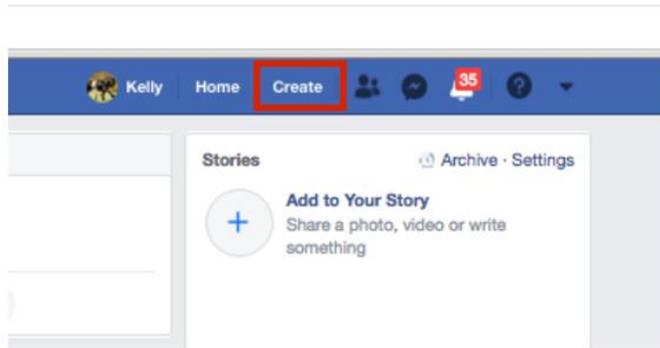


SETTING UP YOUR FACEBOOK BUSINESS PAGE IN 7 EASY STEPS



1. Register for a Facebook Business Page

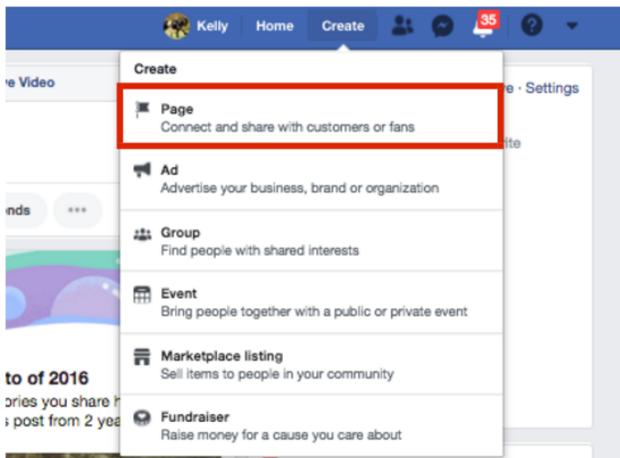
Facebook business pages are created using a personal Facebook account, so you'll need to first log in to your Facebook account. In the right-hand side of the blue toolbar, find and click the "Create" button.



Create a New Facebook Business Page

Select "Page" from the Menu

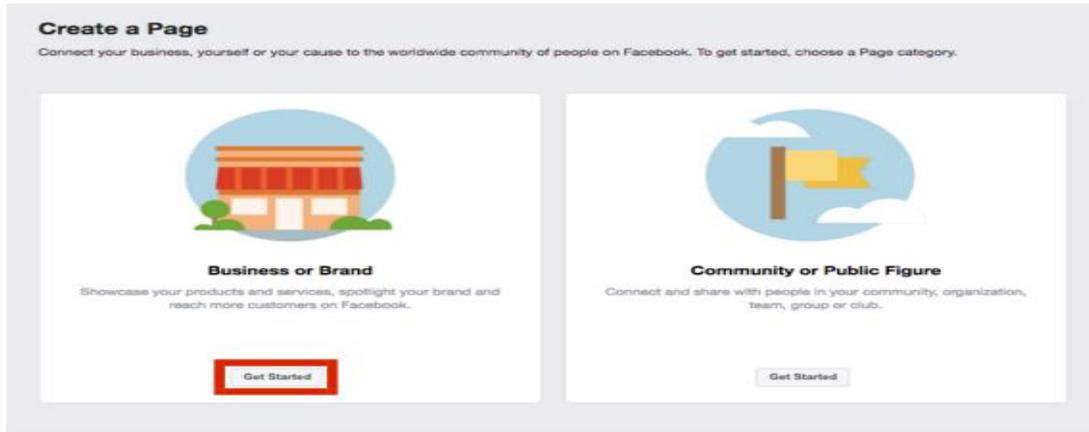
A drop-down list will appear after clicking "Create." Select the first option, "Page," to create your Facebook Business Page.



How to Create a Business Page from a Personal Facebook Page

Choose a Page Category

You will have the option between two page categories—a “Business or Brand” or “Community or Public Figure.” Most for-profit businesses will want to choose Business or Brand.

