

HOW TO USE FACEBOOK



Your Facebook page is the hub for your business. It's a great platform to showcase your brand, catch attention of potential customers and drive leads or sales to your website. But while your page is easy to set up, it requires more work to get the most out of the platform!

But don't worry as business support network Enterprise Nation has got it covered with this guide to growing your business with Facebook in four steps:



Let's start with the easy bit:

SET UP YOUR PAGE

• Choose your page name. Remember this will be the url of your page so select it carefully

Go to facebook.com/business and click 'create a page'

- Select the type of business you're creating the page for • In the 'about' section, choose the categories that best describe your
- business and describe exactly what you do in few sentences. No waffle!
- Choose an image that sums up your business well. Perhaps your logo or a product shot?
- Add your audience. This will make it easier for that audience to find you • Add a call to action button from options such as 'shop now', 'learn more'
 - and 'Get in touch' to drive traffic to where you want it to be
- The more information you add on your page, the easier it will be for potential customers to



If you don't have a strategy for Facebook, your posts will get lost in a sea of noise!

find you. That's an important step so don't miss it out.



Before you jump in with two

feet, take a step back and

think about your audience.

How do you want to

appeal to them?

You must always focus on sharing content that's of

interest to your existing and

potential customers.

Don't know what

that content should

be?

Facebook's analytic tools

can help you see what

content works well and get a

better understanding of

your customers.



Figure out the personality of

your business and ensure

out in the newsfeed.

Remember: videos and



your content reflects it. establishing a connection Everything you post must be thumb stopping so it stands

blog posts are the kings of content. Keep the copy short and

experiment.

Need inspiration? Try product visuals, behind the scenes images/videos,

inspirational quotes or

repost content from your community. • How often will you share an individual piece of content? You might consider sharing a product

Facebook is key to

Posting regularly on

with your audience. You have to be disciplined and persistent if you want to succeed! Take few hours a week to plan your posts.

You can schedule them in Facebook or use a service such as Buffer or Hootsuite.

Keep in mind that the Facebook algorithm tends to prefer unscheduled posts so you should never 100% automate.

• How often will you post on Facebook? Focus on quality over quantity. Once a day is a good

THINK FREQUENCY

start.

composition only once, but a blog post could be posted several times.

There's no quick fix to building a brand on Facebook but here are a few tips and tricks:

who engage with you the most

Joel Gascoigne, founder of social media automation tool Buffer, suggests a '4:1 strategy'. Choose a 'staple' update; a type of content that makes up the majority of your posts. Use a 4:1 ratio; for every four 'staple' shares, publish one different type for variety.



You don't need to spend big budgets on creating engaging content. There are many free tools available including: • Canva: Create a myriad of social media profile headers,



templates, images and icons Boomerang: Allows you to make short looping GIF type

posts, quotes and much more using hundreds of free

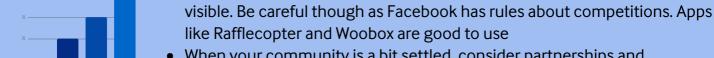
- videos Lumen 5: Turn blog posts into engaging videos

Recognise your community and reward them by liking pictures of people

Have a hit list of influencers in your sphere and comment on their posts

Re-share posts from your community and influencers but always give credit

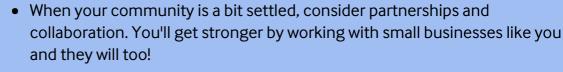
• Competitions are an excellent way to build your community and be more



BOOST

POSTS

demographics and behaviour. You can also



- ADVERTISING
- Facebook advertising is a cost effective way to promote your products or services. For a relatively low cost, you can target your exact audience market due to the immense amount of data Facebook holds.

Boosting a post is the easiest way to For more sophisticated advertising, use advertise. Eligible posts will display a 'Boost Facebook Ads Manager where the targeting, Post' button. You'll be given the option to format and analytics options are more target by gender, age, location, interests, advanced. Using Ads Manager, you can target

VS

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FACEBOO PIXEL

You can use a custom audience to retarget an audience from a list of email addresses, or people who have visited your Facebook page (or website with the Facebook pixel).

Adding a Facebook pixel to your website

should be one of the first things to do when

AUDIENCE

Facebook will build a new audience similar to your custom audience. It is an excellent way to target a large audience relevant to your business or to keep a precise targeting if you have limited information about your audience

Once the pixel is implemented you can also

add 'custom conversions' to track specific

actions on your website or create custom

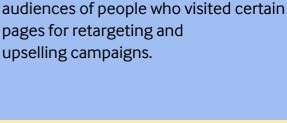
LOOKALIKE

AUDIENCE

ADS

MANAGER

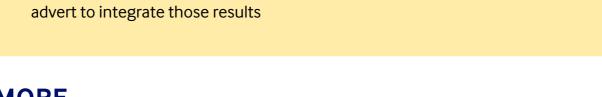
by gender, age, localisation, job, language,



MEASURE SUCCESS AND OPTIMISE As with all marketing, you need to measure and test what works best when it comes to Facebook activity.

rate are those you should consider for boosting and the type of content you should do more often! **PAID REACH**

A/B test! Run different adverts simultaneously with varying imagery, offer types and Test and measure which style is most effective. Start with a small budget and invest



• If you want people who click on your ad to take specific actions on your website, once you've set up the Facebook pixel you can create 'custom conversions' that track actions such as purchases or newsletter sign-ups. Use a website conversion

Events: Get Facebook and Instagram training in person and online

- Read: How to save time by automating your social media activity Video: How to use Facebook to grow your business
- shopping (MEMBERS ONLY) Webinar: How to create a social media marketing plan (MEMBERS ONLY)



Not a member of Enterprise Nation? From marketing and sales to PR and funding, we have a solution to

interest, behaviour etc or exclude a certain set your budget and duration of the boost. Don't sponsor the same post for many weeks population using these characteristics. as it may become boring for your audience. For both options, you can have a call to action button personalized to your objectives such as 'Like Page', 'Shop Now', 'Learn More' etc.

using Facebook to grow your business. It is a piece of code allows you to track conversion from advertising and get demographic insights about your paid and organic audience.

> **ORGANIC REACH** Explore the 'Insights' section of your page to measure how your audience interacts with it. In the 'Posts' section, look for the engagement rate. Posts with the higher

copy or visual used or adjust the targeting

messaging more on ads that show a good return • Facebook will help you evaluate the success of your ads by showing you the number of impressions, clicks and costs per clicks. It also provides a relevance score out of 10 to evaluate how people respond to your ad. If it's below six, consider reviewing the

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 - help your small business!