

How To Use Your Facebook Business Page For Marketing

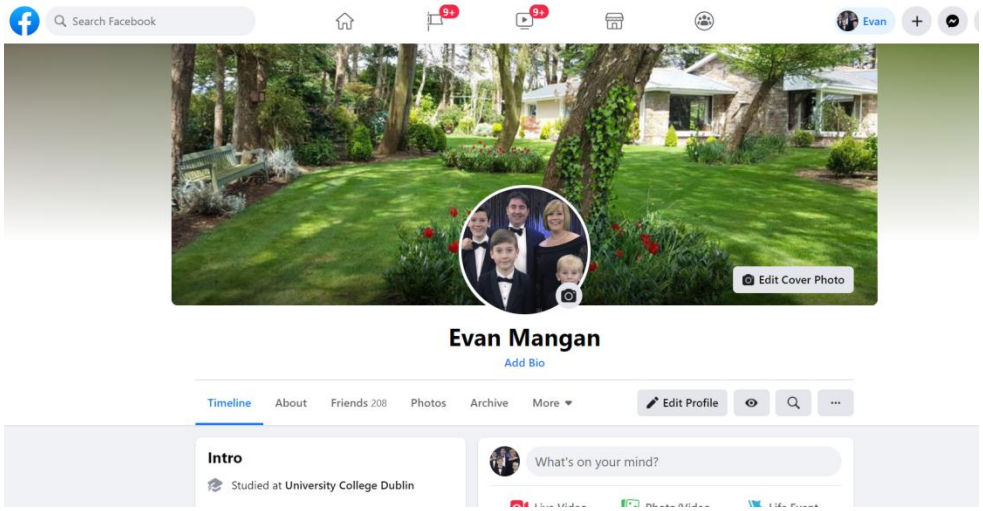
What We Will Cover

How to use your Facebook page for marketing

- The difference between Facebook for people and businesses
- How to create a Facebook business page
- Review the fundamentals of setting up a page
- Branding and settings
- Getting to your page and Settings
- What to post
- How to post images, videos, links to a website
- How to schedule your posts
- How Facebook works on mobile – two apps you need to know about
- Why you should use the Meta Business Suite App
- How to grow your followers
- How the Algorithm works
- How to get your content seen by more people and what you shouldn’t do

How Facebook Works

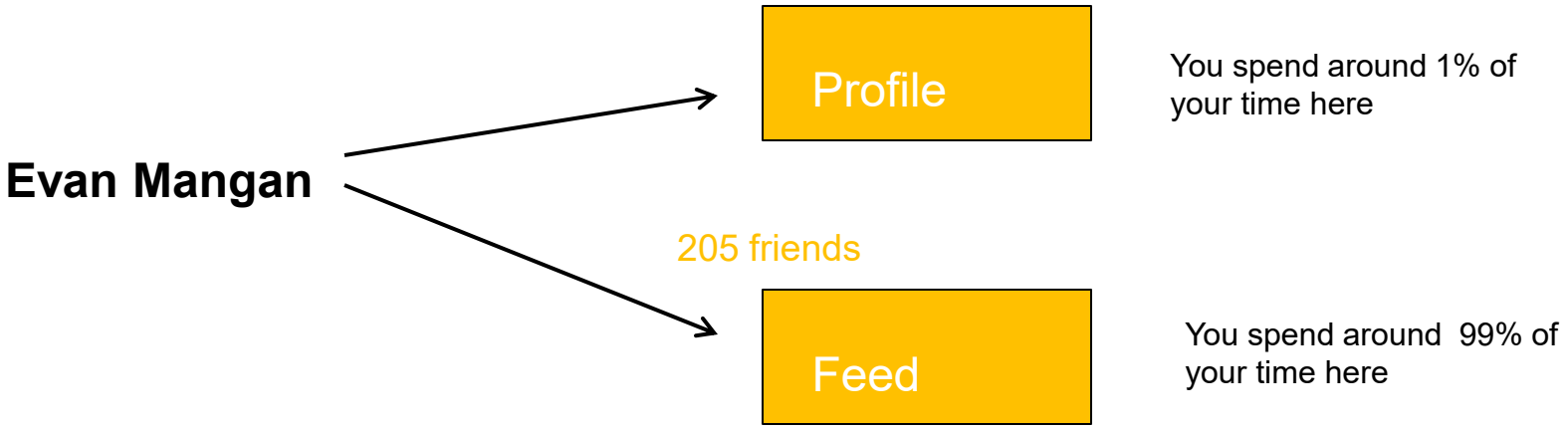
The difference between personal profiles and business pages



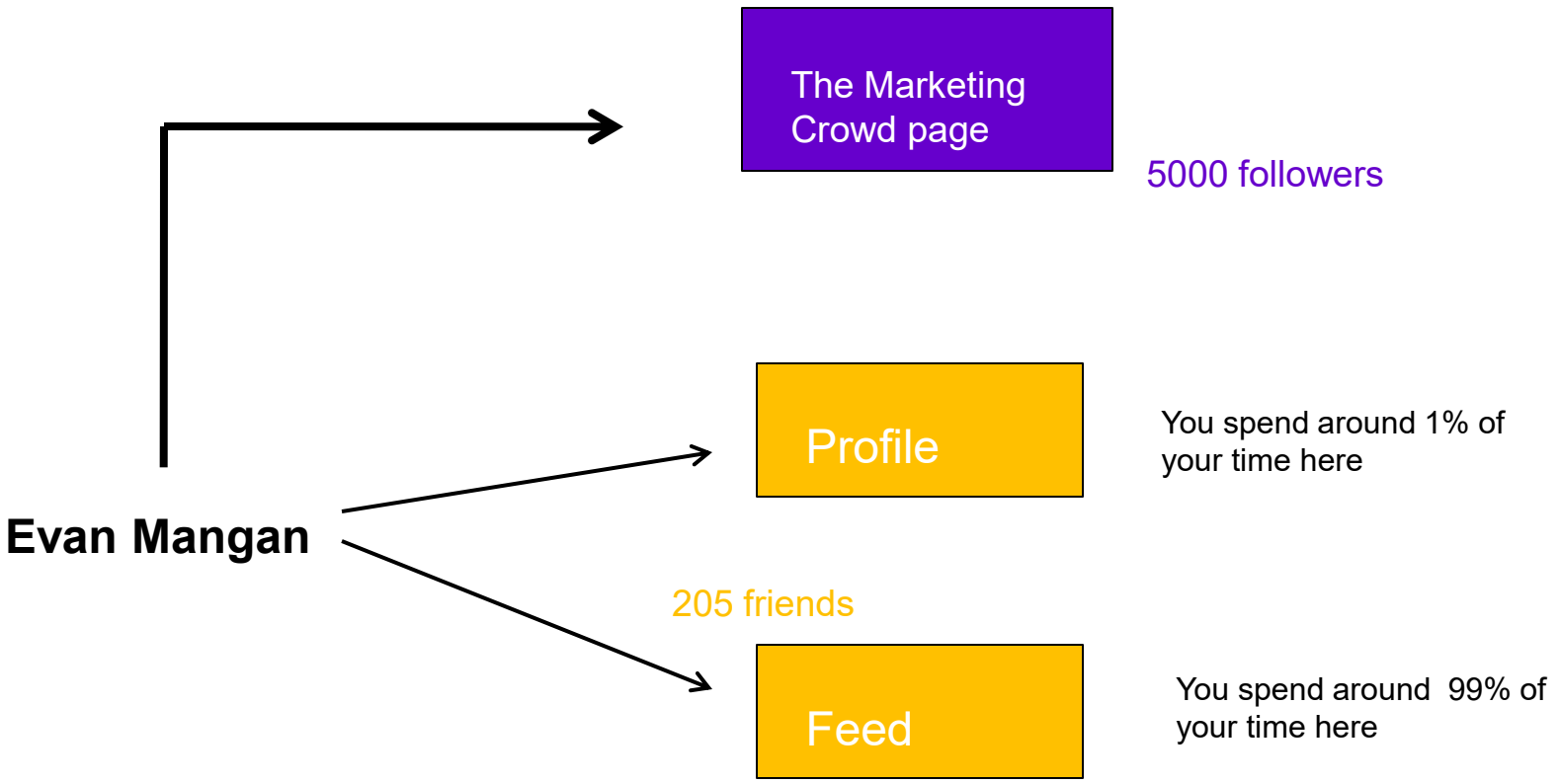
Personal Profiles

- Created for individuals – not companies.
- You can invite your friends to join your network.
- When you update your status it appears in your friends' newsfeeds.
- You can follow pages and receive updates from these pages which appear in your newsfeed.

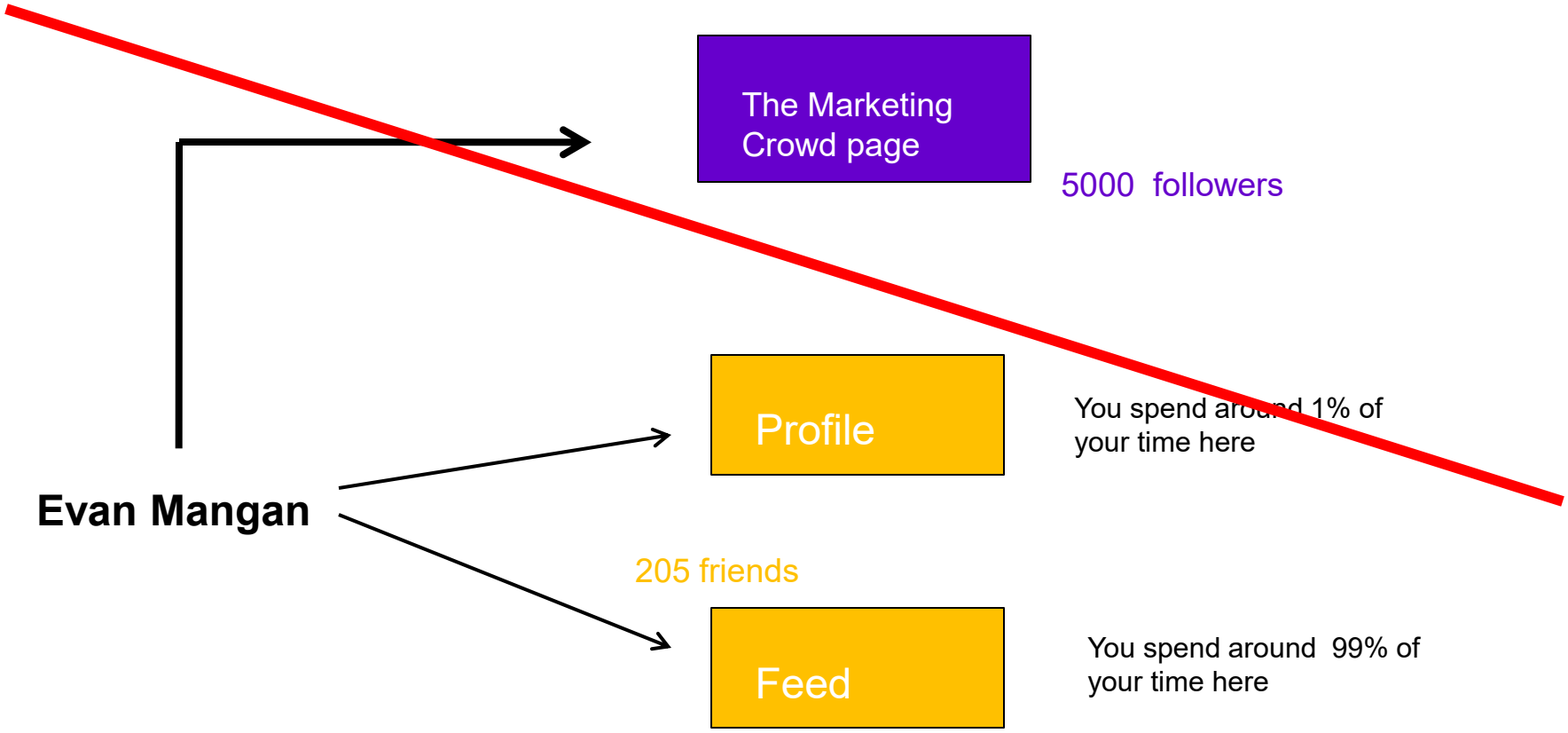
You Join Facebook as a person and you have a profile and a newsfeed



If you want to use FB for marketing you create a page when logged in as a person

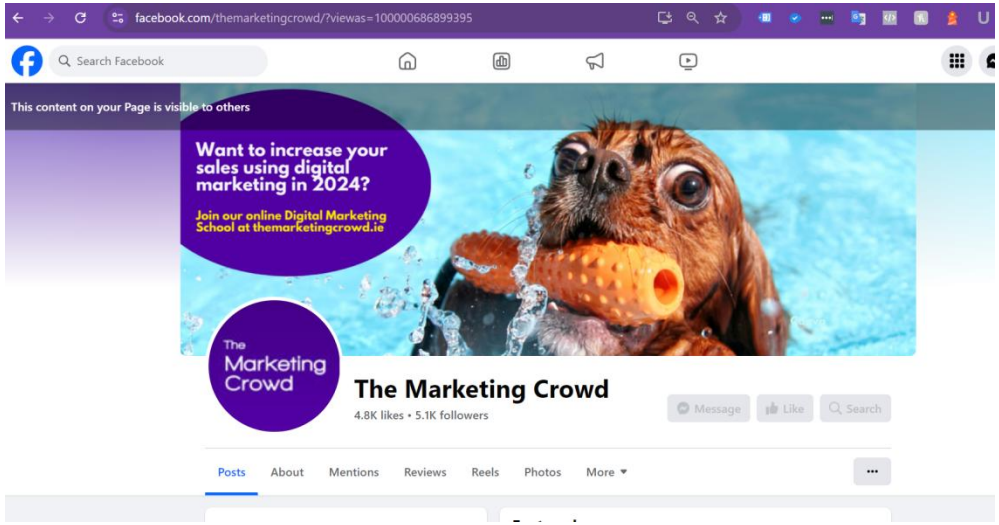


However, these are separate. Your page visitors do not see your personal profile. Your friends do not automatically see your page posts.



