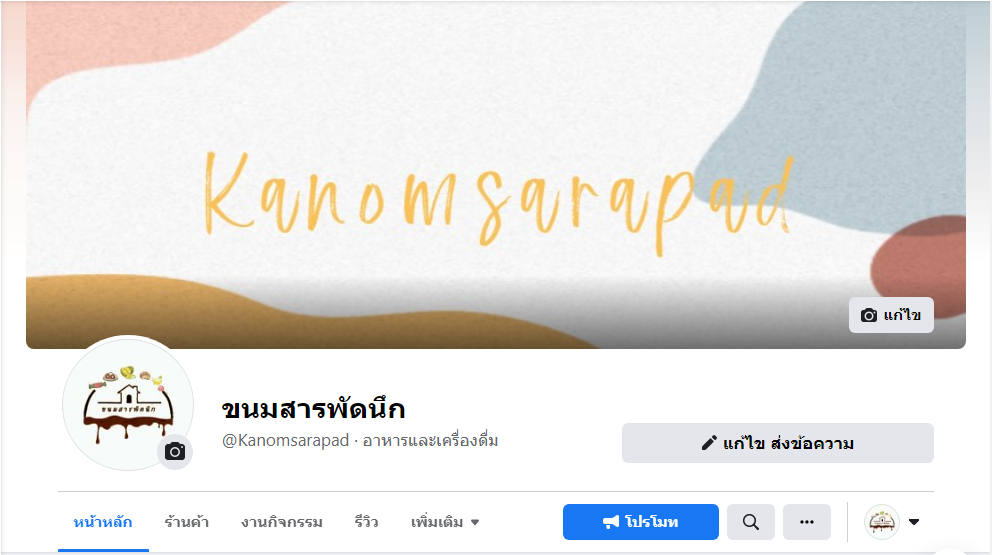
**How to start business on Facebook page?**

Nowadays, social media play a big role in society today. People use social media for communication, updates news, and purchasing products.

Social media becomes a golden gate of marketing, especially Facebook. *Facebook page* is a popular channel to start a business and do *online marketing*.

Therefore, what should we do to *start a business* on Facebook to be successful? Let’s take a look at these topics:

**Page creation**

Facebook page should have an interesting style and necessary tools for customer conveniences such as call button, product inventory, and open hours.

**Content is a king**

For online marketing, beyond product quality, the content is a king. People decide to buy a product from the content they saw. But attempt to post with only the aim to sell is not enough. People love to see what behind the scene, so backhouse stories and knowledgeable content will create reliability for business.

**Targeting the customers**



Targeting the customers should be decided from the question of who needs to use the product. After that, you can target the customers from three types of customers on Facebook. The first type is Core customer that can be created by choosing location, demographic, interests, behavior, and connection. The second type is Custom customers they are customers who have shown an interest in a product. The last type is Lookalike customers, they are audiences who are similar to the current customers.

**Good Service**

Good service is not just taking care of customers before buying the product but after closed-sell as well. Taking care of customers after closing sell shows the loyalty and can help to do remarketing strategy as well.



Moreover, another important rule for doing *online marketing* is driving the contents on social media platforms with consistency and heedfulness.