

# Week 3 - Day 15 (15 July 2025)

## 1. What is Facebook Marketing?

**Facebook Marketing** is the process of using Facebook to promote a business, product, or service. It helps businesses reach a wide audience, engage customers, generate leads, and build brand loyalty.

### Benefits:

- Connect with target audience globally.
  - Boost brand visibility.
  - Cost-effective advertising.
  - Track performance through analytics.
- 

## 2. Creating a Facebook Page

### Steps to Create a Page:

1. Log in to your personal Facebook account.
  2. Click “Create” → “Page”.
  3. Choose **Business/Brand** or **Community/Public Figure**.
  4. Add **Page Name, Category, and Description**.
  5. Upload **profile and cover photos**.
  6. Add **contact info, location, website, and other details**.
  7. Click “**Create Page**” and start posting content.
- 

## 3. Facebook Marketing Strategies

- Share **regular posts, videos, and stories**.
- Engage audience through **comments, polls, and live sessions**.

- Use **Facebook Groups** to create communities.
  - Track **insights** to improve engagement.
- 

## 4. Boosting Posts

**Boosting** is paying to promote a post to reach a wider audience beyond your followers.

### How to Boost a Post:

1. Select the post you want to promote.
2. Click “**Boost Post**”.
3. Set **objective, audience, budget, and duration**.
4. Review and click “**Boost**”.

### Benefits of Boosting:

- Increases reach and visibility.
  - Attracts potential customers.
  - Improves engagement (likes, shares, comments).
- 

**Date:** 15 July 2025

**Topic:** Facebook Marketing – Page Creation, Strategies, and Boosting Posts

**Week:** 3 | **Day:** 15