How Facebook Works

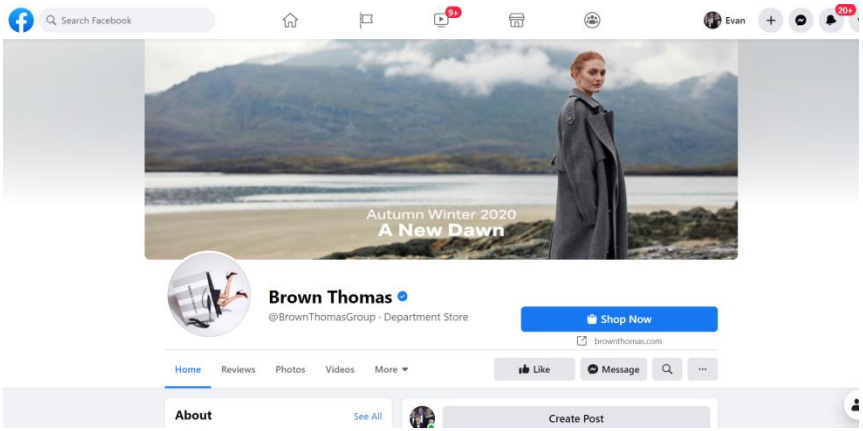
The difference between personal profiles and business pages



Business Pages

- Created for businesses – not individuals
- When you own a business page You cannot send “friend requests” to join your page.
- People “like” your page and in so doing they become fans or followers.
- When you update your status it feeds through to your followers’ feeds.

Liking Business Pages



- Therefore, a Facebook user, you can find pages you like by using the search box at the top of the screen.
- Once you land on the business page there is a big like button. When you click this like button you are now “Following the page”
- This means that in your feed you want to see posts that the brand or company has posted.

When deciding whether you will like a page you will probably look at their cover photo, how many other people have liked the page (followers) and the most recent updates from the page as this indicates what type of updates you are likely to receive.

How can you use Facebook for marketing?

For Free

1. Increase awareness of your brand: Build a following of people who might not otherwise be aware of you.
2. Nurture prospects and existing customers. By sharing knowledge and expertise you are positioning your brand as a leader and you are keeping your brand front of mind. Not everyone is at the point of purchase but they may now consider you or might recommend you.
3. Occasionally through your updates you should link back to articles or interesting products on your website. Within this sales environment visitors are exposed to more sales related content.

By Paying

1. Run Facebook ads and drive targeted traffic to your website

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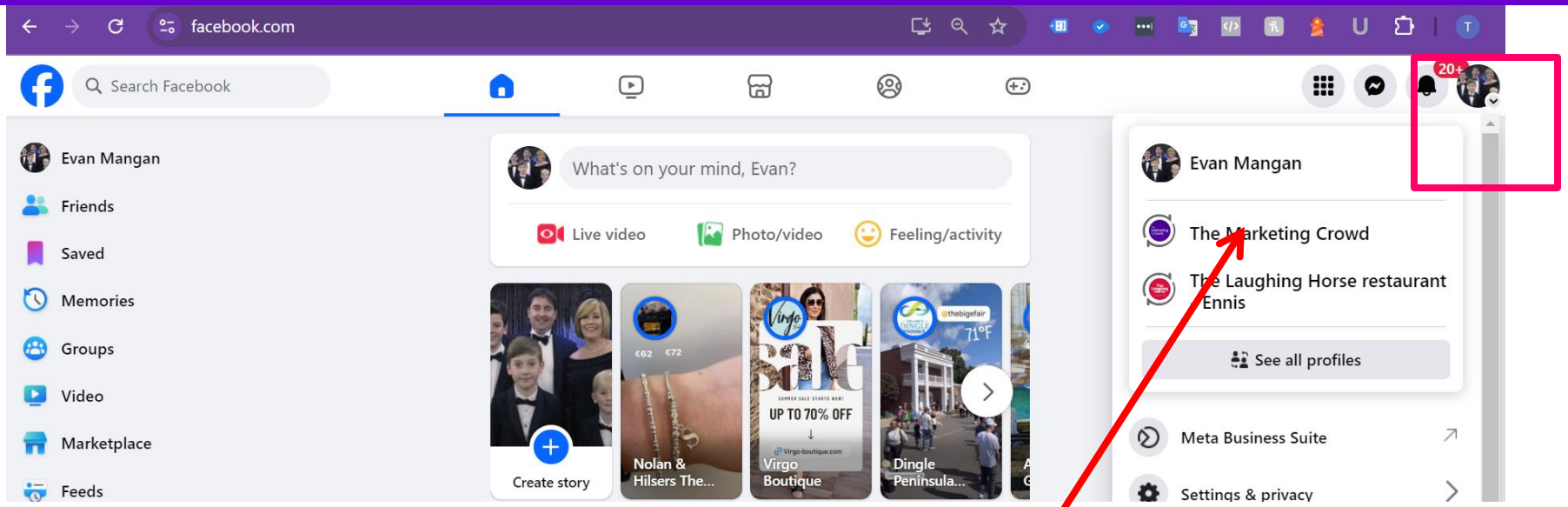
How to get to your page in order to update it and send out posts



When you login to Facebook you are using Facebook as you. This means you have

- A feed for you
- A profile for you
- You post as you and like comment and share as you.

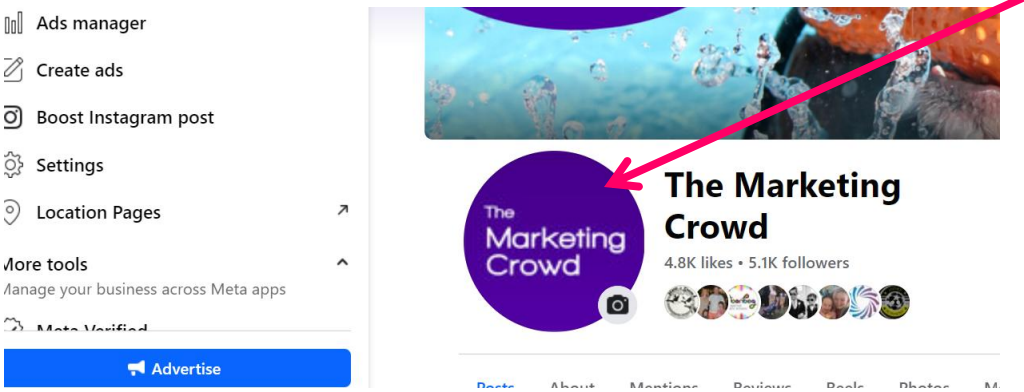
Now you can click on the circle top right and SWITCH to using Facebook as your page. This means

- You have a feed for your page
- You can like, comment, share as your page
- You can create a group as your page.

Click on the name of your page to switch to using as that page

Use your logo for your profile image

Ensure your uploaded logo is very visible in the newsfeed



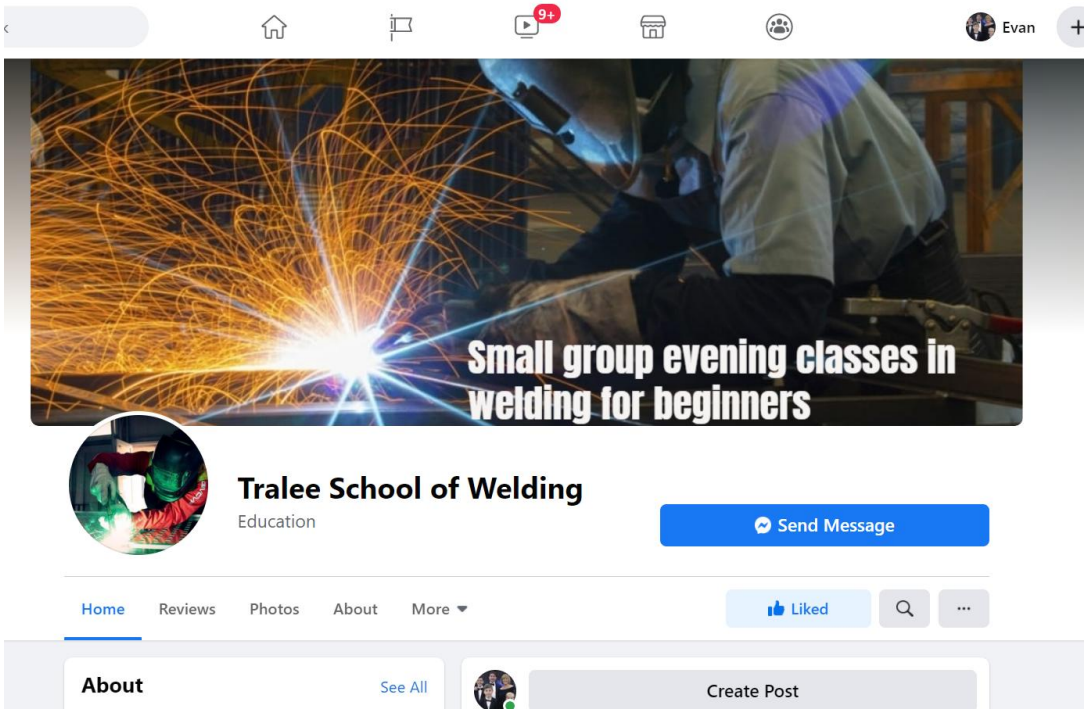
The importance of the profile picture (your logo)

What Facebook still calls the “profile picture” is a 180-pixel square image that is inset into your cover photo in the lower-left area.

Note that the profile picture will appear as the image in your followers feed when they view your posts so ensure it is legible and eye-catching

The Profile Picture = Your Logo

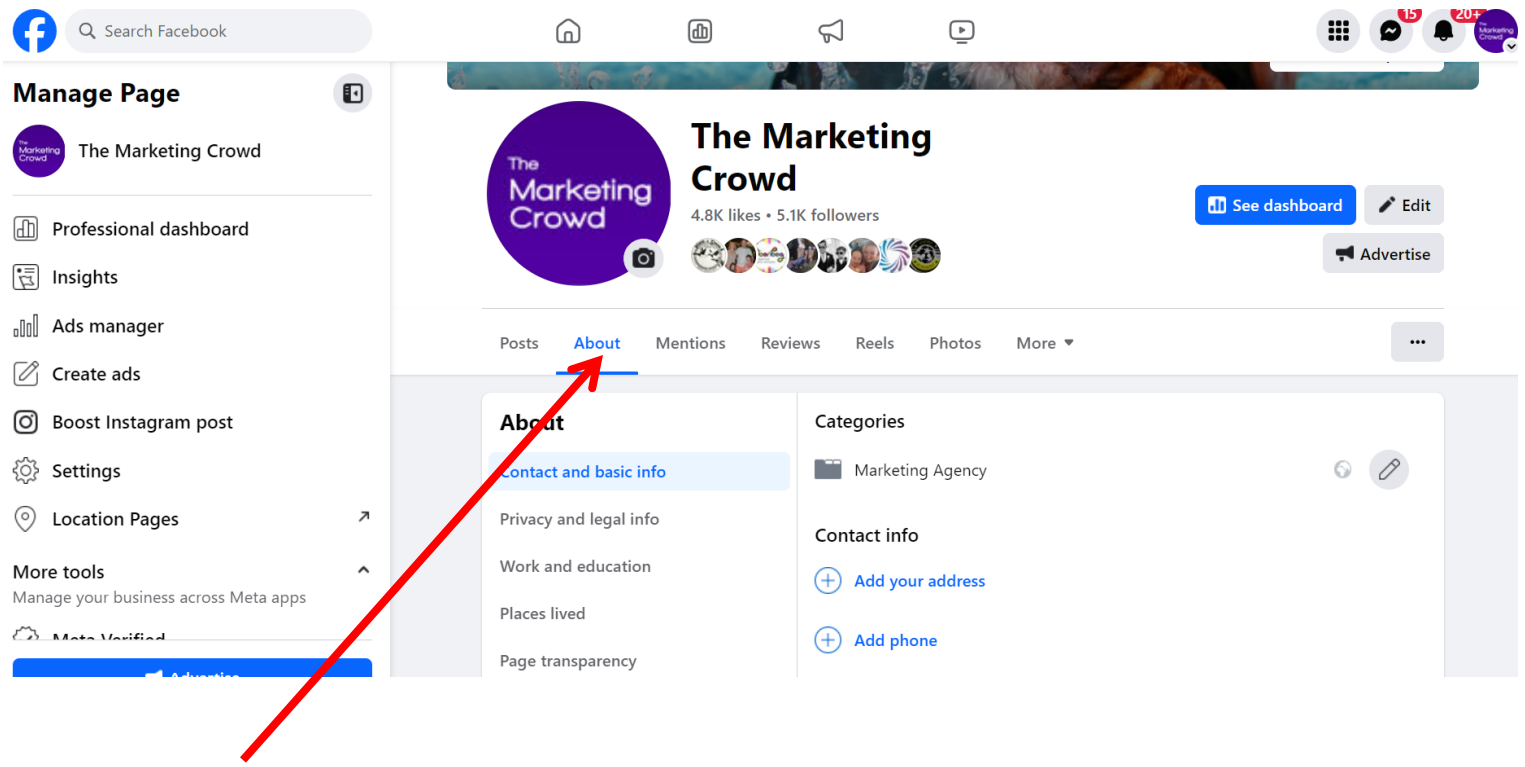
Add text to your cover photo to promote an event or to showcase your services



Your cover photo can be used as an advert for an upcoming event or to explain a service that you offer

