**Harness Your Facebook**

* Depending on your service, add an **action button** to your *Facebook page*
* Turn **page notifications** on (recommended)
* For the **requirements** that you can’t complete, simply click “more”, then click “skip and mark as complete”. This will tell Facebook that all your requirements are complete and your page is good to go
* Add a **username** to your page, as it allows for it get tagged in comments or comparatively easy to find
* You can also add **country restrictions** on your page by settings > public posts > restrictions > country restrictions. **Age restrictions** can be added from the same place
* To **link** your page to WhatsApp and Instagram, go to *page* settings > linked accounts
* To **view as** your page, click 3 dots on your *page homepage* and click “View as”
* To **add your social media pages link**, go to intro section on your page homepage, click “Edit details”, and then social link by clicking “Add a Social Link”
* To **post** on Facebook and Instagram simultaneously, you need **metaverse**, to get that, go to manage page > meta business suite.
  + To post on both platforms, click *planner* in the left sidebar, then, click *create* on top right
  + There are a couple of options you can add to your post which are present in *Post details* section below the *textbox*. Options are:

1. **Feeling/Activity:** Here you can tell your mood
2. **Location:** You can add the location of your post
3. **Link:** Where you wan to re-direct them as they click on your post to message you directly
4. **A/B test:** Here you can add two different versions of your post such that the post that gets the most engagement will be utilized later on. You can add maximum of *4 versions*
5. **Link:** Where you want to re-direct them
   * We can schedule the post by click “Schedule” under *scheduling options* section. You can “Publish” it right away
   * To manage all the messages that you receive on Instagram, you can go to “Inbox” option on the left sidebar, and read how you want
   * To get your messaging URL (if clicked will redirect the user to DM you) can be obtained by *Inbox* (tab on left sidebar) > *settings* (top right) > *Messaging* > *Your Messenger URL*
   * To add that live chat button on your website from Facebook, click *Inbox* (tab on left sidebar) > *settings* (top right) > *Chat plugin*
   * **Important:** Facebook likes it when the user answers in 15 minutes
   * Since, you can’t reply while you are sleeping, eating, or offering prayer etc, you can configure that by going to *chat* (option on left sidebar) > ***Automation*** (on top right). Now, you can set **Away** message
   * You can also **set your own automation** by going to *chat* (option on left sidebar) > A*utomation* (on top right) > *Create Automation* (on top right)
   * To add **Bookings**, go to *mega business suite* > *All tools* (left sidebar) > *Business apps* (from options that will appear)
     + From here you can add booking services e.g. Acuity Scheduling (Free) or Appointments for Square (Free trial) etc
     + To add **Services/Location**, click *Services* instead of *Business apps*
   * To add **Products** to the page, go *meta business suite* > click you name > click *Create a business account*. Then, go *business apps* > *E-*commerce (tab) and select an app to import the URL from that webpage

* **Important:** You should post at least 1 time per 3 days

**How to increase your growth:**

* **Organic growth:**
  + **Important:** Facebook will show the content to those people who are interested in your content (it is done with certainty) while twitter show it followers, following, interested people, non-interested people and more
  + To overcome this, you need to make sure that your content is a little better than others
  + The **goal** is not to flood the market but rather to *excite* the market as much as possible
  + To **tell Facebook about what you do**, join groups (recommended (both big and small)), view posts, and join pages etc that aligns with your interests/pages (that you made)
  + **Share your post to groups** since, it will increase traction, **LIMIT TO DO SO IS 10 PER POST**
  + To reduce the chances of getting **detected as a robot** is to randomize the number of times you share a post or don’t share for a couple of days. **MAKE IT A HUMAN BEHAVIOUR**
  + **Question:** How do I get my business name out into the demographic
  + **Answer:** Go on homepage, and the posts that align with your group/page, *follow/like* them. Then, *comment* the post (people engage with it (by liking it)). Also, *comment on comments* on the posts that align with your groups/pages. By commenting 1 for the post and 5-10 comments as thread on the post, that maximizes the engagement
  + DO THE ABOVE ON 5-10 POSTS PER DAY
* **Paid ads:**
  + To go to ads manager, navigate *meta business suite* > *all tools* (left sidebar) > *Advertise* (section) > *Ads*
  + 3 options on top: Campaigns, Ad Sets, Ads
  + **Campaigns:** What you are targeting
  + **Ad Sets:** Couple of different types of ads
  + **Ads:** All the different types of ads
  + **Important:** When you run an ad, you need to be focusing on **“Cost per result”** since it will tell average cost per result. In marketing it is called **“ROAS (Return on Ad Spent)”**
  + Ideally, on every dollar, you should get 2$ in return (or even better, 20$)
* **How to create a campaign:**
  + Do make sure to see any errors that fb maybe showing since fb won’t run your ad
  + If you don’t have any followers or engagement, going for **awareness** or **traffic** might be a good idea
  + Adding Special ad categories is important since you will get banned/deactivated if you don’t do so
  + Facebook waste about 20-30% of your money by showing your ad in places where it isn’t required
  + To get as much data into Facebook as possible to maximize your ads, we use **“Facebook Pixel”**
    - You can connect your page to Facebook by going to *meta business suite* > *all tools* (left sidebar) > *events manager*
    - Go to *Pixel*, and click Add, then, add your website