The Facebook Masterclass 2020: Build a Page from Scratch

Essential Parts of Business Facebook page have

1. Logo

Create a logo for business

or fiverr.com to create logo on $5

1. Cover Banner

Create a cover banner at [www.canva.com](http://www.canva.com)

1. Product Photos

Create product photo using mobile or camera

Crop using photophop

Add background using canva

1. Season Greetings

Create season greeting using canva

Use google for season greeting like mother days and design

Greetings. Search for date of seasons greeting google and

Design season greeting in advance

1. Promotions

Create promotion discount banar in canva

Season discount like Christmas

1. Event Invitations

Use canva for this as well

1. Hiring Infographich

This for hiring suitable candidates

Project Food Restaurant: Create a Facebook page from scratch

In this project we will create facebook page for Business

Brand Name: FoodUp

Theme Color: Yellow

Industry: F&B (Food & Beverages)

1. Login to facebook
2. Click on create page
3. Click get started button user Business or brand
4. Enter Page Name (Foodup)
5. Enter category name (Food & Drinks)
6. Click on create button at bottom
7. Click skip button
8. Click skip button again
9. Add a new button by click on add button, create contact us and like to website
10. To customize the pages 🡪 click on settings on top 🡪 click edit page 🡪 here we can

Arrange the pages order 🡪 click on add tab at buttom 🡪 add services and shop 🡪

About page should by on top 🡪 then Reviews 🡪 then shop 🡪 then services 🡪 then posts 🡪 Videos 🡪 Photos 🡪 Community 🡪Groups

1. Click on messaging menu from left side 🡪 Under Response Assistant 🡪 ON the services Send instant replies to anyone who messages your page 🡪 Type the Message

Click on change button for customization 🡪 click on add personalization and add last name and !

1. Click on page role menu from left side 🡪 here we can add user to maintain our page
2. Click on General menu from left side 🡪
3. From left side of page main content area, we can invite page to like our page
4. Click on about page from left side menu 🡪 we can change the page name if we have enough reviews.
5. Add Story to page 🡪 add information regarding Facebook page

Creating a Free Logo on Canva.com

1. Login to canva.com and click on logo
2. Choose any logo you like ( Melting point)
3. Add background to logo
4. Download as PNG
5. Upload logo to Facebook page

Creating a free Cover page Photo on canva.com

1. Login to canva.com and click on Facebook event cover
2. Choose any cover page you like
3. Edit the template according to need
4. Download as PNG
5. Upload the cover photo to facebook page

Creating Menus , Services and Business Store

1. Login to canva.com and search for manu
2. Look for some thing you like, update the content
3. Download as JPG to make sure picture is clear
4. Open a facebook page 🡪 Click post menu 🡪 and upload the menu

Images 🡪 add some text and publish the post

1. Refresh the page
2. Click three … dots at top corner of post, to pin it at top
3. Click on Services Menu 🡪 Click Add Services 🡪 for photo

Go to pixabay.com 🡪 search for relevant photos and download it

Download photo based on menu 🡪 upload it to services section in Facebook

Pages services section

1. Now click on about page and click on our story 🡪 upload a proper images download from pixabuy.com and add the complete history of business.

CREATING A BUSINESS ADDRESS BANNER

1. Login to canva.com and search for address 🡪

Use any template and change the content and address

Download the template using JPG and upload to facebook

On home tab 🡪 Photo/Video 🡪 upload images and add some text

And publish it

Click on About tab 🡪 Add Phone No. 🡪 Edit Page info to add address

CREATE A COMMERIAL PRODUCT IMAGES

1. Download some images from pixabuy.com and remove the logo backgrouond

Using photopshop and put on the images and save as JPG.

Click on home tab 🡪 click on photo / video 🡪 upload the

Images created above 🡪 give some text 🡪 publish

CREATING A PROMOTION BANNER

1. Login to canva.com and promotion related to your theme
2. Create some promotion and add some text to add
3. Download the work in JPG format
4. Click on home tab 🡪 click on photo / video 🡪 upload
5. Add a caption and publish it

CREATING A COMMUNITY IN FACEBOOK (GROUP CREATION)

1. Community is group. Of people who are interested in particular issue or productis
2. Click on Community tab 🡪 click get started 🡪 create group 🡪 give name to

Group 🡪 create group 🡪 click on more 🡪 click group setting

Upload a photo 🡪 select support option

Enter some description

Give some tags, give location ,

Choose color , click privacy setting and

Click tick in post approval

Click on discussion tab 🡪 enter some text and upload photo

Create topic in group 🡪