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MARKETING RESOURCES

How to Create a Facebook Business Page

Why create a business page?

Social media is no longer “optional” for businesses. Consumers expect reputable companies to have a digital presence and oftentimes turn to social media first when looking for a specific service, business, or restaurant. With Facebook continuing to lead the way as the largest social networking site, business owners can greatly benefit from creating and maintaining a business page.

Here are some of the benefits of a Facebook Business page:

- **Brand awareness.** Business pages are great for marketing your products, but they are also a good way of letting your customers get to know you. Having a business page will help generate new customers and leads, while building stronger relationships with your current customers.
- **Effective communication.** Many customers choose to direct message a business when they have a question or issue. Having an active Facebook means you can communicate quickly with these customers and effectively help with any issues they may be facing.
- **Competitor research.** Curious what your competitors are doing? Through your Facebook account, you will be able to follow other businesses – both competitors and potential partners.
- **Increased website visits.** There are several places to link to your website on your business profile. Additionally, you can share the link in posts that you create.
- **It's free.** Starting a Facebook business page is completely free and provides numerous opportunities to business owners. Bonus: If you decide to try paid advertising, you set your own budget!

How to Get Started

1. [Open Facebook](#) and begin by [choosing a page category](#).
2. Enter your page name (the name of your business) and the category (begin typing in the box to see the list of options).
3. Add your business address and phone number.
4. Add a profile photo and cover photo.
 - a. **Profile Photo:** This should be your company's logo. The [photo should be high-quality](#) to avoid appearing blurry. Keep in mind that your page's profile picture will be cropped to a circular shape in ads and posts but will remain the same square shape when people visit your page.
 - b. **Cover Photo:** Use a high-quality photo that represents your business. The [photo should be a large file](#) to avoid appearing blurry. Make sure to check mobile and desktop versions of your page to make sure you're happy with the look of it.

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How to Get Started, cont.

5. Once your page is created, add a short description describing your business (155 characters or less). Below is a great example from Dogtopia:

"Dogtopia provides the highest quality dog daycare and boarding in North America with a focus on loving attention and outstanding customer service."

6. Add a button at the top of your page to make it easy for people to call you, send you a message, or go to your website. Simply click **+ Add a Button** under your cover photo to create yours.
7. Create a username for your page that's easy to remember (should match the name of your page as much as possible).
8. Add your business hours and other details in the "About" section (the more information, the better!).
9. Begin posting!

Tips for Posting

- Use high-quality photos
- Keep a regular schedule (once a day is a great if you have the content)
- Use text in the graphics sparingly (a great free resource for creating graphics is [canva.com](https://www.canva.com))
- Encourage people to tag your business and share their experience
- Proofread before posting (if you make a typo, you can also "edit" the post to fix it)
- Encourage conversation in your posts by asking a question or encouraging your followers to weigh in on a specific subject
- Consider using a mobile photo-editing app to touch up your photos before posting. [Click here](#) for some of the best free options!
- Monitor your page daily and respond back quickly to comments, inbox messages, and reviews

Fast Facts

Facebook now has **2.2 billion active users**

78% of American consumers have discovered retail products to buy on Facebook

74% of American Facebook users visit daily

Americans spend an average of **58 minutes per day** on Facebook

39% of Facebook users follow business pages to get offers



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What should I post?

Keep in mind the customers' mentality: "What's in it for me?" Consider why people would want to follow your business – to be entertained, to see the daily specials, to be informed, etc.

Some general posting suggestions could include:

- Showcasing your customers/regulars + reposting whenever someone tags you
- Sharing local news and community events
- Announcing specials and sales (use sparingly – as a general rule, people prefer being entertained vs. being sold to)
- Entertaining articles and/or information related to your business or industry
- Highlighting other retailers at your shopping center (with a draw back to your business)
- Sharing photos of your staff to help give a "face" to your business

After you've begun posting different types of content, make sure to review the results and compare which posts have been most successful. Finding your best posting "recipe" will take a little time and will vary by business, but will be worth the effort!

Additional Resources

[Facebook Blueprint: Creating a Facebook Page E-Learning Course](#)

[A Beginner's Guide to Facebook Analytics: Understanding Your Audience](#)

[Facebook Marketing 101 - Strategy Guide for 2019](#)