

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 16

4. Выполните анализ и реферирование текста «Facebook for small business» (15 баллов)

Every small business should be on Facebook. Small businesses can use Facebook in a number of ways to promote services, increase customer support and boost recognition. Using Facebook for business may seem difficult, because its rules and algorithms change frequently. However, with the right strategies, Facebook is one of the best tools for targeting a specific audience through paid campaigns. It knows a lot about its users (more so than we ever thought), and it uses this information to your advantage when you purchase ads.

The first step is creating a Facebook page for your business – not a Facebook profile. A profile is a personal Facebook account that's designed to share personal information and photos with friends and family. Pages are public profiles that let businesses and public figures connect with fans and customers. Users just have to like a page to start seeing updates from the page on their news feed.

It's important to include all the information you can so customers can easily recognize your page and can find the information about your business. There are a range of sections you can add to a Facebook page, but not every section will be a good fit for your business.

Once you've created your business's Facebook page, the real challenge begins. You should regularly create content and engage with followers. Facebook Messenger is an important customer service tool, and customers expect you to use it. Facebook tracks the response rates and times of brand pages so customers know how quickly they can expect an answer. Facebook Messenger is attractive to customers because they expect a fast response, and many people are more comfortable live chatting than calling. Facebook is making plans to merge Facebook Messenger, Instagram messages and WhatsApp to create a unified messaging platform. This plan would make it possible for users on the three apps to communicate with each other, and you'll be able to connect with your customers on all apps.

Facebook Insights is an analytical tool. It shows data on actions taken, page views, the number of people you've reached, the number of post engagements and more. This information can help you measure the effectiveness of your social campaigns and how to improve your posts.