You can write text on your image using Canva

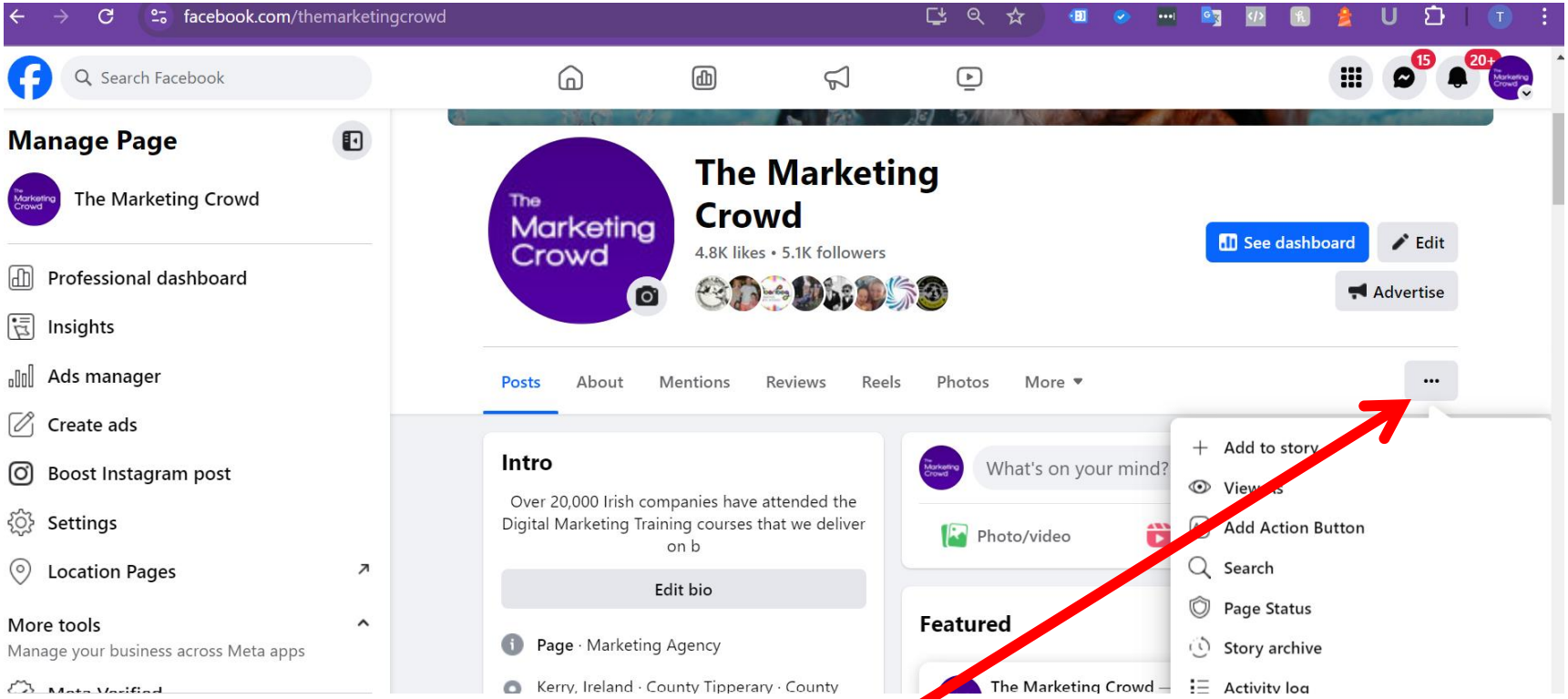
How to update your About info e.g.,. Business description, contact details etc.



Click on About

Then click on anything you want to update

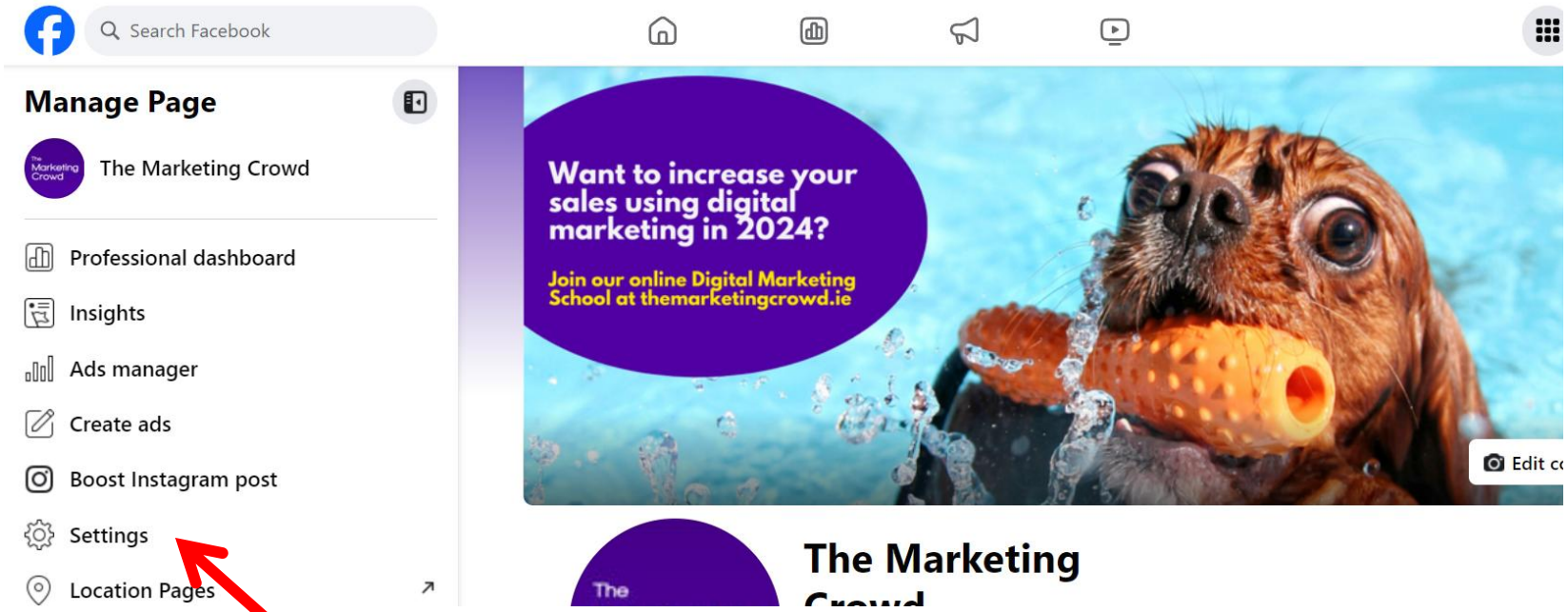
They have reintroduced “View page as a visitor”



You can see what a visitor to your page see. It is different to what you as the admin sees.

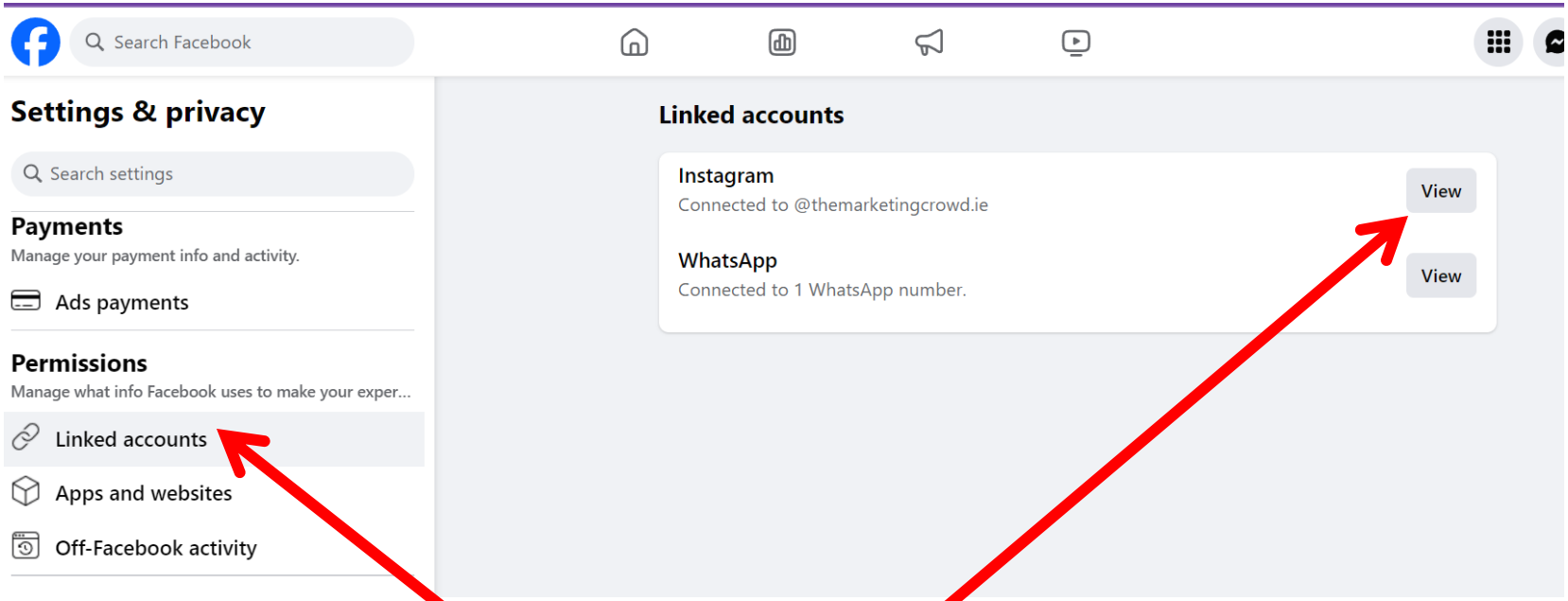
Tap the three dots and click on View As

Some important settings



To get to your settings, ensure you have switched to using Facebook as your page.
Go to your page
On the left hand side click on settings

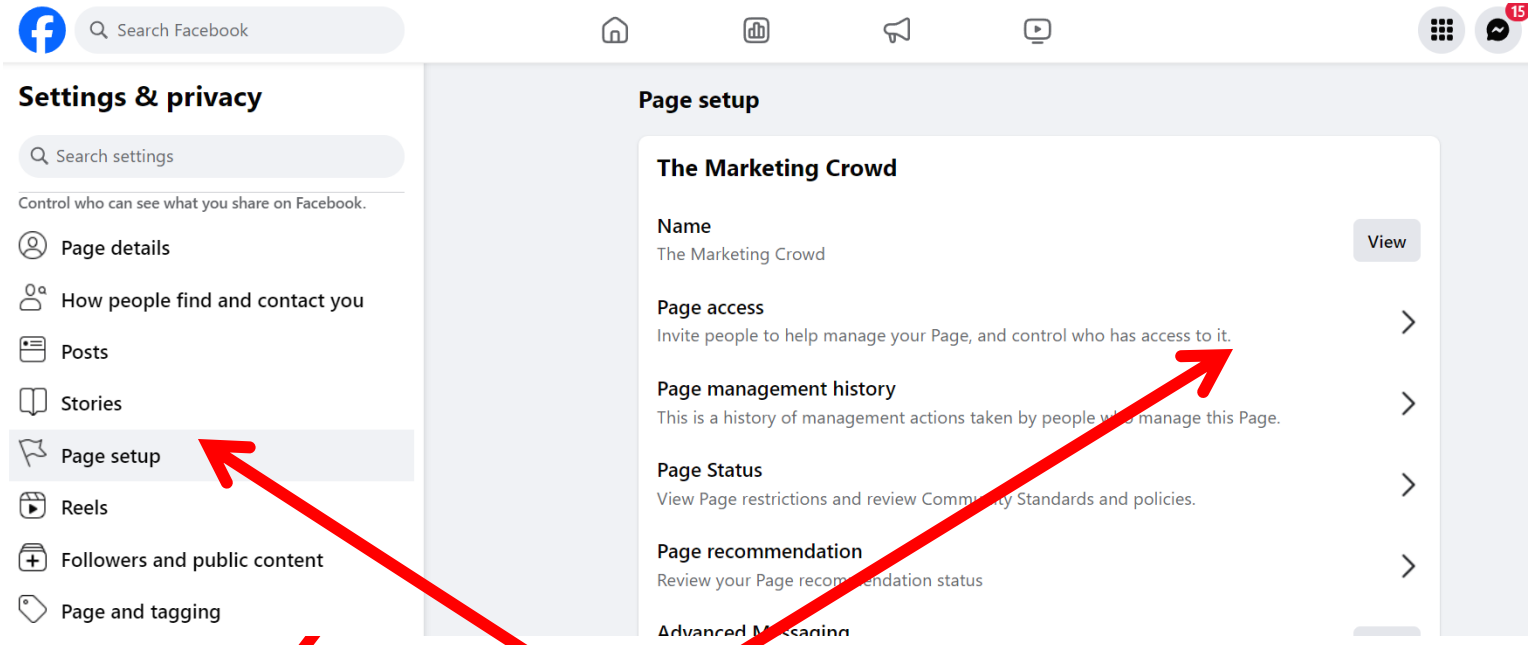
How to “connect to your Instagram account”



To link to your Instagram account

1. Click on settings
2. Scroll down and in the left hand menu click on LinkedIn account
3. Then, next to Instagram click Connect. You will then enter your Instagram user name and password to connect your page to Instagram

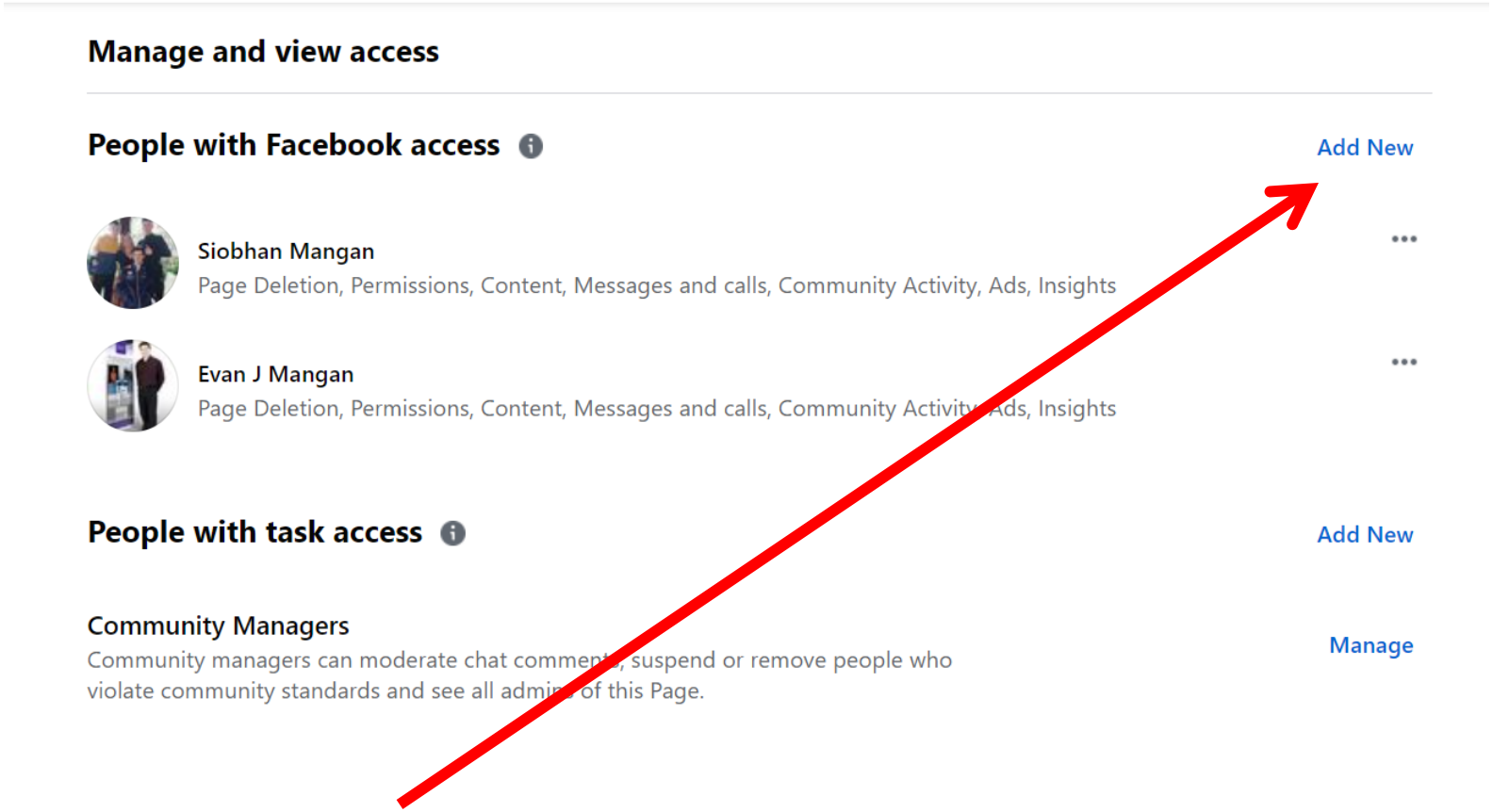
How to make someone an “Admin” for your page. It is called page roles and task roles