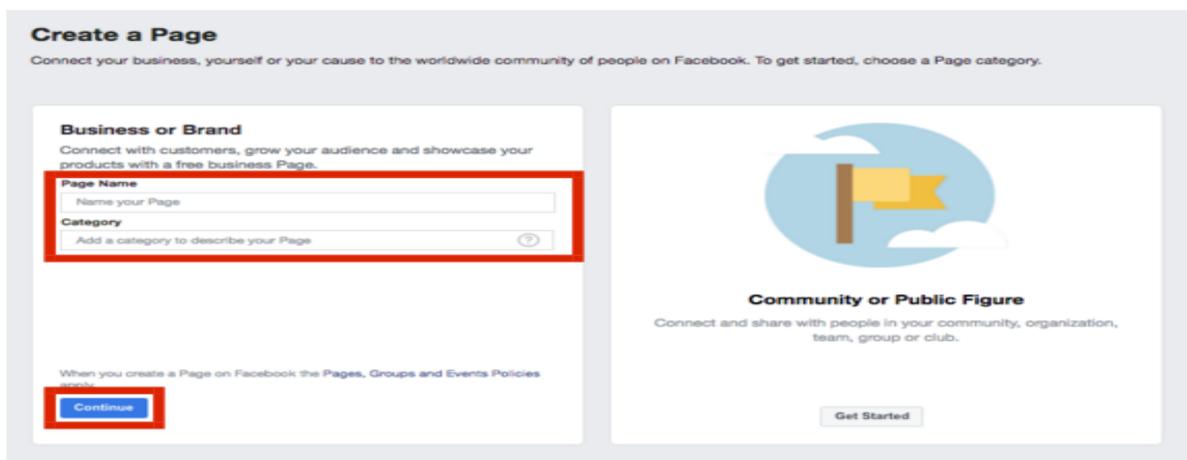


Picking Your Facebook Business Page Category

2. Enter Your Business Information

Tell Facebook what you want the name of your business page to be. This should be the same as your actual business name. Then, choose a business category that best represents what your business offers. For example, a clothing brand could enter “Clothing,” which will then pre-populate a list of related options for you to choose from.

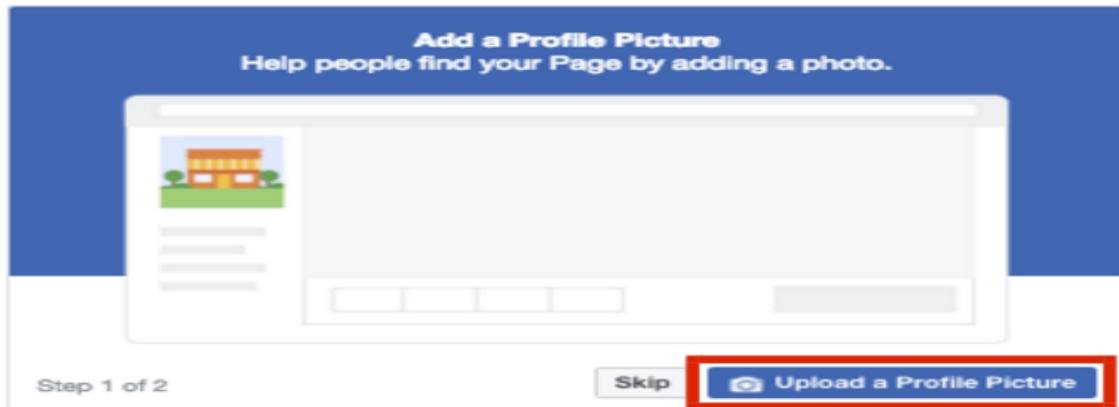
Choose Page Name and Select Category for Your Business Page



