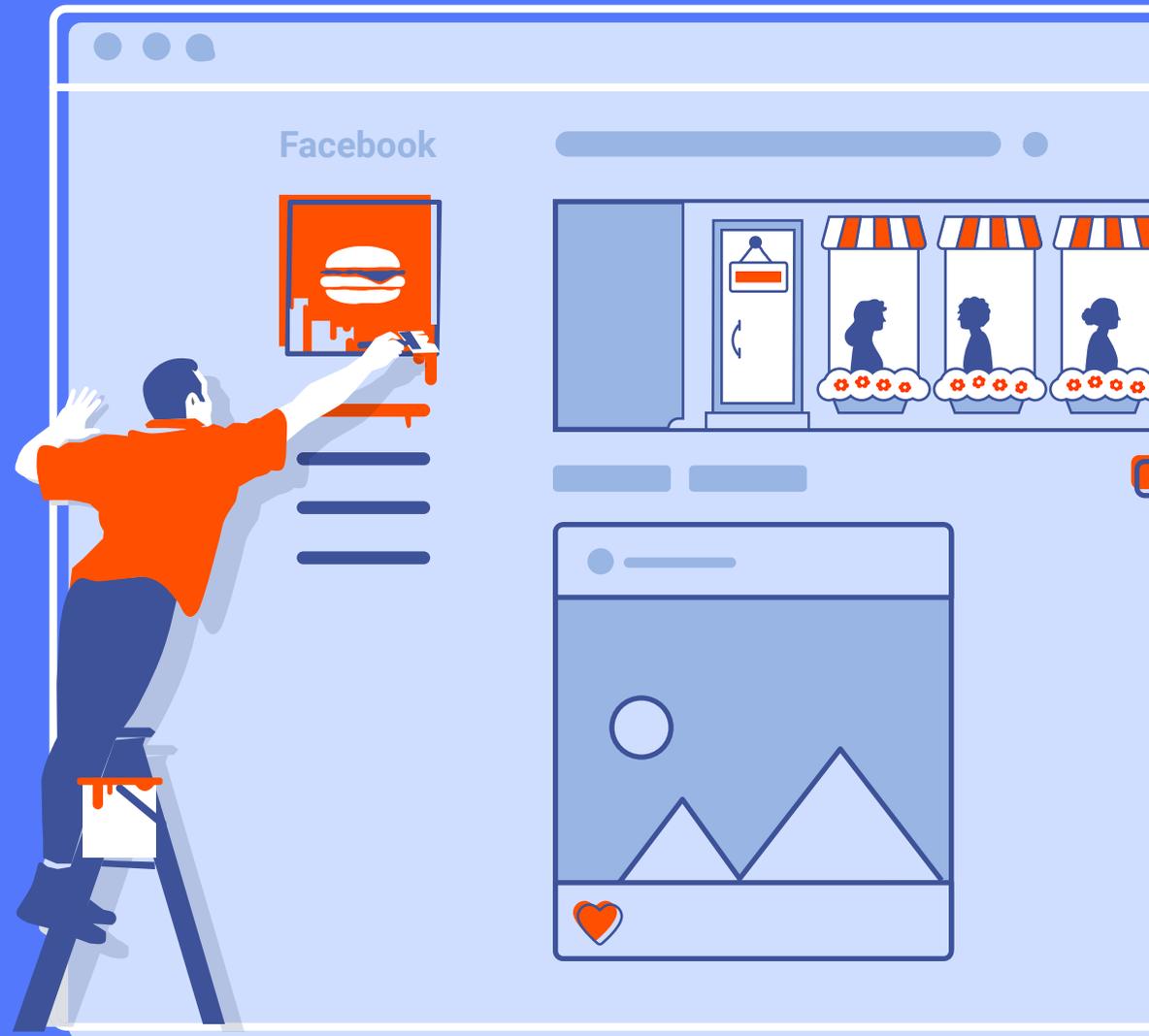


Simplifying Social

Your Quick-Start Facebook Guide



The explosion of social media is putting many local businesses in the hot seat. Business owners just like you are already using social media to promote themselves because it's accessible, cheap and extremely measurable. When we think about all the possible tools you could leverage, social media is an intimidating undertaking. That's why we don't recommend trying to tackle everything at once. Instead, let's focus on one platform at a time - starting with Facebook.