In settings, in the left hand menu click Page setup
Then click on Page Access

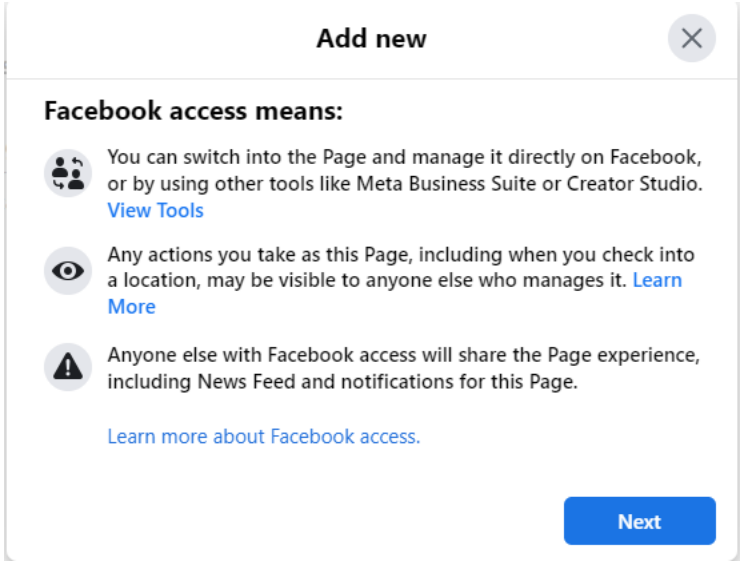
You can then add a person by typing in their name and sending and invite., when they accept the invite they then have the access.

How to make someone an “Admin” for your page. It is called page roles and task roles



You can then choose to give someone Taks access or Page Access

What does Facebook Access mean?

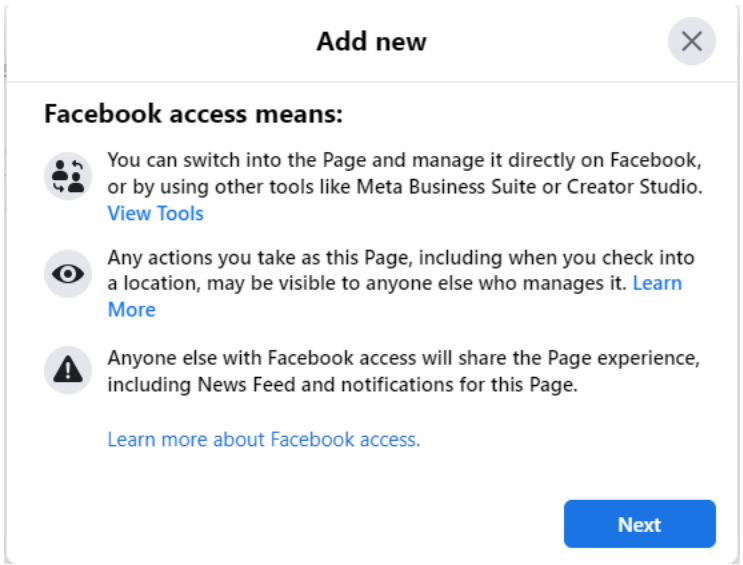


Facebook access

People can have Facebook access with full control or partial control.
People with Facebook access with full control or partial control of the new Page can manage the following:

- Content: Create, manage or delete any content on the Page, such as posts, Stories and more.
- Messages: Respond to direct messages as the Page in Inbox.
- Comments: Respond to comments on the Page, and edit or delete existing comments made by the Page.
- Linked accounts: Add, manage or remove linked accounts, such as Instagram.
- Ads: Create, manage and delete ads.
- Insights: Use Page, post and ad insights to analyse the performance of the Page.
- Events: Create, edit and delete events by the Page.
- Removal & bans: Remove or ban people from the Page.

What does Facebook Access mean?



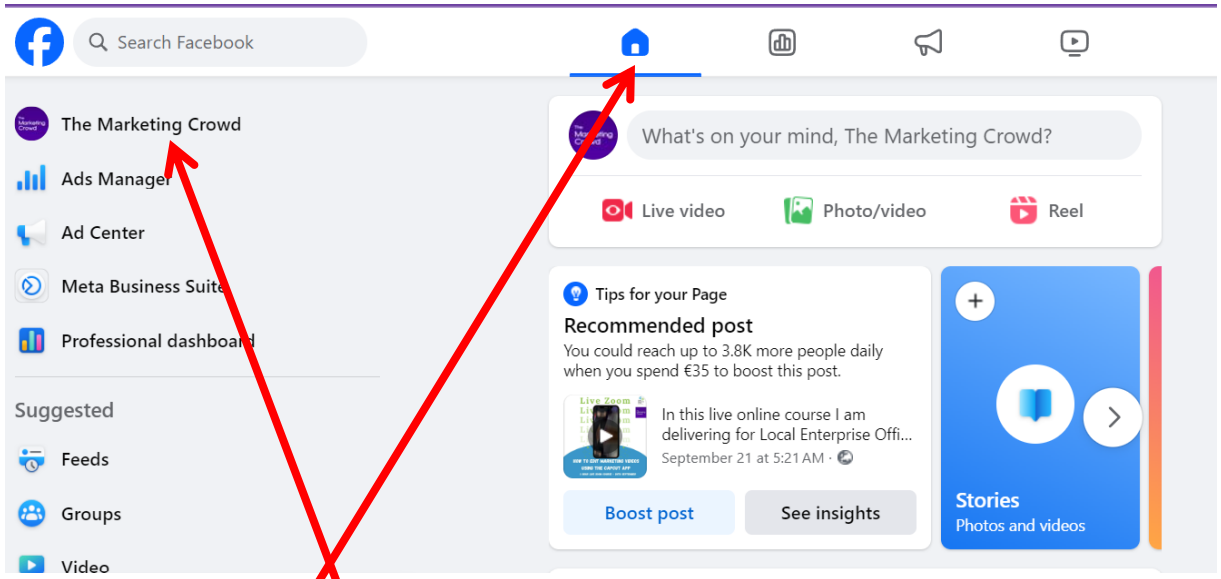
People with Facebook access with full control of the new Page can manage the following:

- Settings: Manage and edit all settings, such as Page info and deleting the Page.
- Access: Give and/or remove people's Facebook or task access to the Page or linked Instagram account, including others with Facebook access with full control.

People with Facebook access can manage the Page from:

- Facebook
- Instagram
- Meta Business Suite
- Creator Studio
- Ads Manager
- Business Manager

You now have a Feed for your page



Because you are using Facebook as your page you can like another page and their posts then come into your feed.

Click on the Home icon to get to your feed
You can then Like. Comment, Share as your page

To get to your page click the name of your page

Think about what eye-catching you will Post



Develop a plan for what you will post on Facebook

What can you post that will …

- Engage People
- Inform People
- Entertain People
- Delight People

And at the same time …

- Will enhance your brand
- Will position your brand as a helpful expert

Plus …

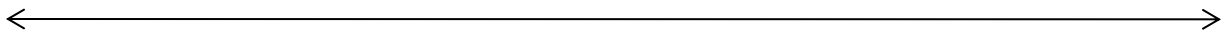
- How will you occasionally sell your products and services

What Type Of Marketing channel is Facebook?

a) If You are using Facebook as a free marketing tool through posting updates to followers

Hard Selling **Subtle Selling**

On a spectrum ranging from hard selling channels to subtle













What Type Of Marketing Tool is Facebook?

It is a Subtle form of marketing because of the way we consume our newsfeed.

The Newsfeed for most people is informal, fun, entertaining, social











What Type Of Marketing Channel is Facebook

What Doesn't Work



Positioning your brand as a boring spammer through ...

- Building a follower list to send them constant sales message
- Repetitive and boring updates
- Selling selling selling through your page updates

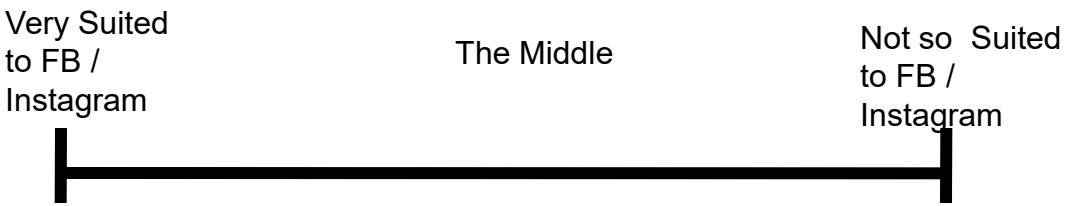
What Does Work



Increasing awareness, engagement and trust in your brand through ....

- Sharing your knowledge and expertise in order to help customers – e.g. through videos, blog posts or ebooks
- Sharing links to 3rd party information that they would find useful
- Sharing photos or videos about your company that are interesting and engaging.
- Giving away free products as prizes through a promotion or contest
- Encouraging followers to engage with them and other followers to share experiences of the brand

1. Strategy:
Figure out where you are on this spectrum



Visual Products

- Jewellers
- Boutiques
- Florists
- Furniture
- Tattoo Parlours
- Photographers
- Crafts

Not visual but not so serious

- Life coach
- Mindfulness
- Recruitment
- Marketing

Not visual & Serious Information

- Solicitors
- Accountants
- Drain Company

- Gym
- Yoga
- Hotel
- B&B

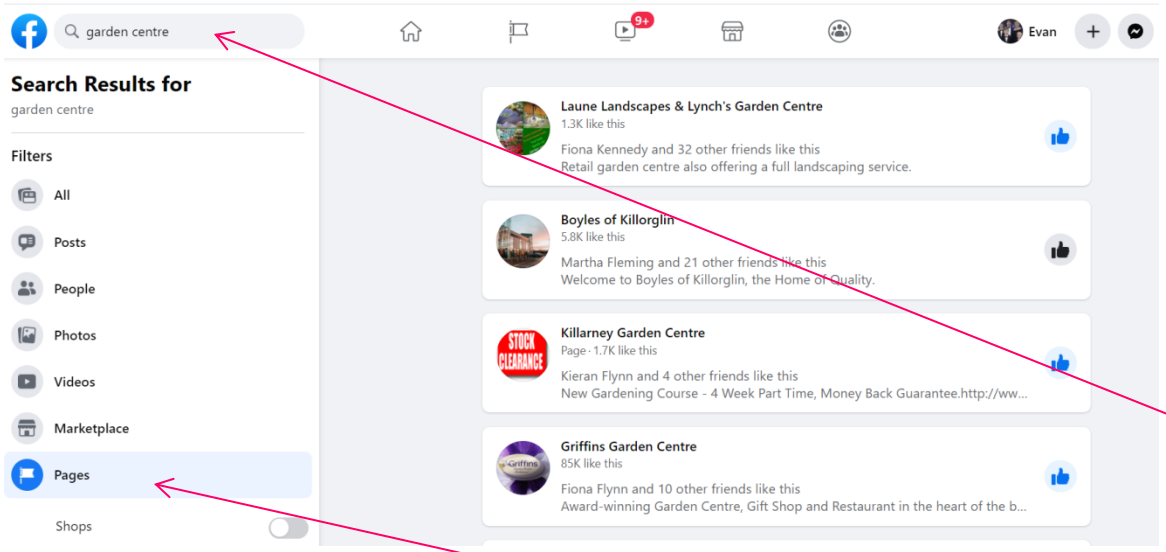
If you are visual on the left:

You can send out lots of posts about your products & services and it won't get boring. People wont' feel like they are constantly being sold at

If you are in the middle you need to

- think about interesting , helpful tips and advice interspersed with sales posts
- Think about a visual strategy. What eye catching images and videos can you post?

Posting Plan



How to go about this

Unless you are in a very small niche there were will lots of other pages around the world in your sector – learn from them. Assess how they are using Facebook for marketing and what they are posting

1. Find other business pages within your sector by using the search box

- Search for a page similar to your business e.g. Hair salon

Then click on “pages” in order to see lots of pages similar to your business

Posting Plan



Finish this sentence. “Follow us and you will receive .....” Does your sentence sound compelling and interesting?

There was a time when you could have a custom landing page and on that you would explain to people what kind of updates they would receive if they followed you.