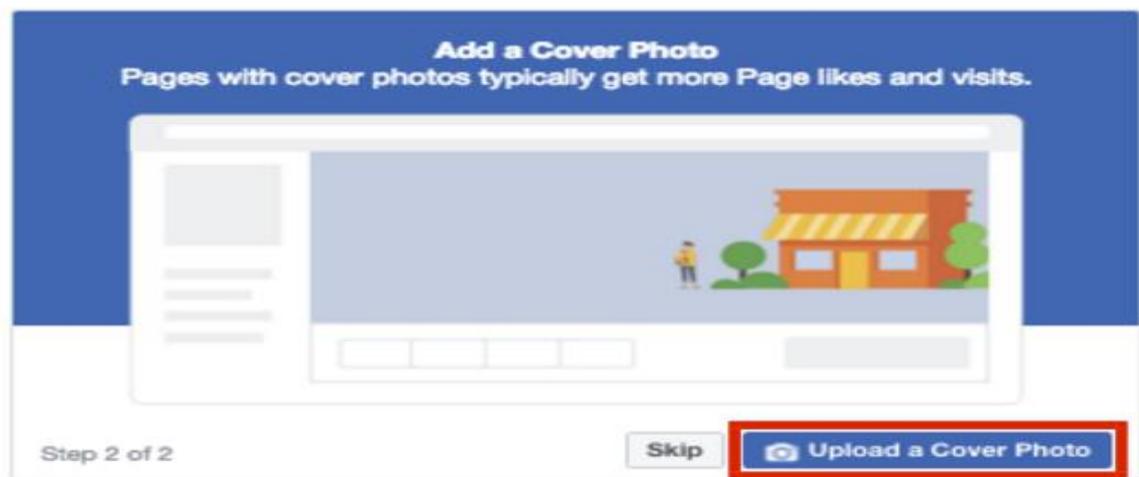
3. Upload Your Profile Picture & Cover Photo

Next, choose a photo to upload as your business page profile picture. Businesses commonly use their logo as a profile picture, but you may use any photo that represents your business and your business' branding. Be sure that your image is clear and doesn't get cropped.

Upload a Profile Picture to a Facebook Business Page



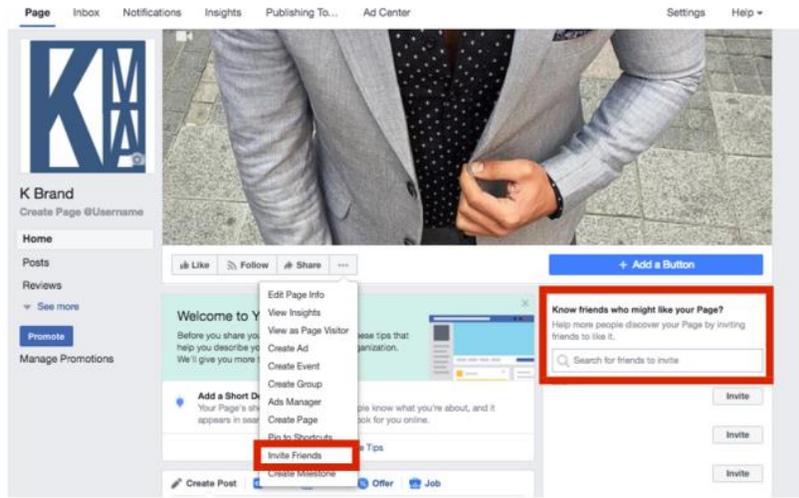
Next, consider uploading a cover photo. A cover photo is the background image that appears on your Facebook Business Page, similar to your personal Facebook account. You want your cover photo to be visually appealing and representative of your business. Your cover photo should be at least 400 pixels wide by 150 pixels tall.



Upload a Cover Photo to a Facebook Business Page

4. Invite Friends to Like Your Page

Facebook will prompt you to invite your current Facebook friends from your personal account to like your new business page. Existing Facebook friends can provide a good initial base of likes for a new Facebook Business Page, so it is advised to go ahead and do this. Either click the pop-up prompt, or invite friends from your “...” button from your business page as illustrated below.