Here's what's up.

50 million

More than 50 million businesses use Facebook.

1.7 billion

There are about 1.7 billion people actively using Facebook, making it the most widely used social media site among all ages.



64%

64% of Americans ages 12 and up use Facebook.



95%

Nearly 95% of local business owners say Facebook ads have been effective.



33%

33% of local businesses used Facebook in 2015, and more than 62% got onboard in 2016.

Okay, so Facebook is important. Now what?

More than an opportunity to make your business more visible and relatable online, Facebook can be your secret weapon for delivering fast, direct and personalized customer service online. There's a lot you can do. We recommend these three big hitters to make your Facebook page a grand slam.



1. Create a Facebook business page, and invite people to like it.



2. Get into a rhythm of posting genuine, smart content to your page.



3. Consider investing in advertisements on Facebook.

We know sometimes you need more than just information - you need actionable steps to take. Let's get going.



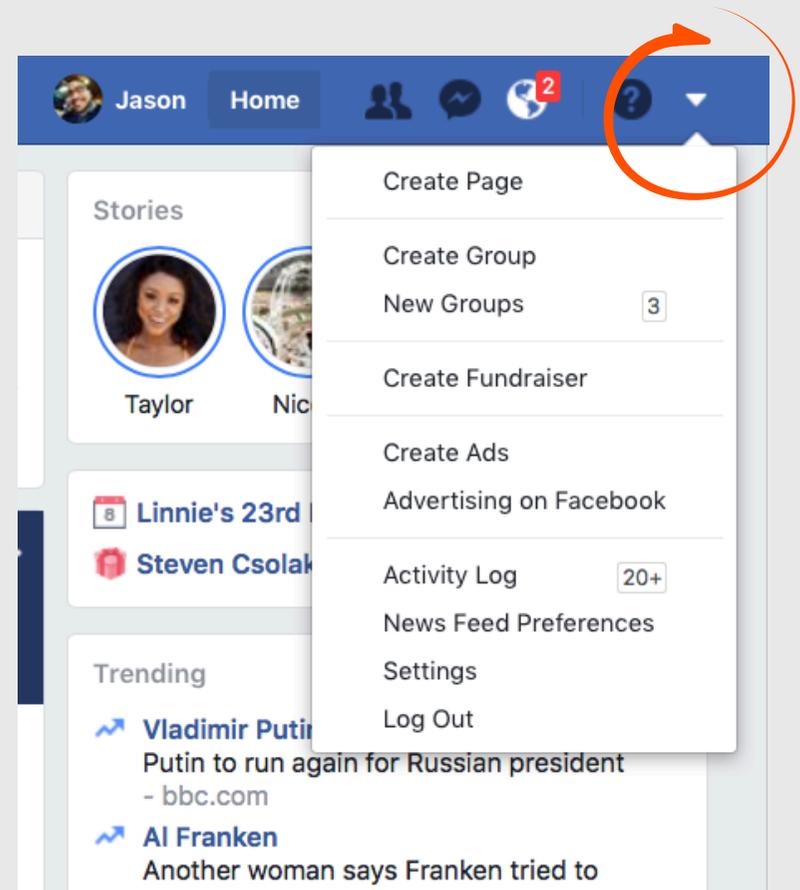
Step 1: Create a Facebook business page.

This is the core element of connecting with your customers on social media. You've got to have the page and the presence to get found and enter the conversation.

Here's how. First things first.