You should still write this down on paper as it will form your posting plan

Example Posting Plan



For A Hair Stylist

Facebook updates will include …

- DIY Hair styling tips – videos / articles
- DIY colouring tips – videos / articles
- Tips on which styles to choose – links to blog articles
- Photos - Before and after hair styles of customers
- Photos – inspiration styles
- Photos – celebrities latest styles
- Exclusive discounts for followers
- Contests – lots of free giveaways

Occasional updates about special offers on hair stylist services and products

Example Posting Plan

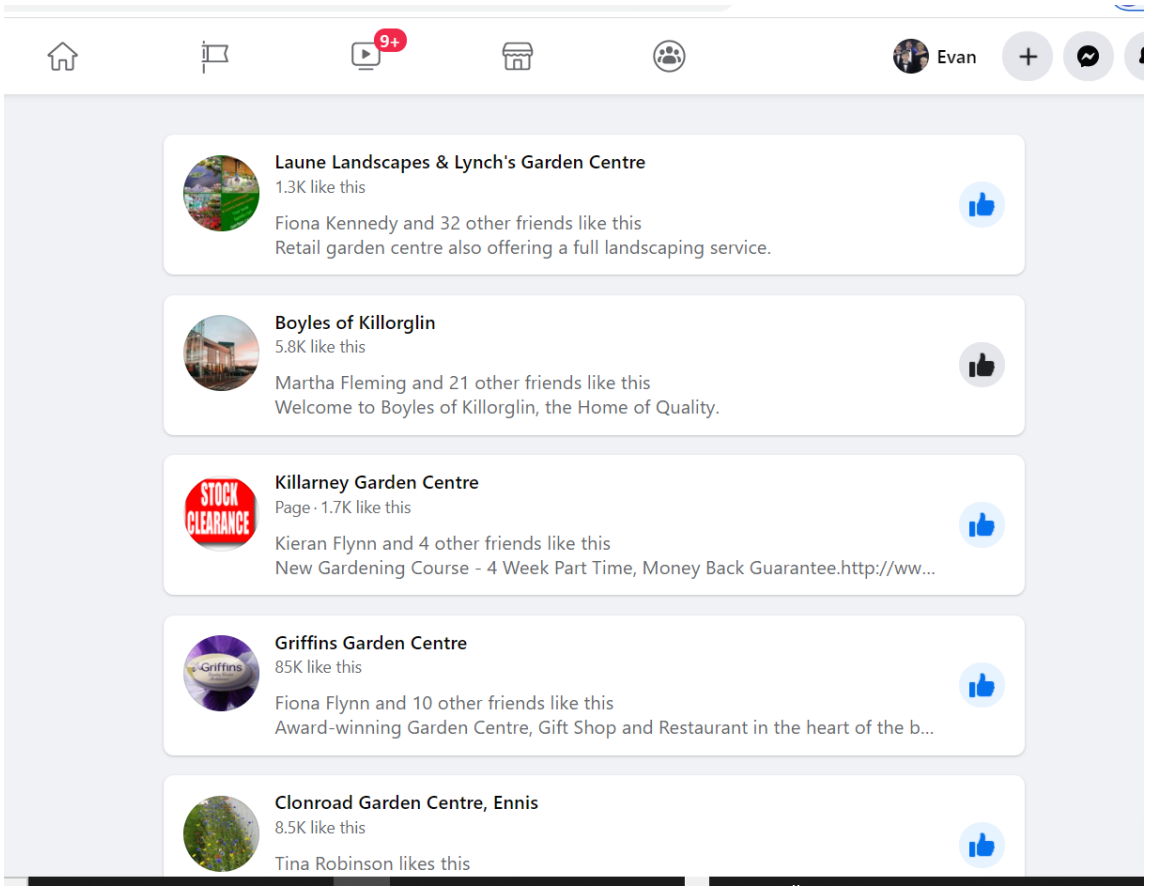


For A Hotel

Facebook updates will include …

- Things to do when you are on holiday in this area
- Upcoming events in the area
- Recipes from the Head Chef
- Wellness tips from the Spa
- Win a free meal
- Win a free stay
- Special offers

Posting Plan

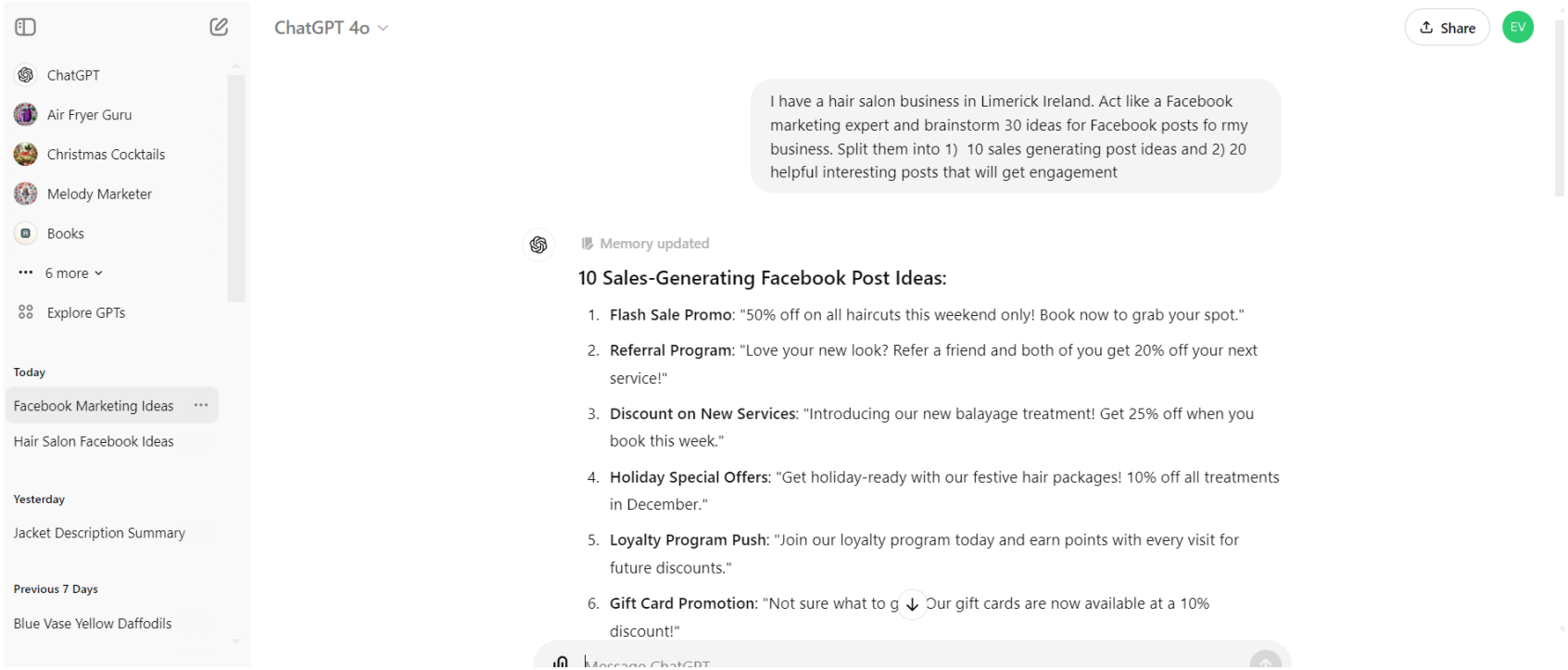


How to go about this

Visiting 5-6 pages and form an opinion on …

- what types of posts are interesting, engaging, brand enhancing
- Which posts get a lot of likes and shares
- What type of contests are they running
- What type of images and videos do they share

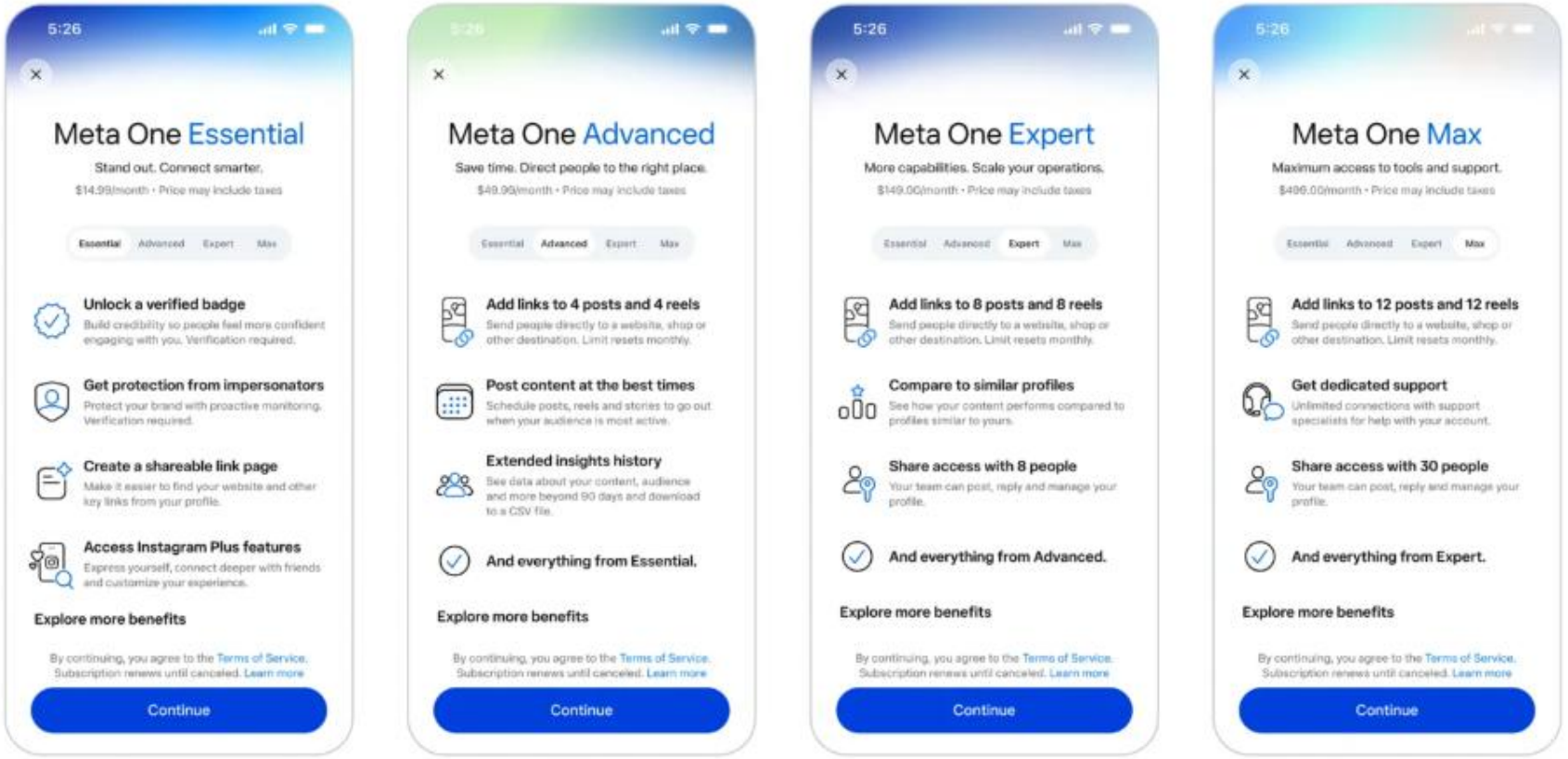
Also ask Chat GPT



Go to chatgpt.com and tailor this prompt to your business

I have a hair salon business in Limerick Ireland. Act like a Facebook marketing expert and brainstorm 30 ideas for Facebook posts for my business. Split them into 1) 10 sales generating post ideas and 2) 20 helpful interesting posts that will get engagement

Meta now has subscription plans for businesses – you do not get everything for free anymore



Features, plans, availability and pricing may vary by region, app and account.

Meta One Essential

Meta One Essential: What's included?
US$14.99

•**Verified badge:** Shows that Meta has verified your business account.
•**Impersonation protection:** Helps detect accounts pretending to be your business.
•**Instagram link page:** Add up to 20 links to a page in your bio.
•**Meta Business Agent:** More access to AI replies for customer conversations on WhatsApp.
•**Enhanced Facebook links:** Eligible subscribers can add images beside links associated with their account.".

Meta One Advanced

Meta One Advanced: $49.99 per month
US$49.99

Includes everything in Essential, plus:

Human support: One case with a Meta support agent each month.
More clickable links: Up to 8 linked Facebook posts and 8 Reels, plus 4 linked Instagram posts and 4 Reels each month.
Extended scheduling: Schedule posts and Reels up to a year ahead, plus schedule Instagram Stories directly in the Instagram app.”
Audience growth tools: Search improvements, automatic Facebook follow invitations and a more prominent follow button on Facebook Reels.
Better insights: More information about your Facebook audience and longer Instagram insights history.
Instagram shared access: Invite up to four people to help manage the account in the Instagram app, without sharing your password
WhatsApp broadcasts: 500 credits for sending messages to customers.

Meta One expert

Meta One Expert:
$149 per month
Includes everything in Advanced, with higher limits and more support:

More clickable links: Up to 20 linked Facebook posts and 20 Reels, plus 8 linked Instagram posts and 8 Reels each month.
Human support: Five cases with a Meta support agent each month.
Instagram shared access: Invite up to eight people to help manage the account in the Instagram app.
Content protection: More options to act when others use your Facebook content or Instagram Reels.
Enhanced profiles: Show up to five business locations and five other profiles.
WhatsApp Business: Higher allowances for broadcasts, verified channels and linked devices, plus protection for multiple business accounts.

Meta One Max

Meta One Max:
$499 per month
Includes everything in Expert, with the highest limits:

Facebook links: No monthly limit on linked posts or Reels. Instagram remains limited to 12 linked posts and 12 Reels per month.
Human support: No monthly limit on support cases.
Content strategy: One call with a Meta adviser every six months.
Instagram shared access: Invite up to 30 people to help manage the account.
Content protection: Up to six actions for copied Facebook content and six credit requests for Instagram Reels each month.
WhatsApp Business: The highest allowances for broadcasts, verified channels, linked devices and protected accounts.

