

Facebook for Business Marketing



Why Have A Facebook Page for Your Business?

Join a community

There are more than 60 million active business Pages.

Connect with customers

More than 1 billion people use Messenger, automatically integrated with every Page, to connect with a person or business every month.

Create a mobile hub

More than 1.1 billion people use Facebook on mobile every day.

What you'll need to set up your Facebook Page

How to create your Facebook Page

A name for your Page and a blurb about your business

Your Page name can be your business name or another name that people may search for to find your business. Use the About section to tell people a little bit about what your business does.

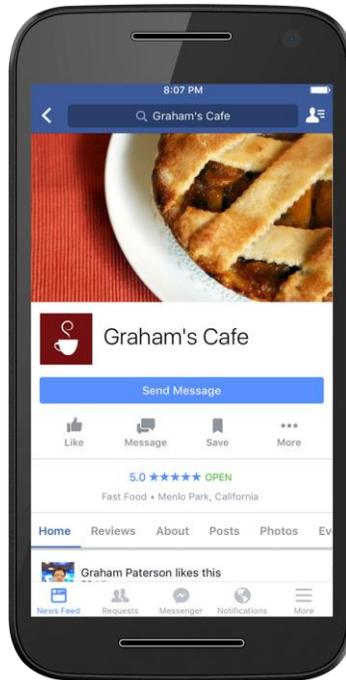
A profile photo and cover photo

Choose photos that best represent your business. You may use your logo as your profile photo and an image of your store, products, or one from a current marketing campaign as your cover photo.

The action you want people to take when they come to your Page

At the top of your Page you can add a call-to-action that directs your Page visitors to do something, like visit your website or call your store. Adding a call-to-action button is as easy as a few clicks.

Once you've created your Page...



Publish your Page when it's complete

You can make sure people only see your Page when it's finished by keeping it unpublished while you're creating it. You can change these details in your Settings tab any time.

Start posting right away

You want your Page to be active and informative before you start promoting it. So start posting updates about your business, special offers and more as soon as it's live.

Turn on messaging

Facebook Messenger is integrated with your Page, so you can connect with customers one-to-one. Messaging on your Page makes it easy for people to contact your business with questions and feedback.

Understand your Page results

Click on Insights at the top of your Page to see how people are engaging with your business on Facebook. You'll learn how many people your posts are reaching and much more.

For more information on how to setup, publish and promote your Facebook Business Page, contact [Saco Bay Web Design](#).