



10 steps to get your Facebook Page on TRACK!

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Facebook Business Pages are easy to set up, are fun to use as a marketing tool, and can produce great results.

Getting your page up and running properly is important.

Here are TEN steps to get your Facebook Business Page on Track!

Then you can be having fun marketing on Facebook, interacting with clients and friends and growing a successful business.

Step 1

Pick out a fabulous picture of yourself to use as your Facebook Profile Picture. Social Media is about authenticity and connecting on a personal level, so don't be scared to show off that dazzling smile of yours.

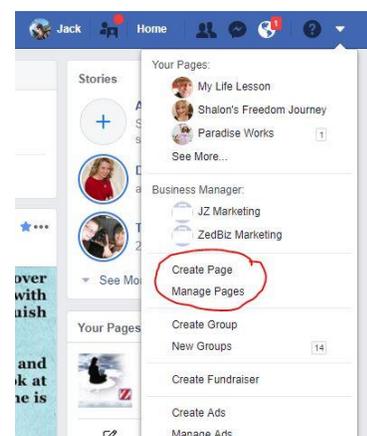
Step 2

Use Canva.com to create an engaging Facebook Cover. Canva has templates for all the Social Media sites, for posts, for documents, for emails and posters. And it's free! Pick the Facebook Cover template and use one of their designs or upload your own picture. Add a little text (your slogan, or short phrase – keep it short) and you have a great looking Facebook Cover

Step 3

Now it's time to actually Create your Facebook Business Page. Name it, choose an appropriate category, upload the Profile Picture you chose and the Facebook Cover you downloaded from Canva. Oh and don't forget to 'Like' your own page 😊

You are in Business!!

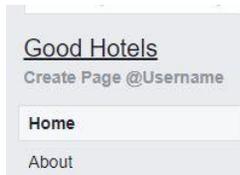


Step 4

Add a Short Description to you page. Make it user friendly - easy to read, and follows along with your Business Mission Statement.

Step 5

Claim your username / Facebook URL.

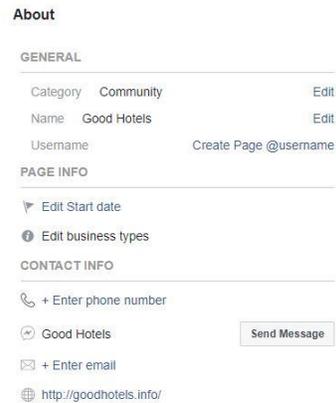


On the left side below your Page name you will see the option to Create Page @username.

Click this and fill out your own unique page name.

Step 6

Fill in the pertinent business details and Call to Action. Add in your business hours, your location, start date, phone number, website link. Then add a button to your Facebook Business page to direct viewers to contact you or better yet, sign-up for a great offer.



Step 7

Create your first post, make it interesting, fun, and engaging.



Step 8

Share your page with your clients and friends. You can use the invite option on the right-hand side of the page. Or another way that is a little more personal is to send them a direct message in Facebook. You can share your page in a message and ask them to engage by liking your page and commenting and liking posts. You want to get to 50 organic likes as soon as possible

Step 9

Get your page ready as a complete marketing tool, add 2-5 posts a day for 10-14 days. But don't quit after two weeks. Keep posting, continue to invite new people to your page. Share it on your personal timeline.

Step 10

Take your Facebook Marketing to the next level using Facebook Insights, then start a Like campaign, and then you can begin targeted Facebook Advertising.