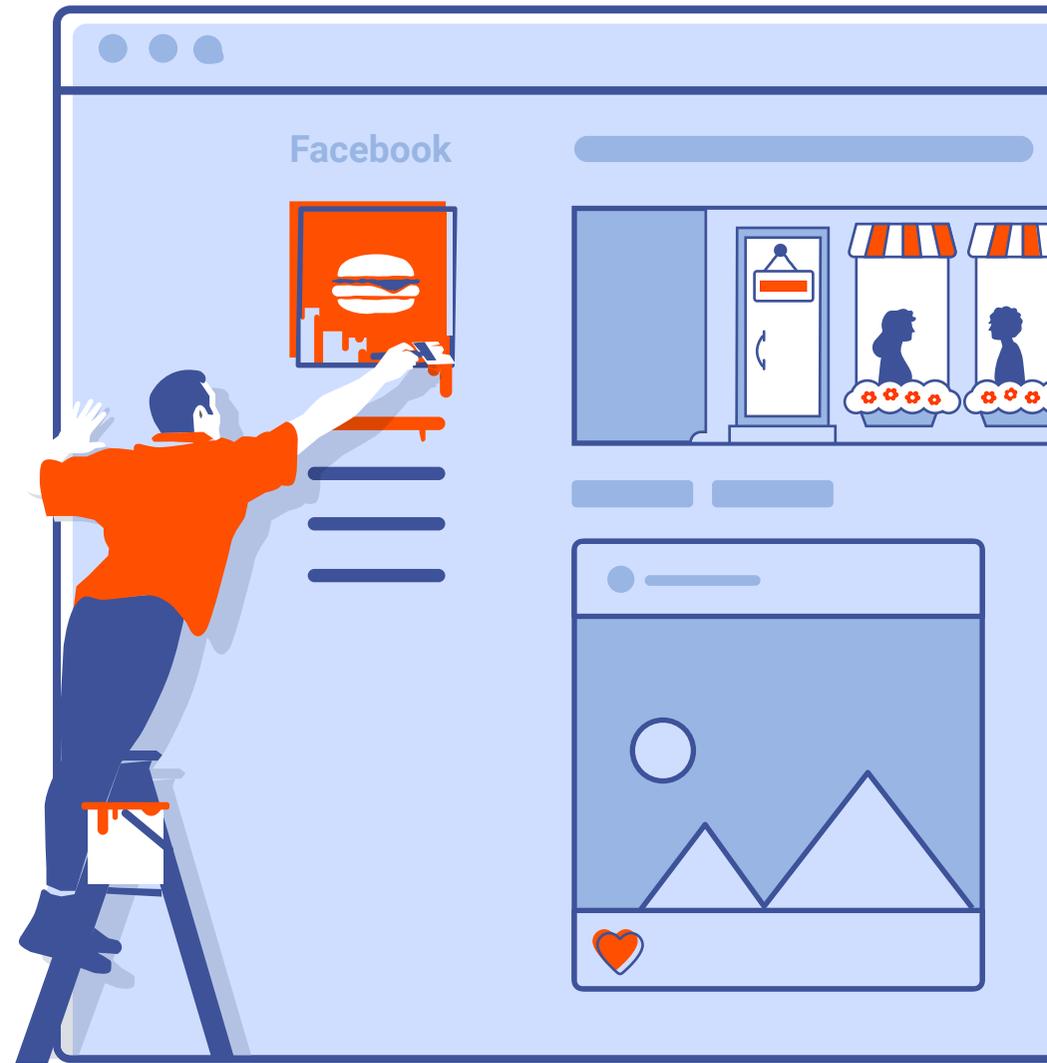
Do you have a personal Facebook account? You need one. Every Facebook business page is linked to a personal account. This is how Facebook knows who is managing the page and is responsible for the content. Don't worry about any permissions or security issues with this one. Facebook helps draw a clear line between your personal and business pages.