Don’t post plain text updates. Add an image so that it will reach more people and will stand out more

Text updates won’t get noticed in the newsfeed



Always post an image



However – 1) make your image square, 2) add your logo and a caption to get the image to stand out in the Newsfeeds

This is good

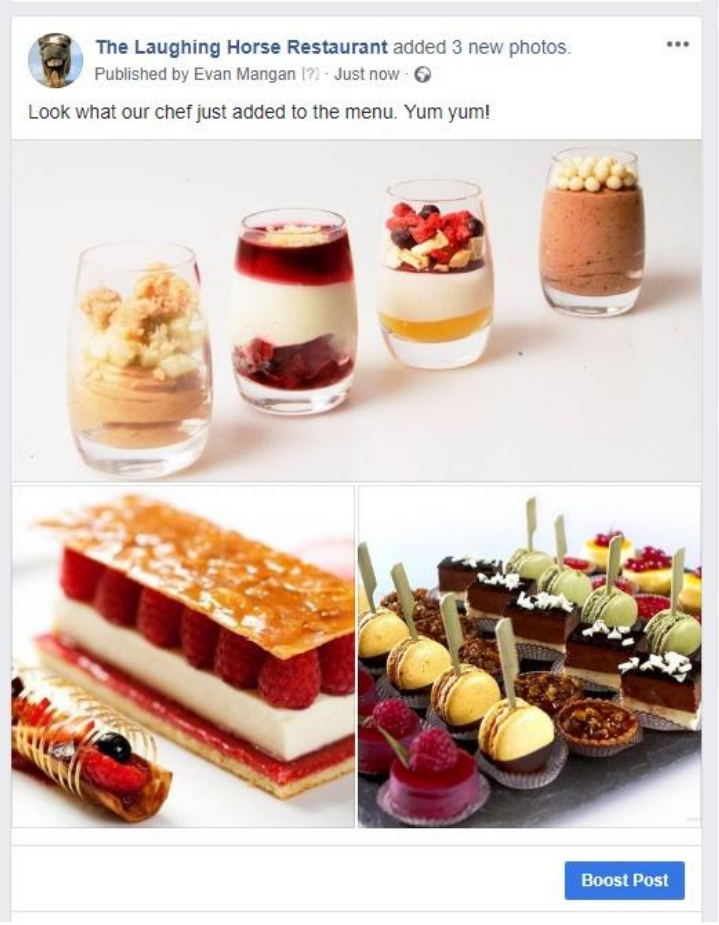


But this is better



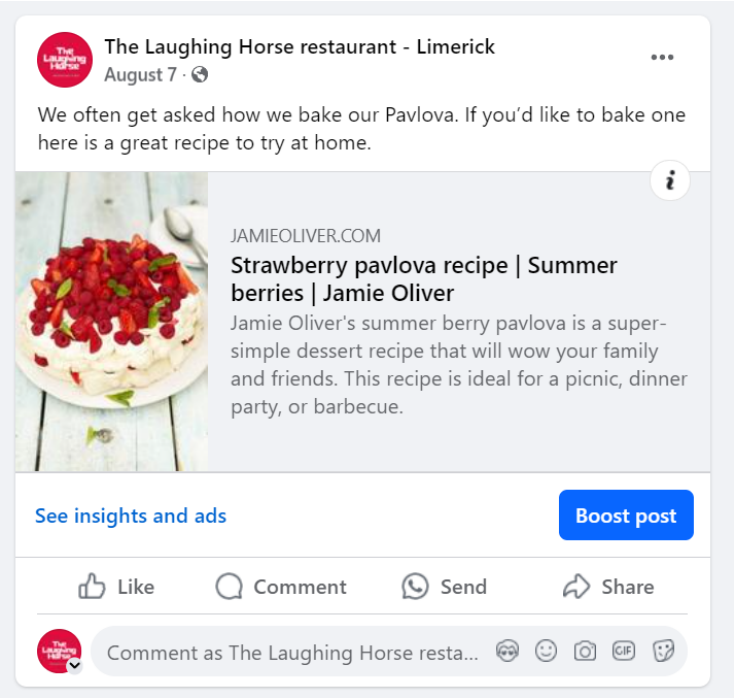
Use Canva to crop your image, add text and your logo. If you are now creating Instagram post images 1080 x 1350 (4:5) this will also work perfectly on Instagram

Post multiple images when you can – they tend to get more engagement



Ensure the 1st image is always eye catching as it will be largest

When posting a link to a website there are 2 ways. One is better



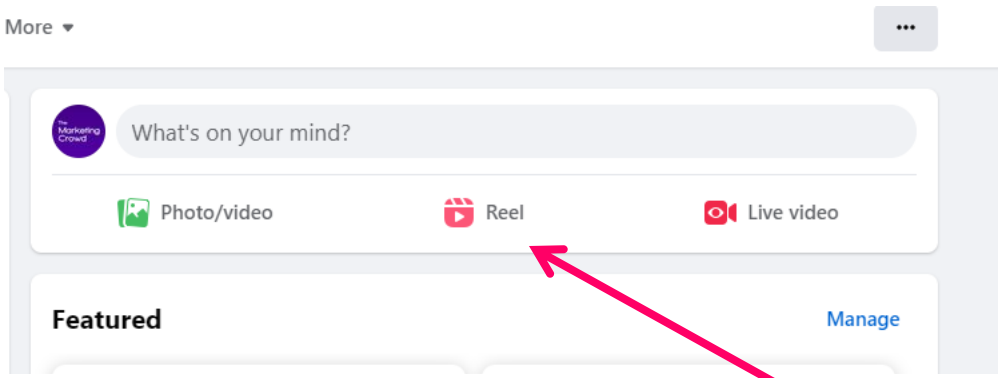


If you simply write text in the caption and paste in a link it will pull in an image form the page. The image may not be what you want and it could be small

It is better to add your text, then add an image or video and then add your link

It means that you control what people see and it will be much bigger

Send a video out as a Reel. (Any uploaded video is now classed as a reel but 9:16 videos do better for reach and engagement)



Send a video out as a Reel if your Video is portrait and is less than 60 seconds

Do NOT click into What's on your mind

Just click on Reel and then attach your portrait video and add your caption text

Post at times when your followers are most active



Figure out when your followers tend to interact more with your posts e.g.. evening or morning.

For most pages the best times are

- Lunchtime
- After 8.30 PM – 11PM
- Saturday Morning
- Sunday morning
- Friday afternoon

Remember, if your post get engagements in the first hour Facebook will increase the reach

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If you Want to use Facebook on your phone there are 2 apps





1. The Facebook app

This app is mainly for people but you can also use it to manage your page and post from your page

With this app you can

- **Schedule your posts,**
- **But you cannot have your post also go out on Instagram**

If you Want to use Facebook on your phone there are 2 apps



2. The Meta Business Suite App

This app is the main app to manage Your Facebook page and your Instagram account from your phone

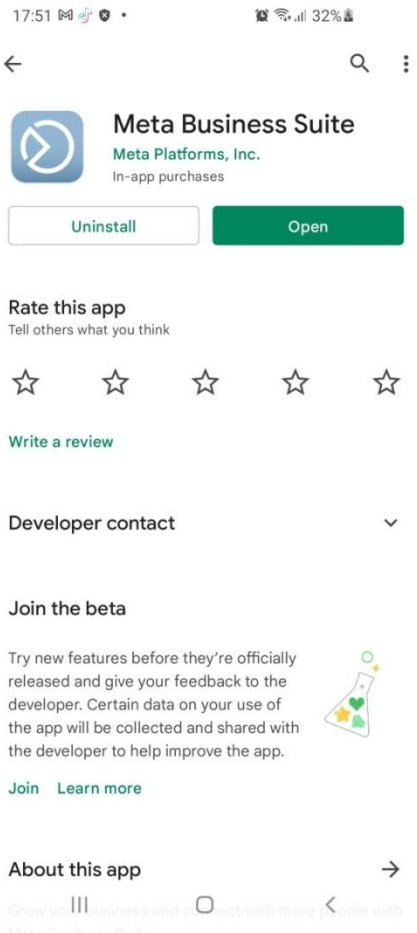
With this app you can

- **Schedule your posts,**
- **Also have your post**

go out on Instagram

It also keeps your business and personal stuff separate

How to post and schedule post using business suite app

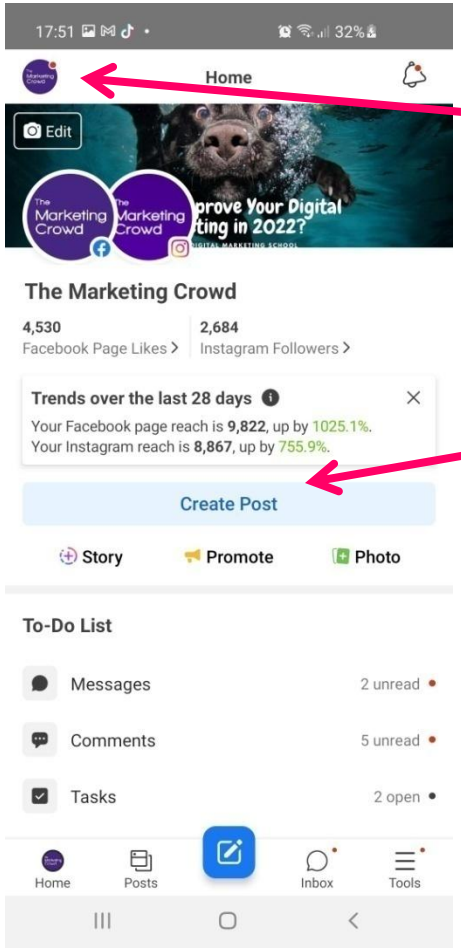


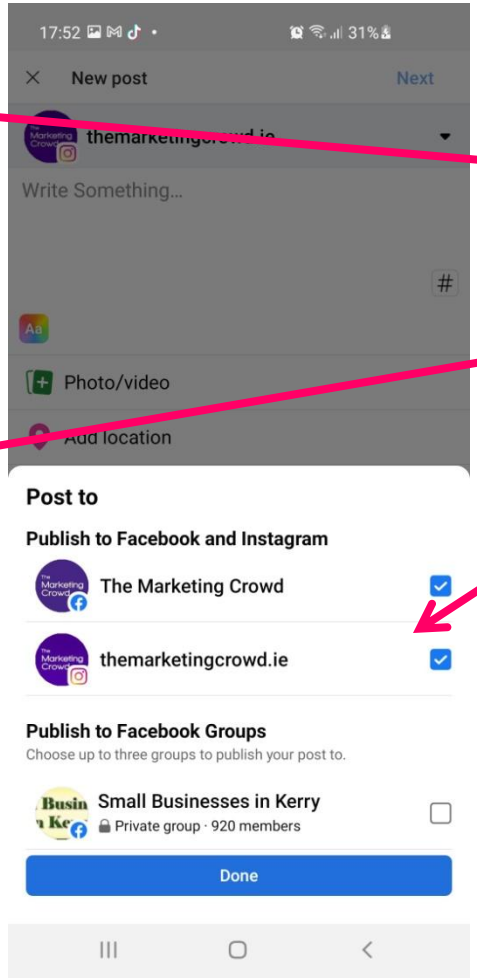
1. Download the App “Meta Business Suite”

It used to be called Facebook business Suite

2. Login to it with your personal Facebook login.

How to post and schedule your video using business suite app





3. In the top left, choose the page that you want to send the video out from

4. Then tap create post

5. If your Facebook and Instagram accounts are connected, you can also have it go out on Facebook. Tick which ones you want

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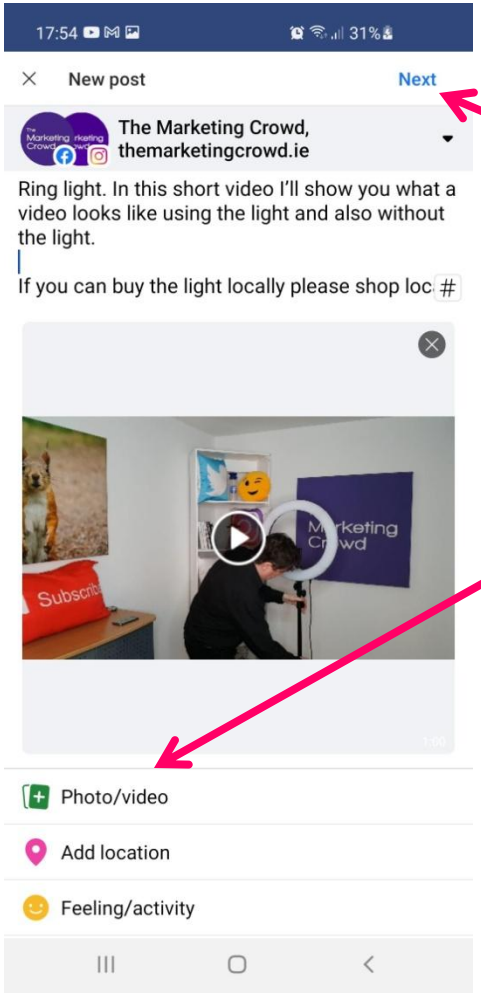
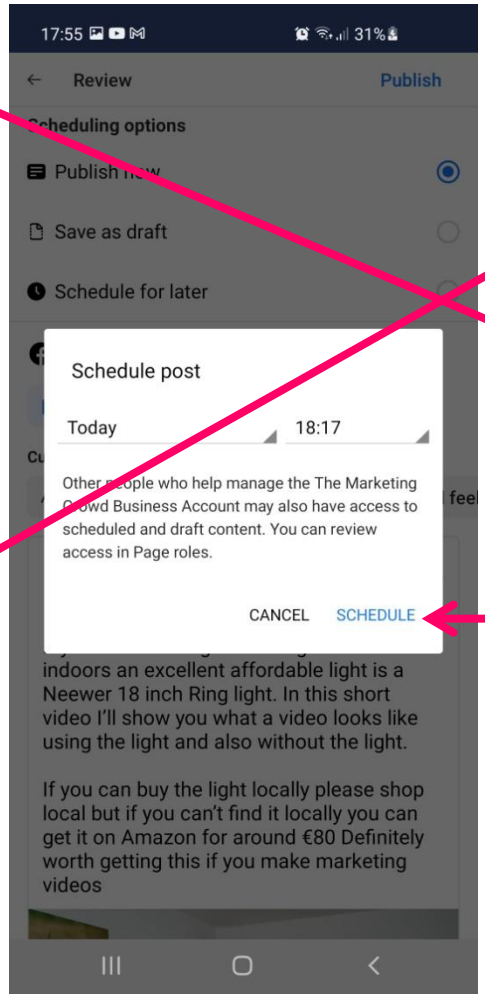
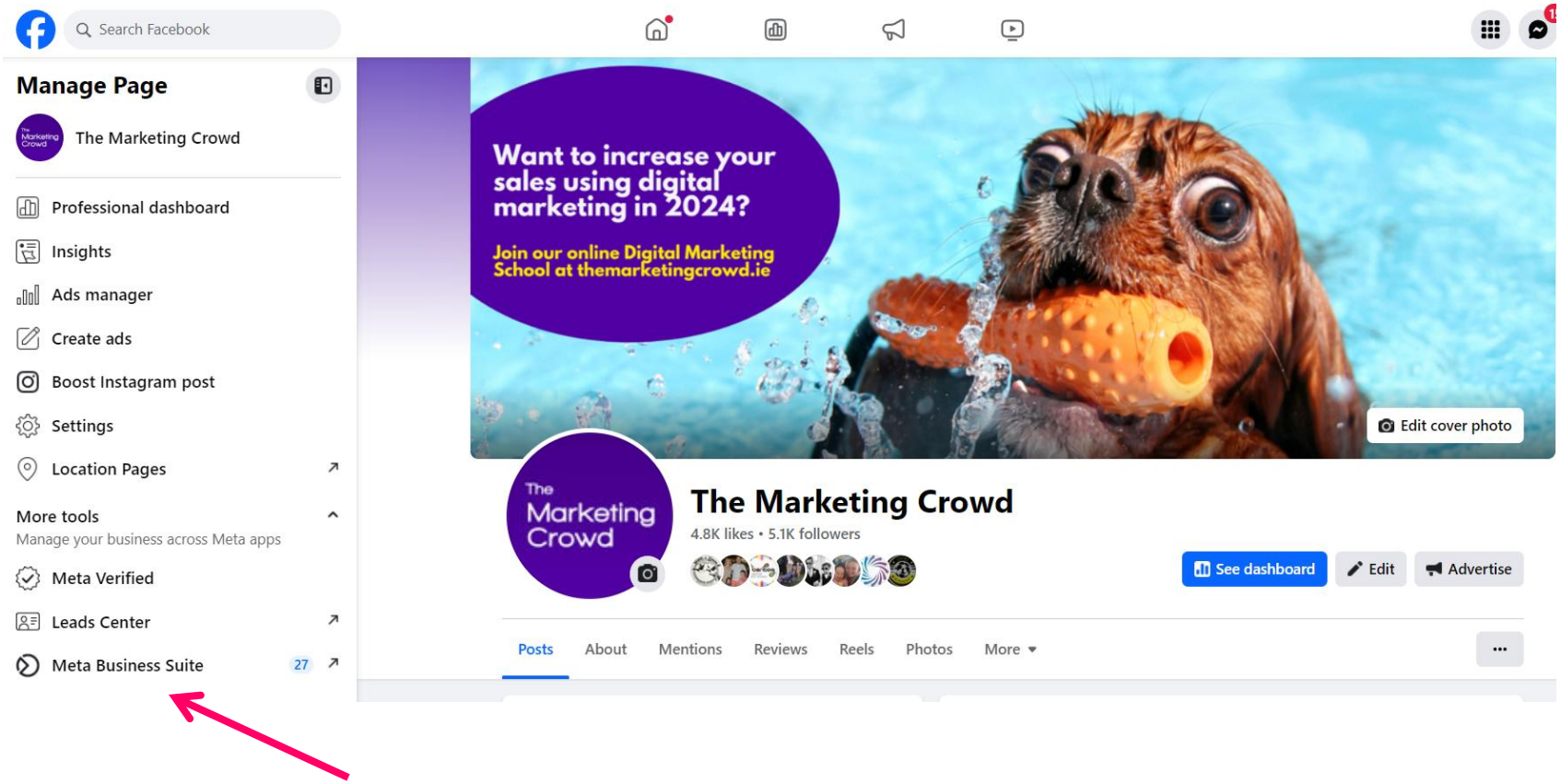




