

HOW TO SET UP A KILLER FACEBOOK PAGE

Given the borderless world in which businesses compete today, and the role that Social Media plays in people's daily lives, Facebook proves to be a useful marketing tool for businesses; regardless of their size and stature...

Six Steps : How to take advantage of Facebook's power to build non-intrusive, long-term benefits without wasting valuable time and money.

Claim your Local Business Facebook Page.

- Set the page up as a business, not a person: <https://www.facebook.com/pages/creation>

Don't be shy! Share all of your brand's business information.

- Contact Information should include:

Your email address

Phone numbers: Mobile and Landline

Business street address

- Your website address : URL linked

- Short, simple and easy-to-understand details about your business and the customer value add.

- Ensure you include key words that are relevant to your business in the description mentioned above.

- Include a Call-To-Action at the end of your business description. E.g. 'Get In Touch'.

- Select the category of your business. E.g. Restaurant, Advertising, Guest House.

- The username of your page will be converted into a unique Facebook URL.

- Indicate the trading hours of your business.

- Use your Facebook Page to:

Introduce your staff.

Promote new product launches, special offers and events.

Target and attract your ideal audience, customers and fans.

Invite friends from your Personal Page to like your Business Page.

Informative and attention-grabbing Profile and Cover images are key!

- Choose an image for your Profile photo that best represents your company or brand.

- Use the best quality image, that is still legible in a small, thumbnail size.

- Select quality images that are interesting and striking for your Cover photo.

Customise all Page Tabs and Call-To-Action buttons.

- Set your Cover photo images up with a Call-To-Action.

- Showcase your products and services with descriptive copy and images.

Set up your preferred messaging services.

To create a custom App, make use of:

- <http://www.ripesocial.com/apps>

- <https://www.pagemodo.com>

- <https://www.shortstack.com>

- <https://www.heyo.com>

- <https://www.tabsite.com>

- <https://www.woobox.com>

Not enough time to do all that the checklist asks? We can assist. We're only a phone call away.