Once you've got a personal account, go ahead and sign in. In the top right of the navigation bar, you should see a small, upside-down triangle. Click this, and choose Create Page from the drop-down menu. Pro Tip: In this same drop-down menu, Facebook shows you any pages you already own. If you've created a page already and forgotten about it, it'll show up here.

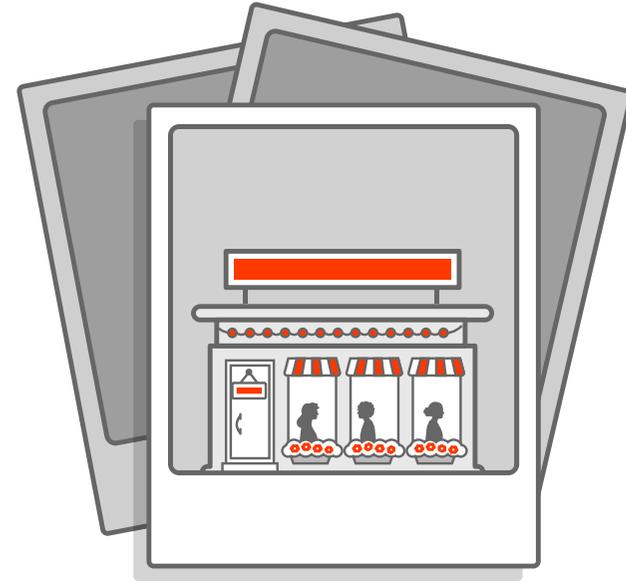


What you'll need next:

- 1. A name for the page.** We recommend your business's name, of course. However, sometimes a business with a similar name may have already claimed that page. So, you may have to get creative. If so, consider adding your business's city name at the end, or include a couple words about what you're selling.
- 2. A few categories that represent what you do.** These will help improve your ranking in search, so choose them wisely!
- 3. A blurb about what you do.** This will go in the About section, and it will tell people what your business offers. When writing this blurb, use terms and words your ideal customer might search for online. Since you're a local business, make it abundantly clear what geographic area you serve by also including your city name here.
- 4. A profile picture.** Use an image that represents your business and is visually appealing. Many are tempted to use a logo or branding image, but if your brand isn't really well established quite yet, we recommend taking another route. Try a picture of your store-front, or download a high-quality stock photo of the service you provide. The optimal dimensions are 180 x 180 pixels.



- 5. A cover photo.** Again, avoid the urge to use your logo here. This is your opportunity to personalize your business. Take a great photo of the inside of your store during the day, when your business is in action. Or, showcase more of the products or services you provide. Do us a favor – choose an image that’s high resolution. This means it’s nice enough quality (with a large enough number of pixels) such that it doesn’t appear blurry.
- 6. A call-to-action button.** Facebook gives you the opportunity to let users choose how they want to interact with your business. Choose a button that makes the most sense for your business. Do you get most of your leads from your website? Direct them there. Would you rather they call you so you can set up a custom appointment? This button will help them do just that.



It's time to Publish!

If you had any difficulty, Facebook offers resources and help online. Once your page is published, add finishing touches like the times you're open, a list of the services you provide and even a price range.

From there, you can start posting away.