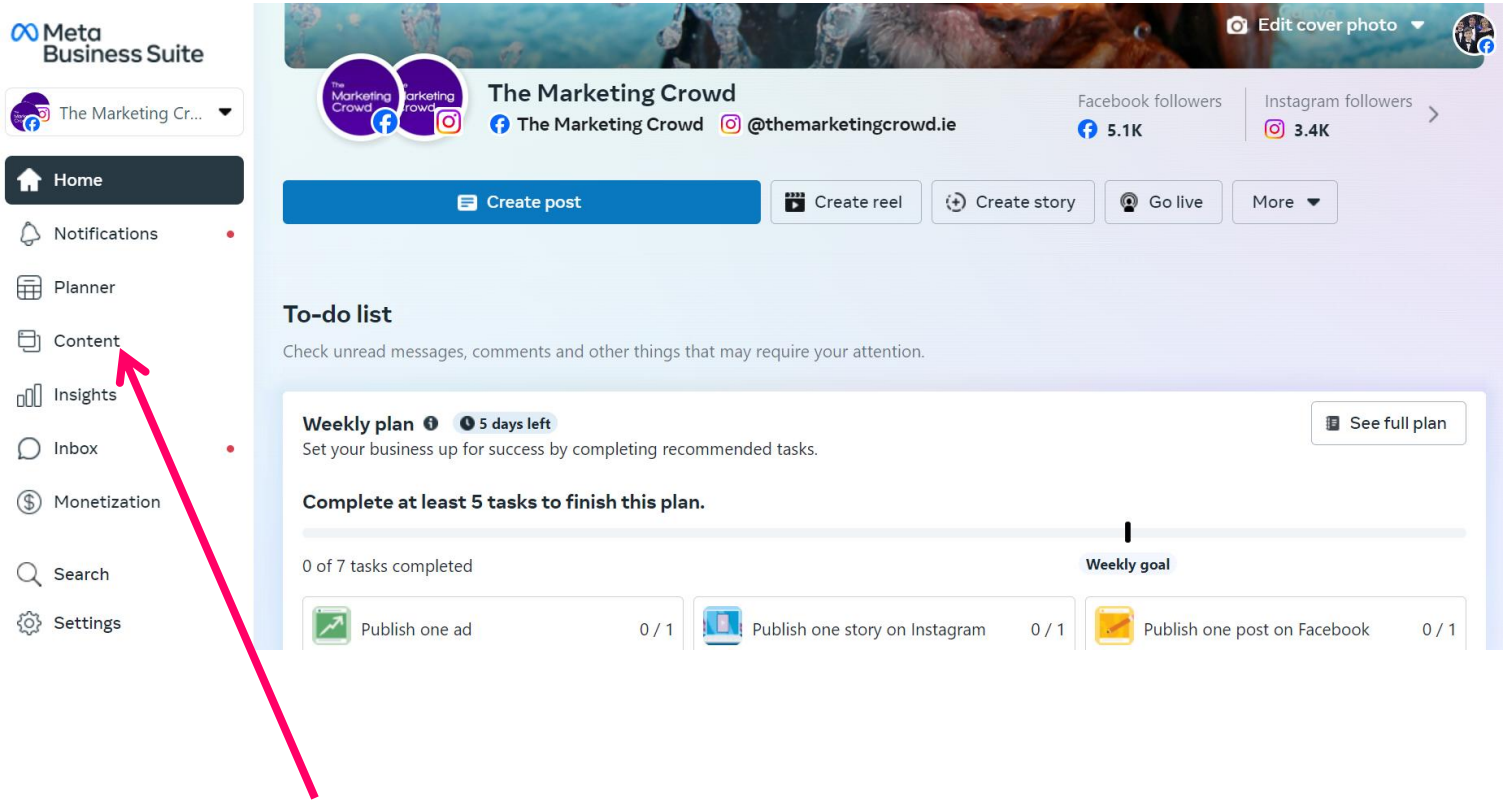
6. Then type your text and select the video from your phone
7. Then tap next
8. Then tap schedule. Choose your date and time
9. Then tap schedule

You can also use Meta business suite on your PC / Laptop



Switch to using Facebook as your page
In the left menu, scroll down and you will see Meta Business suite

You can also use Meta business suite on your PC / Laptop



Within Business suite you can then click on content and create a Post or Reel that can go out on Facebook and Instagram

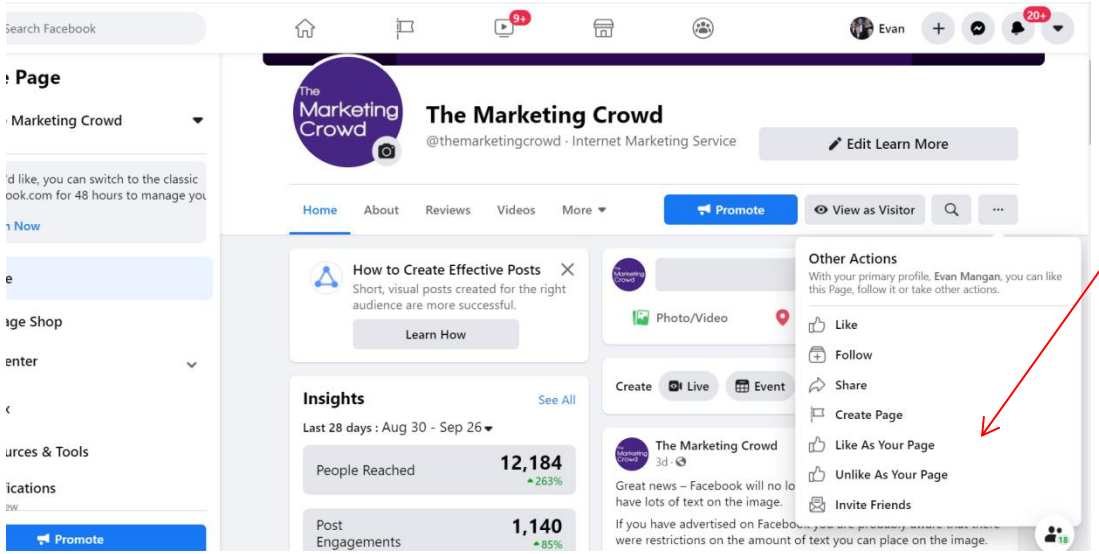
What We Will Cover

How to use your Facebook page for marketing (Part 1)

- The difference between Facebook for people and businesses
- How to create a Facebook business page
- Review the fundamentals of setting up a page
- Branding and settings
- What to post
- How to post images, videos, links to a website
- How to schedule your posts
- How Facebook works on mobile – two apps you need to know about
- Why you should use the Meta Business Suite App
- How to grow your followers
- How the Algorithm works
- How to get your content seen by more people and what you shouldn't do

How To Increase Followers– Start with your friends

The obvious place to start – invite your friends to follow you

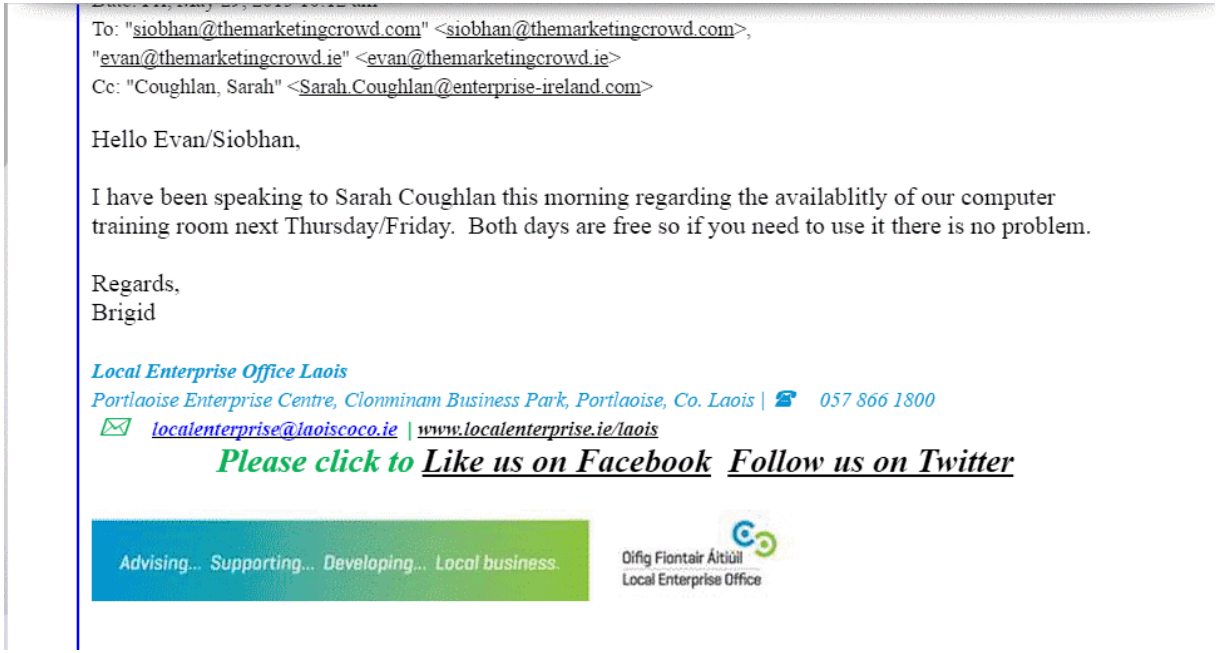


Click the 3 dots on the right of your page - there is a dropdown. Select invite friends and you it will show which of your friends (Facebook profile friends) do not follow your page

You can invite those who are not following you

How To Increase Followers – Use your email signature

Promote to your business contacts via an email signature



To: "siobhan@themarketingcrowd.com" <siobhan@themarketingcrowd.com>,
"evan@themarketingcrowd.ie" <evan@themarketingcrowd.ie>
Cc: "Coughlan, Sarah" <Sarah.Coughlan@enterprise-ireland.com>

Hello Evan/Siobhan,

I have been speaking to Sarah Coughlan this morning regarding the availablitly of our computer training room next Thursday/Friday. Both days are free so if you need to use it there is no problem.

Regards,
Brigid

Local Enterprise Office Laois
Portlaoise Enterprise Centre, Clonminam Business Park, Portlaoise, Co. Laois | ☎ 057 866 1800
localenterprise@laoiscoco.ie | www.localenterprise.ie/laois

Please click to Like us on Facebook Follow us on Twitter

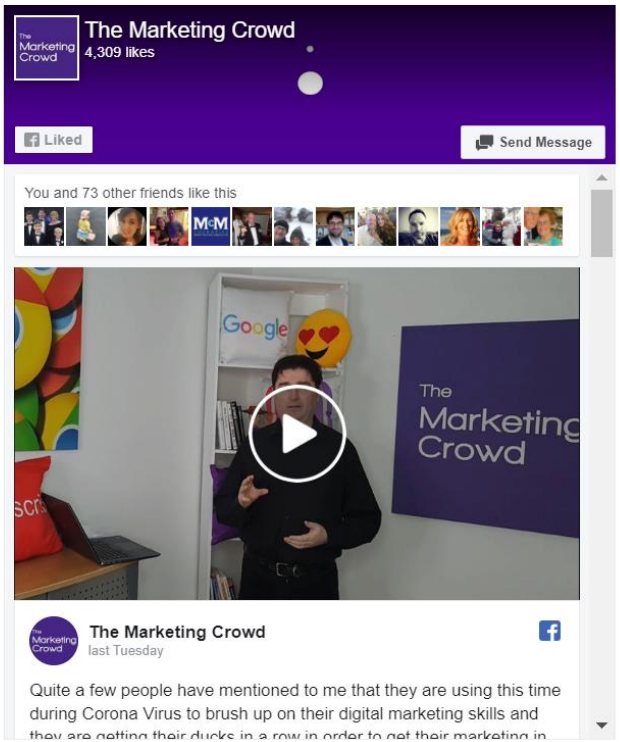
Advising... Supporting... Developing... Local business.