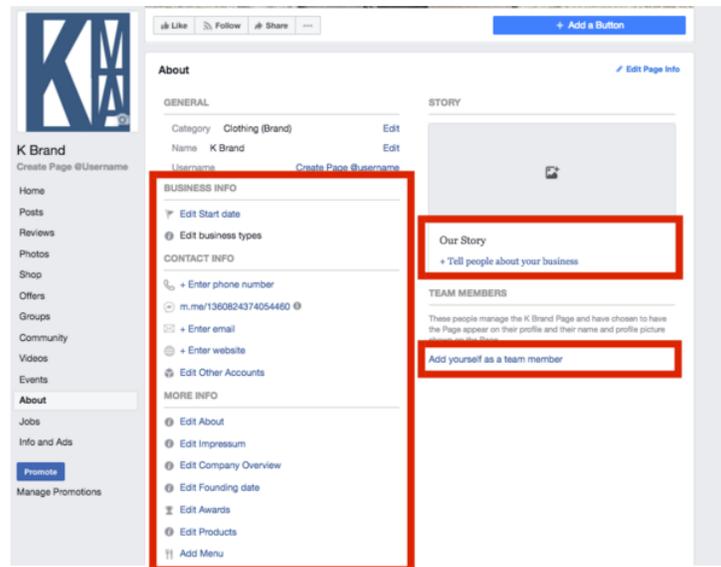


Invite Friends to Like a Facebook Business Page

5. Include Additional Business Details

In the left-hand menu, find and select “About.” This is where you will input information that tells readers about your business, from ways to contact you to your products or menu. Enter all pertinent information, such as your website, hours, and contact information.

It’s not uncommon for a business’ Facebook page to rank higher in organic search than their website, given Facebook’s domain authority. Keeping this in mind, it’s important to complete all information, as it may be a potential customer’s first point of reference for your business.



Business Information to Complete a Facebook Business Page

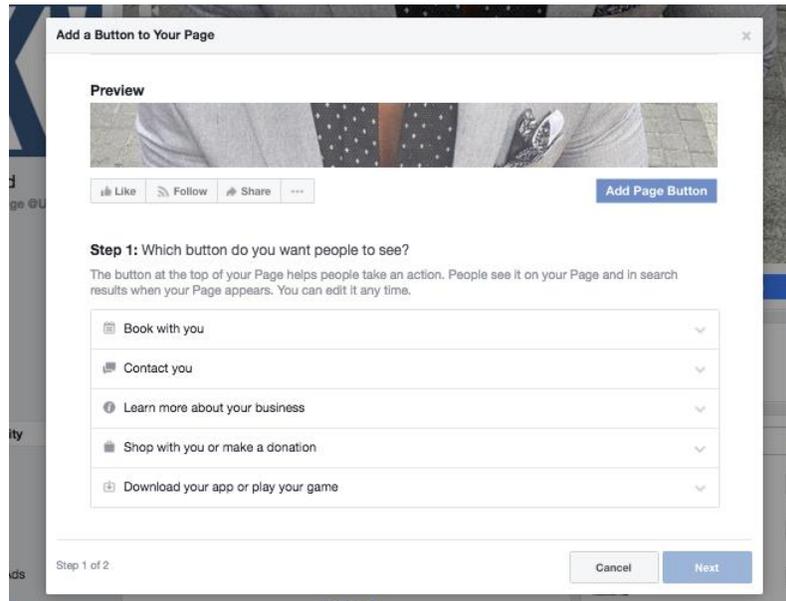
6. Add a Button to Your Page

After you have input all of your important information into your Facebook business page, you will want to add a button to your page, which will appear in the top right-hand of your business page below your cover photo. This acts as your Facebook page's call-to-action (CTA) and is free to use. Including a relevant one to your business can help generate more leads, and in return, increase sales. To do this, click the blue "+ Add a Button" option on the left-hand side of your page below your cover image.



Example of How to Add a Button to a Facebook Business Page

You can choose from the following types of buttons: Book with You, Contact You, Learn More, Shop, or Download. Select the button type that best suits your business. For example, a hair salon would likely want to use the Book with You option, whereas a brand selling products would find the Shop option a better fit.



Add a Button to a Facebook Business Page

7. Market Your Facebook Business Page by Being Active on Facebook

Creating a Facebook Business Page is only the first step to marketing your business on Facebook. You will need to be active on Facebook in order to market your page and grow an audience. For example, you will not only want to be consistent in posting on your page, but you will also want to actively participate in relevant groups where your target audience is likely spending their time.