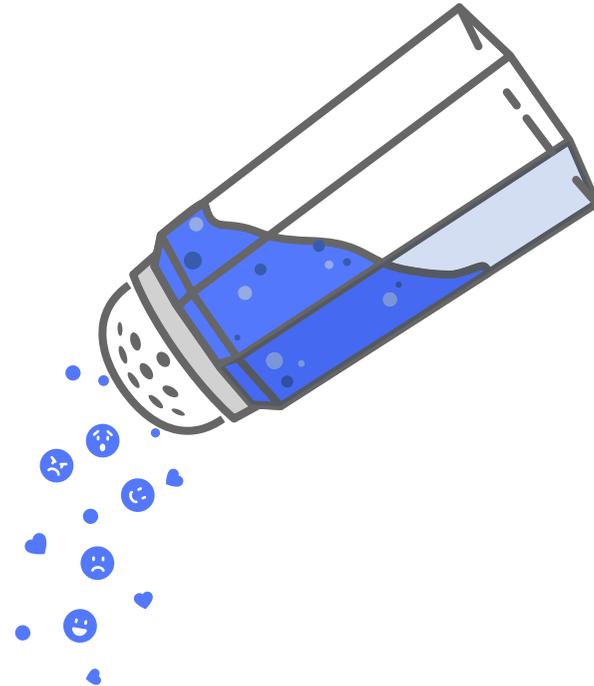


Step 2: Get in a rhythm of posting genuine, smart content.

Posts allow you to stay top-of-mind for your customers and followers. This seems like the easy part, but we've got some pointers that will help elevate your posts so they stand out in the news feed.

- 1. Craft your post.** Use short, informative copy and stand-out imagery. The optimal post is 40 characters; engagement decreases the longer you go. Try also scheduling posts in advance so you don't have to log in at inopportune times. Remind customers why you're awesome, and help them engage. Don't forget to include special offers and appointment booking options.
- 2. Spice it up.** Don't let your post fall flat with repetitive text and marketing copy. Use emoticons. Try casual language, not marketing-speak. Insert short video clips of your business in action.
- 3. Time it right.** Not all time frames are created equal when it comes to prime posting. Stats show us users are most actively looking for products and services between 1 and 3 p.m. Curious how often to post? Industry standards recommend posting at least twice per week.

- 4. Boost it, and get a lot more attention.** Though you can pin posts to the top of your page or embed a post such that it appears on your website, boosting a post locally is a great idea. You can closely monitor the investment and watch the likes, comments and orders stack up in minutes.
- 5. Interact, and give a human face to your business.** Respond to comments, both good and bad. When customers see you being honest about where you may have fallen short or offering to make someone's experience better next time, it'll make you relatable and establish trust.





Step 3: Consider Facebook ads.

When you set up your page, we hope you took advantage of the targeting capability, calling out the geographic area you serve. Facebook ads let you target your ideal customer even more carefully and precisely. Categories you can target include age, gender, location, pages someone already likes on Facebook, a person's interests and more.

Once you've got the targeting locked down, come up with a content strategy. We don't recommend going straight for the hard sell. Avoid immediately shouting your proposition to customers without letting them get to know you first. That's a major Facebook party foul.



Content Marketing 101:

- **Start with relevant content** to your product or service, but don't mention yourself or your business. Own a lawn service? Offer some advice on the best times of year to lay sod in your city. Own a fitness center or personal training studio? Share the latest fat-burning tips to get anyone's bod ready for summer. It may feel odd to spend money purely making customers aware of your brand, but customers are used to seeing this type of content more and more. And, it's what they're clicking.
- **Once they know who you are**, establish your business as the go-to expert in your field. Keep sharing relevant content, and supplement it with links to how you can help.
- **Now that you've earned their trust**, start selling. Promote special offers, or call out particular products and services you're ready to sell. Include a call to action such as a link to your website or a phone number customers can dial for a consultation.

Who do you want your ads to reach? Help: Choose Your Audience

NEW AUDIENCE ▾

Locations United States
All United States
Include ▾ Add a country, state/province, city, ZIP, DMA or address

United States United States of America
Drop Pin

Everyone in this location ▾

Age 18 - 65+

Gender All Men Women

Languages Enter a language...

