

Facebook for Small Business

— WORKBOOK —

Get Started | Get Connected



get started.

To get the most of this presentation, jot down ideas about how you can get started and get connected by implementing the strategies discussed. Try to spend 5-15 minutes each day to build your confidence and start creating meaningful connections.

WHY DOES YOUR BUSINESS NEED A FACEBOOK PAGE?

How would your business benefit from creating a facebook page? Are your goals to increase traffic into your store? Your website? To make it easier for new customers to find you online? Take a few minutes to write down some ideas.

EXPOSURE | CONNECTIONS | TRAFFIC

WHAT IS YOUR GOAL FOR FACEBOOK?

What is your Facebook Business Page Goal to get started and get connected? How will you achieve your goal?

SPECIFIC | MEASURABLE | ACHIEVABLE | RELEVANT | TIMELY

WHO IS YOUR TARGET AUDIENCE?

Focus on who is that one ideal client you wish you could have 100 of? How do you define them? Who are they? What are their interests, beliefs, values? Where do they hang out?

CREATE A PICTURE OF WHO YOU WANT TO CONNECT WITH AND WHAT MATTERS TO THEM

get connected.

Start to connect with your community and join conversations. Create content that will inspire, educate, inform, and entertain. Share tips and tricks, promote partners, clients, and local community events. Be creative. Experiment to see what works.

WHAT IS YOUR STRATEGY?

How will you inspire your audience to connect with you? How will you create trust?

KNOW

LIKE

TRUST

HOW WILL YOU CONNECT WITH YOUR TARGET AUDIENCE?

How will you get your audience to stop scrolling and start clicking?

IMAGES | VIDEOS | QUOTES | TIPS & TRICKS | PROMOTIONS | CONTESTS | TESTIMONIALS | TUTORIALS

start growing.

Focus on creating high quality content that will connect with your target audience and inspire them to engage with you. Measure and monitor what is working, what needs to change, and what you may need to walk away from.

HOW WILL YOU GROW YOUR PAGE & YOUR BUSINESS?

What strategies will you use to grow your business and your page?

TIMING | SCHEDULING | CONTENT CALENDAR

ADVERTISING | BOOSTS | PROMOTIONS

INSIGHTS

WHAT WILL I DO TOMORROW TO GET STARTED AND GET CONNECTED?

What is the one action item you will do tomorrow to get started and get connected?

WRITE YOUR ACTION ITEM. IS IT SPECIFIC? MEASURABLE? ACHIEVABLE? RELEVANT? TIMELY?

CREATING YOUR FACEBOOK BUSINESS PAGE.

DOWNLOAD @GETSTARTEDGETCONNECTED FACEBOOK PAGE

GET STARTED

PAGE NAME VS USERNAME

- Page Name should be the name of your business or brand to help people find you and your business.
- Username is the @name and will help your fans find you. Choose one that aligns with your brand/business and is easy to remember.

SELECT YOUR CATEGORIES

- Helps people find you. Improves your SEO.
- Choose up to 3 categories that best represent your business. Remember to select local to improve your local search results. Facebook currently has over 800 categories to choose from.
- <https://www.facebook.com/pages/category/>

UPLOAD A COVER IMAGE

- Most visual space on your page.
- Desktop: 820 pixels wide x 312 pixels tall.
- Mobile: 640 pixels wide x 360 pixels tall.
- Be Creative and have fun.
- Change it up on a regular basis.

UPLOAD A PROFILE IMAGE

- Use a square image.
- Size is 180 x 180 pixels.
- Display at 160 x 160 pixels.
- Use your logo to build recognition for your brand.

ABOUT TAB

- Company Overview.
- Tell your story.
- Business Hours.
- Address & phone number.
- Website and email addresses.

TEAM MEMBERS

- Add yourself as a team member to link your personal profile to your new business page.
- Add additional team members.

GET CONNECTED

DON'T FORGET!

- Check notifications and messages daily.
- Like and share other business pages.
- Tag people (@username)
- Add an image, video or link.
- Include a call to action (download, click).

SHARE YOUR PAGE

- Invite your friends to like your page.
- Add your new business page to your personal profile page.
- Create your first post and start engaging!

START GROWING

LIKE OUR PAGE @GETSTARTEDGETCONNECTED

for more tips and tricks to get started and get connected with your new Facebook Business Page.

TIP: Don't forget to link your personal page to your new business page. It's easy to do and is free advertising.

TIP: Branding Matters. Stay on brand with your messaging and visuals and include a watermark on your posts.

TIP: Use captivating visuals to inspire your audience to stop scrolling and start clicking. Canva is a great tool to easily create your Facebook cover, Facebook ads, Facebook post images.

TIP: Check the size requirements before creating your images. If you work with a designer, they can do this for you.



thank you for joining me tonight.

Facebook and social media can be overwhelming. I hope you were able to take away a few strategies for your business that will help you breakdown barriers.

Get started - like and follow tonight's facebook page @GETSTARTEDGETCONNECTED. It's a great place to connect as you start on your Facebook Business Page journey. Ask questions and share your successes.

I would love to hear from you and how you felt about the presentation. Connect and let me know! Your feedback is important to me.

Melissa Chito

LET'S CONNECT

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