business
6. Finally, it's time to upload a profile photo for your business, followed by a cover banner image (see PRO TIP 2).

***PRO TIP 1*:** Your business page's name needs to reflect your current brand. It is the name that people will search to locate your digital business storefront. Name your page after your business, or keywords that people will search when looking for a professional like you. Choose up to 3 CATEGORIES that best fit your business type.

***PRO TIP 2*:** Your profile photo should be your brand logo or a professional head shot, depending on the type of business you operate. For the cover banner, consider an image of your business, products, or an image from a current marketing campaign.



Well, That was Pretty Painless, Right?

Think you're ready to start driving traffic to your new Business Page? Not quite... You've got to add content before you add traffic.



Populate Your Business Page

It's All About Your Brand and Message!

You wouldn't open a store before the signs, displays, registers and products arrive, right? You'd end up with no one inside! Well, the same applies to your Business Page. Before you start directing traffic toward your page, you should create the branding and messaging you wish to present to the public and potential clients so you attract the right customers, and then engage them with valuable content.

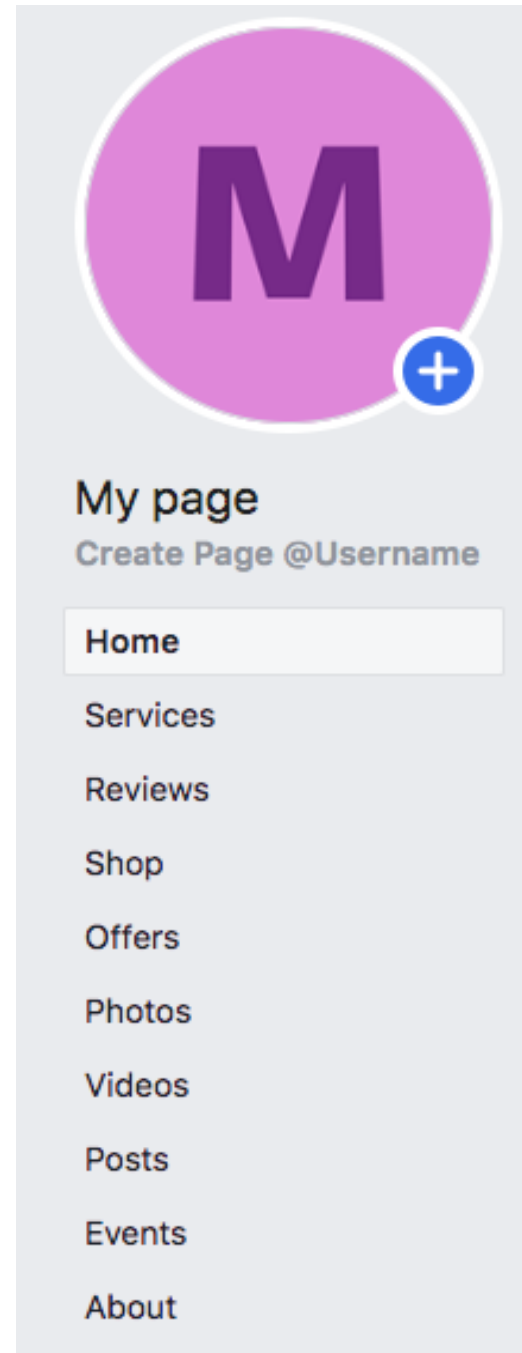


Populate Your Business Page

Your Content Options

Your page has a set of tabs on the left handed column to help you showcase your business persona to your followers and prospective clients. Let's review your content options:

- **Services:** Showcase the value you provide; let people know what you offer
- **Reviews:** See what others have said about your business
- **Shop:** Add physical products and link to payment gateways for easy shopping convenience
- **Offers:** Post discounts or deals right from your business page
- **Photos:** Displays all images shared to your business page
- **Videos:** Displays all videos shared to your business page
- **Posts:** This tab will take you to the newsfeed style facebook layout you are familiar with
- **Events:** Shows upcoming and previous events shared by your business
- **About:** Tell people what your business does



Populate Your Business Page

Your Content Options

Of all these tabs, the ABOUT section is the most important area of your Business Page to setup before going public. This is your business profile and biography. Be detailed and specific so that your audience has a clear understanding of the services you provide, the value you offer, and any other relevant information that helps you stand out as an expert in your field.

The screenshot shows a Facebook Business Page for SavvyCard. The page layout includes a left-hand navigation menu with options like Home, Services, Reviews, Shop, Offers, Photos, Videos, Posts, Events, About (selected), Community, and Jobs. The main content area is divided into several sections: a top bar with 'Liked', 'Following', 'Share', and 'Sign Up' buttons; a header section with the business name 'SavvyCard', username '@SavvyCardNation', and 'Edit' links; an 'HOURS' section showing 'Closes in 5 minutes 9:00 AM - 7:00 PM'; a 'BUSINESS INFO' section with 'Business Details' including 'Parking: Street and parking lot parking' and 'Price Range: \$\$'; an 'ADDITIONAL CONTACT INFO' section with email 'social@savvycard.com' and website 'http://www.savvycard.com/'; and a 'MORE INFO' section with an 'About' description: 'SavvyCard® is a platform that enables organizations & individuals to create & share electronic business cards - and they do more than just sit in a pocket!'. On the right side, there is a 'Our Story' section with a description of the platform and a 'See More' link, and a 'TEAM MEMBERS' section listing Lisa Nalewak and David Etheredge.