Audience Definition

Your audience selection is fairly broad.
Specific Broad

Audience Details:

- Location: United States
- Age: 18 - 65+

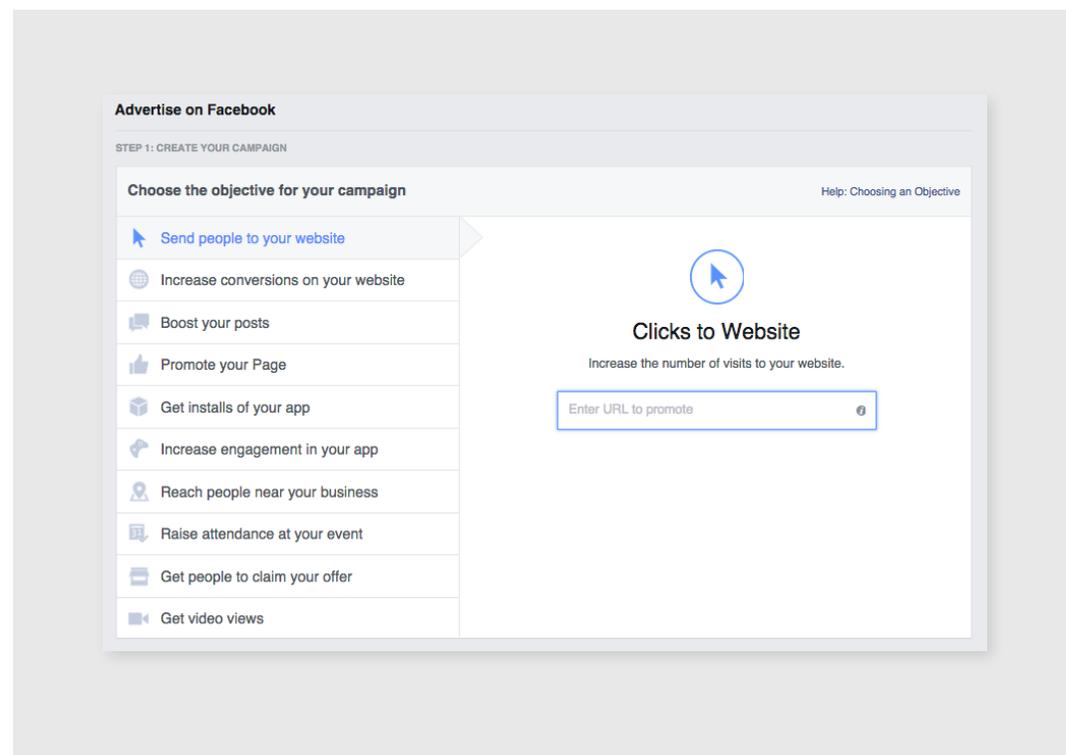
Potential Reach: 184,000,000 people

With an idea of what to post, it's time to set it up. In the same drop-down menu where you created your page, there's an option to Create Ads. Facebook will ask you to choose a marketing objective, like "Send people to your website." Name your campaign, and click Continue. Now, the ad will remind you to select your audience, either by creating a new segment or using a saved one. From there, Facebook estimates the potential reach your ad will have to these types of folks.

You'll answer a few more questions before your ad is ready, like device types you want to optimize for (we say both desktop and mobile), your daily budget, a schedule and formatting. For scheduling, try a few days at a time instead of continuous. This way you can assess the effectiveness of the ad after a few days, and you ensure you won't spend more than your allotted budget. For formatting, the most common and simplest is a single image format.

Almost done. Enter a website URL, write a catchy headline, choose text you want to appear above the image and choose Place Order.

Monitor your ad closely. In that same drop-down menu we keep referencing, you can choose to Manage Ads. According to The Facebook Ads Benchmark Report conducted by Salesforce, the average click-through rate (CTR) for an article post is around 2%, and the average cost per click (CPC) is \$.23. If you notice your ads are falling short, mix it up. Since the investment is at your discretion, try different approaches until you find one that works best.



Kick it up a notch.

You've gone step-by-step and checked the boxes. Are you ready to get serious about social? Business management tools like Thryv do all of this with you. They write custom posts to keep you posting regularly, manage your social on your behalf and can help with that stale website too.

[Let's get going.](#)