Oifig Fiontair Áitiúil
Local Enterprise Office

Insert a link to your fan page in your email signature or ideally custom design an email signature to promote your page.

How To Increase Followers – Convert your website visitors

Ask your web designer to embed a feed of your Facebook posts on your website

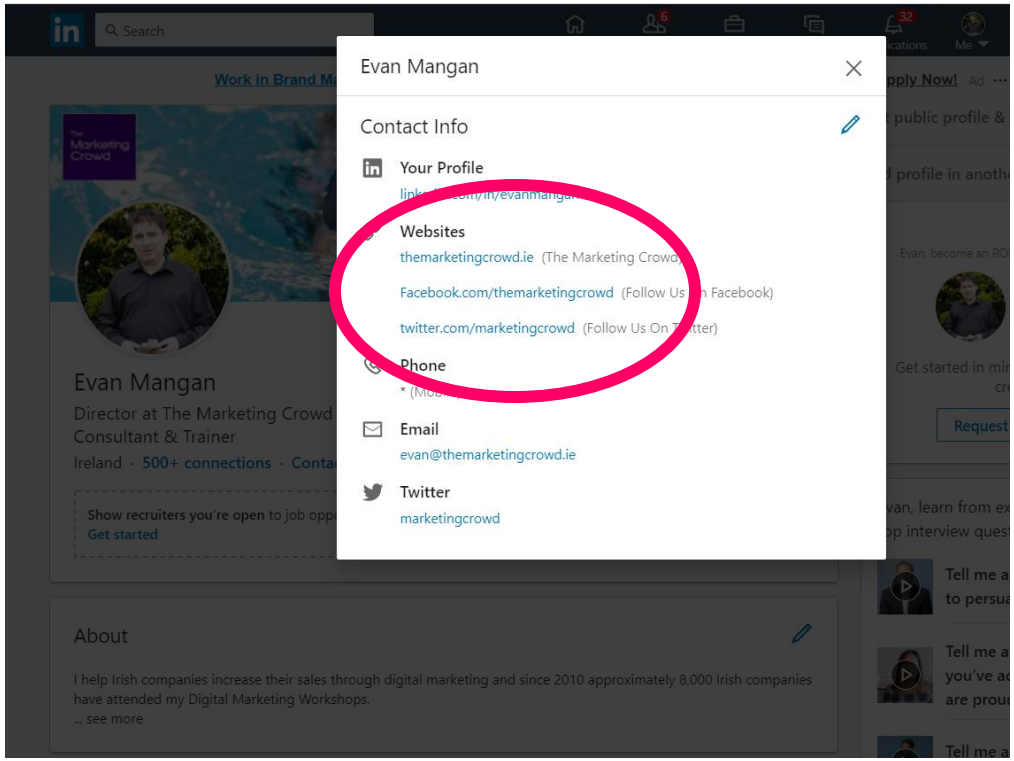


Use the Facebook page social plugin.

When web visitors see your interesting posts you have a better chance of converting them into followers

How To Increase Followers – Promote on other social media

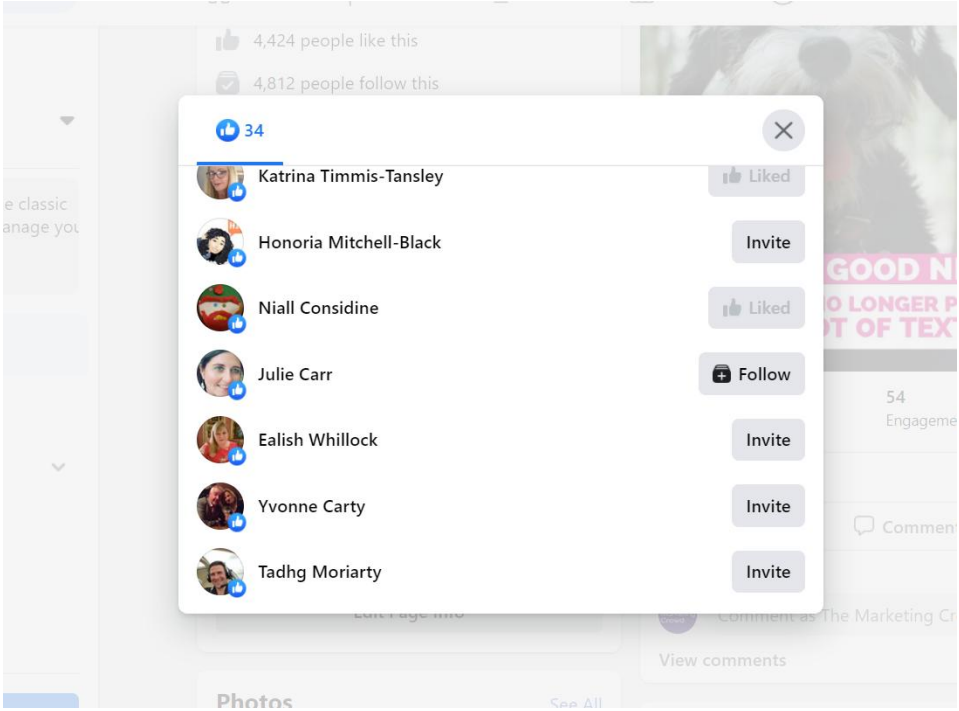
Maximise other social media - LinkedIn



Include a link on your LinkedIn profile.

How To Increase Followers – Invite people who liked your posts

Find the people who liked your posts but not your page



Not everyone who likes your posts has liked your page

Click on the number of likes your post has received and you will see which have already liked you page. Invite those have not

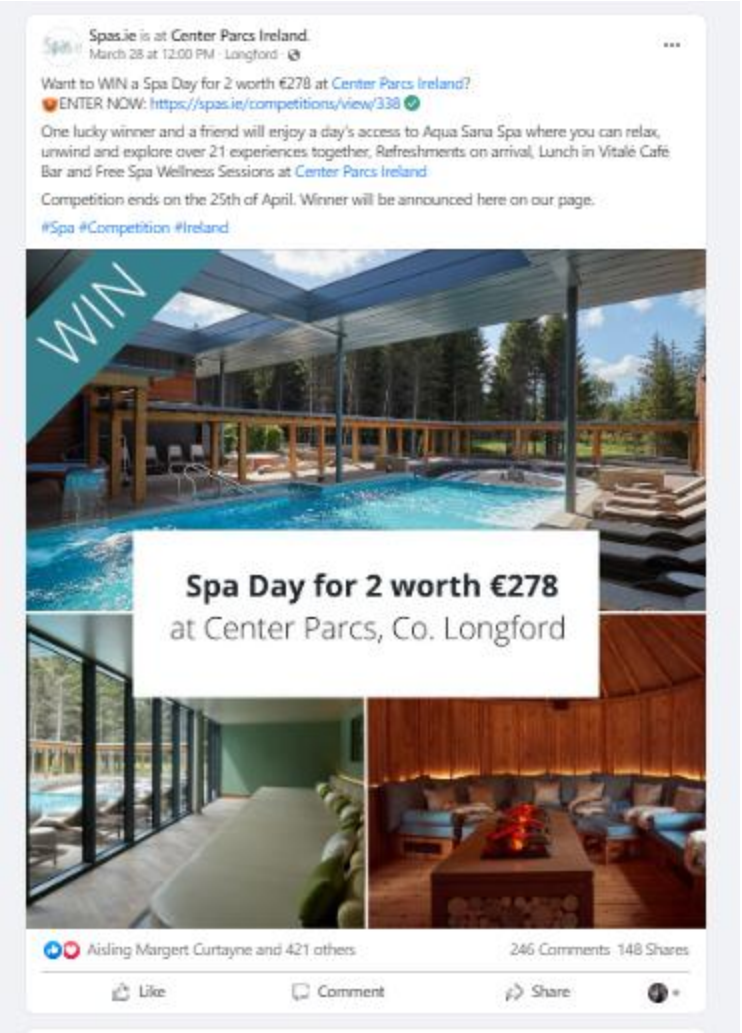
How to run a competition to grow followers



Competitions ....

- Get engagement which will increase the reach of the post.
- More of your followers will see it and are likely to engage which means the algorithms are more likely to show your future posts to those followers.
- It can also be a great way to grow your followers

Run a Facebook competition



Run a contest giving one of your products away.

You can ask people to enter by:

1. Liking the post
2. Commenting

You cannot require people to:

a) Like the page
b) Share the post
c) Tag their friends

However, you could say “Feel free to share”

Want more details on the rules? – click this link https://www.knaptonwright.co.uk/facebook-competition-rules/

Important!

When people like your post but have not liked the page you should then invite them to like the page

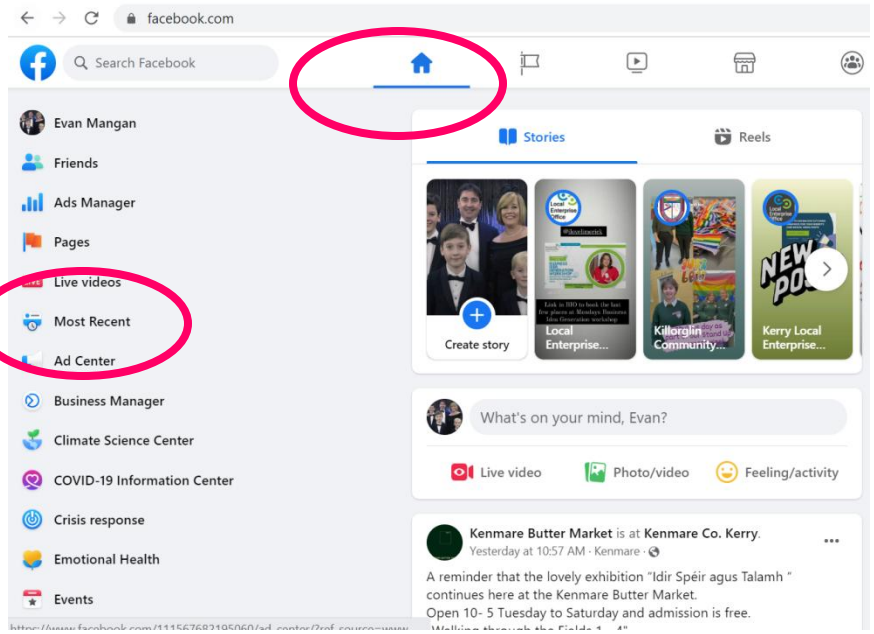
Facebook is no longer a free marketing tool



Over the past 10 years Facebook has made it clear that less followers will see posts for free.

On average, between 5% and 10% of your followers will see your posts

Why has this happened?



For a typical person, over 1000 pieces of information could appear in the newsfeed at any given time from friends and business pages.

Facebook wants to avoid us becoming bored with the Newsfeed so it wants to weed out stuff that we are less likely to be interested in.

In your newsfeed on desktop there are 2 options

1. Feed= What Facebook thinks you are interested in
2. Most recent = Everything in chronological order

All out Newsfeeds are set to the filtered Feed

The Algorithm controls what gets through to followers newsfeeds



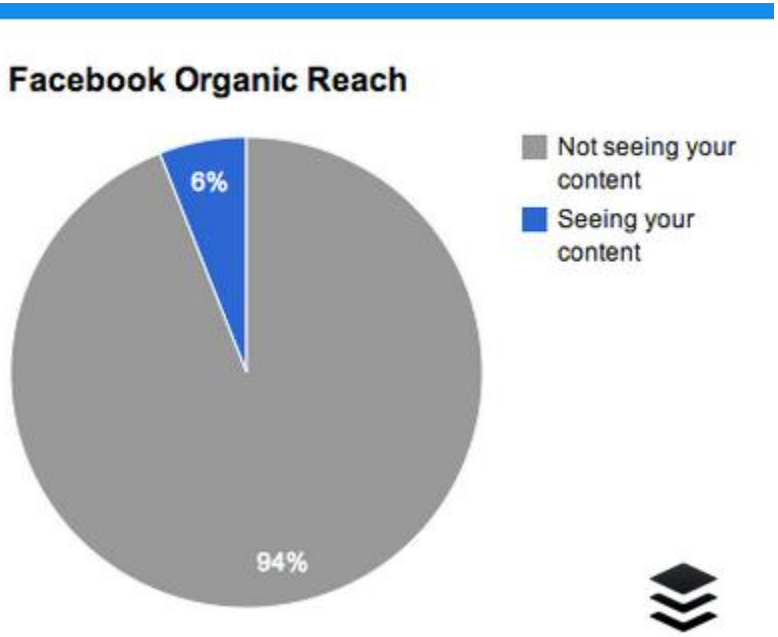
For a typical person, over 1000 pieces of information could appear in the newsfeed at any given time from friends and business pages.

Edgerank is a formula which determines which content makes it into your Newsfeed under "Top Stories".

The formula looks at over 1000 elements some of which are:

1. Affinity – how you interacted with that person or that business page recently?
2. Recency - how recent the post is
3. Engagements – Did people engage within the first few hours and was there a lot of engagement?
4. What type of post is it? Image, multiple image, link to YouTube, Video post?
5. Your preferences – do you tend to like images rather than videos

Is the organic reach less than 10% for all pages?



Organic reach = how many people see your post for free

The organic reach will vary for each page, depending on the number of followers and how engaged they are i.e. If followers like, comment and share a lot then the reach will higher.

On average, across all pages, the organic reach is between 5% and 10%

How to check your organic reach



When you send out a post it will tell you below the post how many people your post reached.

If you promote the post (pay for more people to see it, it will split out the reach and show organic and paid reach)

What should you focus on to get more organic reach?



1. Only post content that you think is interesting enough to get engagement. If people don't engage it won't reach many more people
2. Focus on reels – they tend to reach more people
3. Ensure your content is very eye catching so never just link to a web page – always attach an image or a video
4. Design eye catching content – learn how to use Canva