You're Almost There!

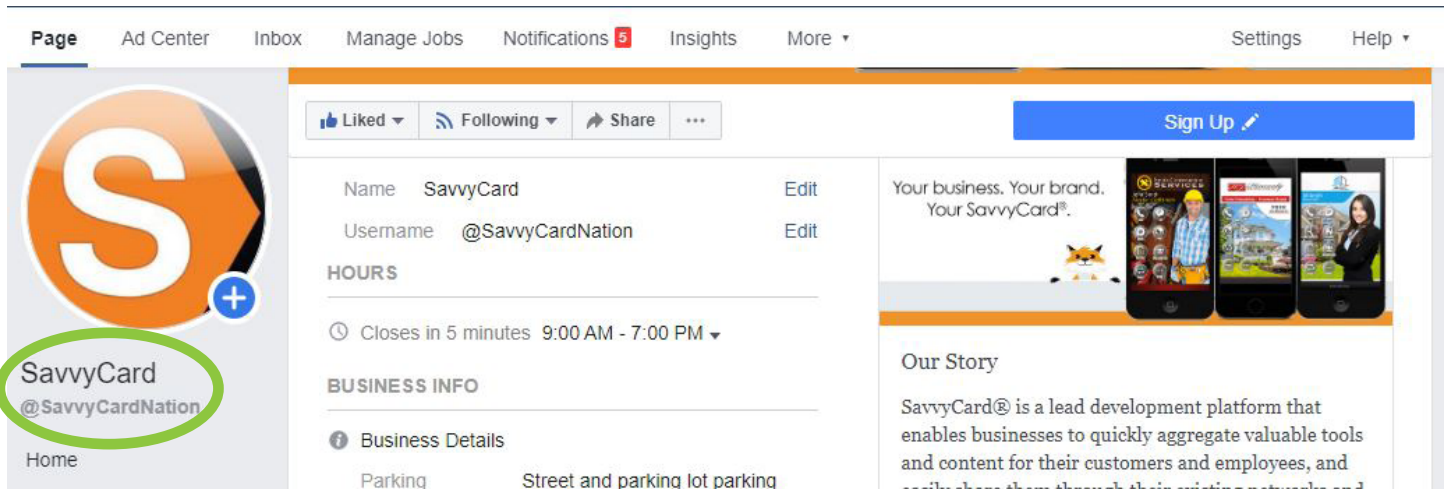
Now that you've added all your valuable information onto your Business Page, you may want to consider a few more advanced options that will help consumers find you and improve your sales.



Populate Your Business Page

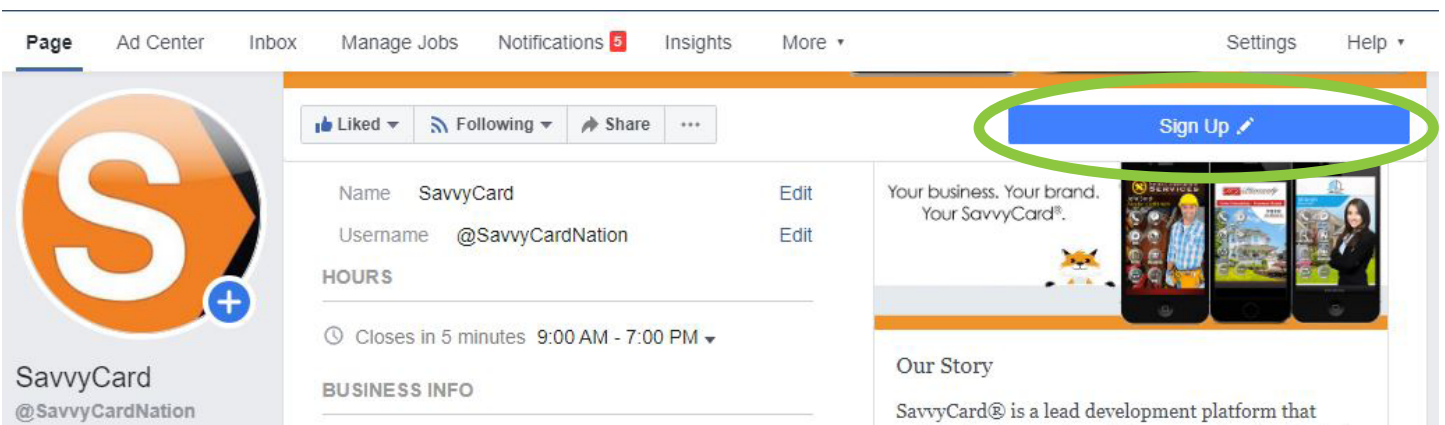
Pro Tips

1. Create a custom user name for your Page.



This will make it easier for people to find your Page and give you a custom URL that you can easily market or share with others.

2. Add a button



Every Facebook Page can feature a call-to-action (CTA) button below its cover photo. This is an opportunity to get your Page visitors to take an action, such as sending you a message or learning more about your business.



Give Them Something To Talk About!

You're ready to start posting!

We recommend starting with 3 to 5 posts before driving traffic toward your Page. Post some updates, links, photos, videos, events, or milestones. This content will start to give your Page the robust feel you'll use to entice new visitors to dig in, like, and follow your business on Facebook.

Time For your Grand Opening!

With your Business Page optimized to convert visitors into followers, it's now time to open your digital doors to the public!



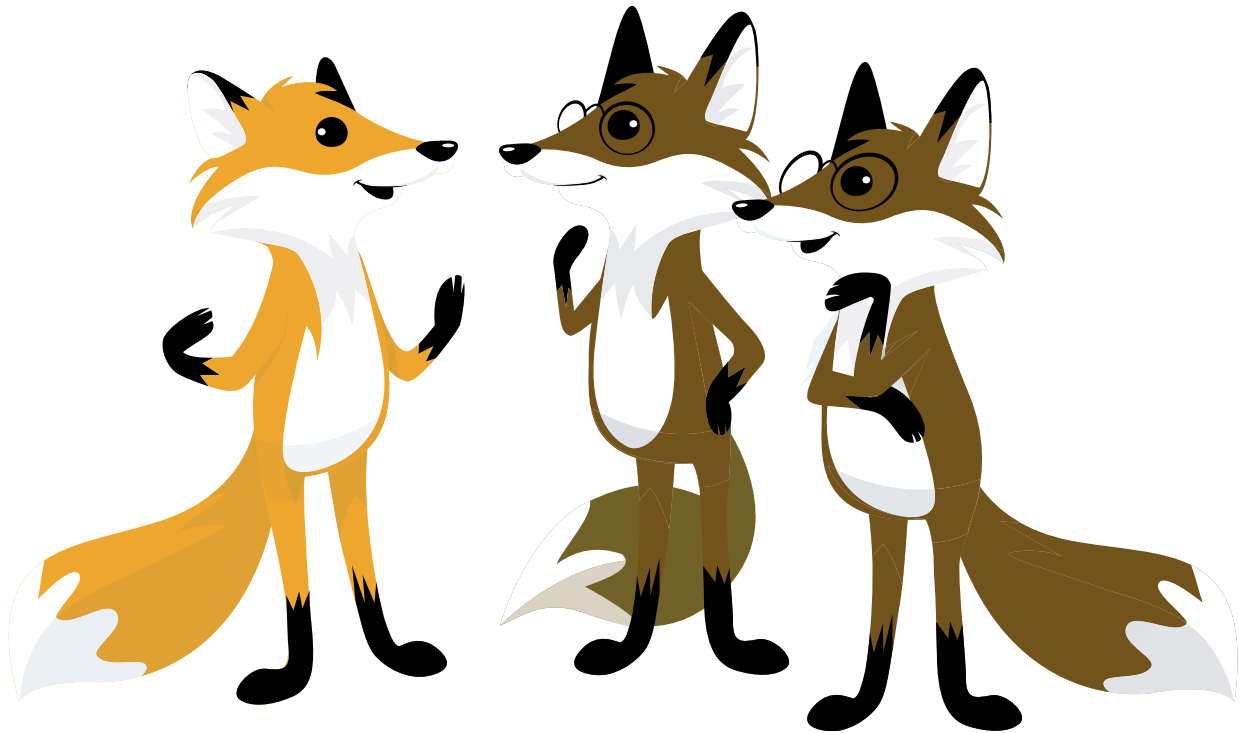
Grow Your Following

Invite your Friends and Family

On the left side of your Page, Facebook suggests a list of connections that you might want to invite to like your Page. The members of your inner circle should be the first to get invited to your Business Page. Be sure to ask them for honest feedback and, if they've ever used your services, ask them to provide a review. These reviews become valuable resources new visitors can use to learn about you and your business.

Invite Your Coworkers and Affiliates

Coworkers and Affiliates are some of the best sources of social media promotion for your company. Ask everyone you work with on a regular basis to "Like" your Page and encourage them to recommend the Page to anyone in their network who might be interested in the content, products, or services you provide.



Ready to Start Generating Leads?

It's Complicated, but There is an Easy and Effortless Solution!

Running a successful advertising campaign is a difficult process. Just staying on top of Facebook's ever-changing Ads Manager tool is a full-time job.

SavvyCard's **Automated Facebook Ads™** (AFA) program is designed to take the work of Facebook advertising off your plate so you can do what you do best; close deals!



Click here to [learn more](#) about SavvyCard's **Automated Facebook Ads (AFA)** or to [get started](#) Today!



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