Facebook

There is Business Viability in Facebook

About the Author:
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Why Facebook?

I know, I know, I've heard the rumors, too. Google Plus will soon surpass Facebook to become the most popular social network. Time spent on Facebook for business marketing is time wasted. Your grandma's chicken salad is the best on the block. Those rumors aren't true. Well, maybe your grandma's chicken salad is the best on the block, I can't speak authoritatively on that—first we'd need to hold some type of contest, and get judges, and—oh yeah, sorry, that's right, we're talking about the business viability of Facebook.

Well put on your hard hats, my friends, because I'm about to drop some knowledge on you. Your business NEEDS to be on Facebook, and here are 5 reasons why:

1. With more than 1 billion members, Facebook is the most popular kid in school.

2. [80% of Americans](#) active on social networks list Facebook as their network of choice when they look to connect with a brand.

3. [47% of Americans](#) who are active on social media reported that Facebook had the greatest impact on their buying behavior in 2012. That number was 24% in 2011.

4. [23% of Facebook users](#) check their accounts *5 or more times a day.* No, that is not a typo: 5 or more times per day. That is literally millions of potential exposures every day for your business content.

5. And here's the kicker: in 2012, [43% of B2B companies and 77% of B2C](#) companies reported acquiring a customer through Facebook marketing.

You have to remember that the power now lies solely in the laps of consumers, and consumers only. Businesses must find ways to connect with consumers in a convenient way on their turf. Companies are acquiring fans, building followings and make money through Facebook, and you can, too. Read more to see how.

How Can I Use Facebook for My Business?

As with any aspect of marketing, the first step will involve planning. You need to come up with a strategy. Begin by determining who your target customers are. If you went into a room with millions of people and shouted your business message, who would be the most likely to a) like your message, b) share your message, and c) follow your calls to action to engage with your business (because ultimately, the goal here is to increase your bottom line)? Through your answers to these questions, create target personas and then tailor your marketing efforts to these people.

Another thing to consider is what you want your Facebook page to be. Do you want to create an online community where people who share interests can come together to engage and interact with your business and each other? Do you want to create an "online billboard" to provide potential customers with one more avenue to locate your business and your business information?.

Do you simply want to market your offers to fans and convert them to customers? Is your goal to make some sort of Frankenstein-like combination of these? Decide on your goal, share it with your entire marketing team, and then create content that will help you meet it.

This is your chance to connect with customers for little to no cost. Customers want to get to know you. They want to see your personality. Be engaging, be funny, be informative, and don't be afraid to be a little "out there." This is your chance to loosen your tie a little. Consider Facebook to be the Happy Hour of business marketing. Think your company is too boring to be on Facebook? Think again. Other "boring" companies like Dropbox and General Electric are crafting engaging messages on social media to liven up their brands, and so can you. If you need some inspiration, check out HubSpot's post, [7 Great Examples of "Boring" Businesses That Act Like Humans in Their Marketing](#).

If you could go to one networking event that would have a million-plus potential customers and you could possibly show them your message for FREE, wouldn't you go? Well, if you haven't picked up on the analogy yet, Facebook is that event, and if you aren't on there, you're snubbing your nose at millions of potential customers.

How Do I Get Started?

You're convinced now, right? There IS business viability in Facebook. Now it's time to build that page and get started. We'll walk you through the process.

Step 1: Create your business page
A Facebook business page is the way to go. Unlike a personal page, fans will be able to "Like" your business page and join without being approved by an administrator. A business page also gives you the ability to separate personal content (e.g., pictures of your dog, your child, your sister, your dinner) from business content (e.g., promotional offers, relevant infographics, engaging articles).

To create your page, go here: http://ow.ly/oZUDE. You should see something resembling the image below.
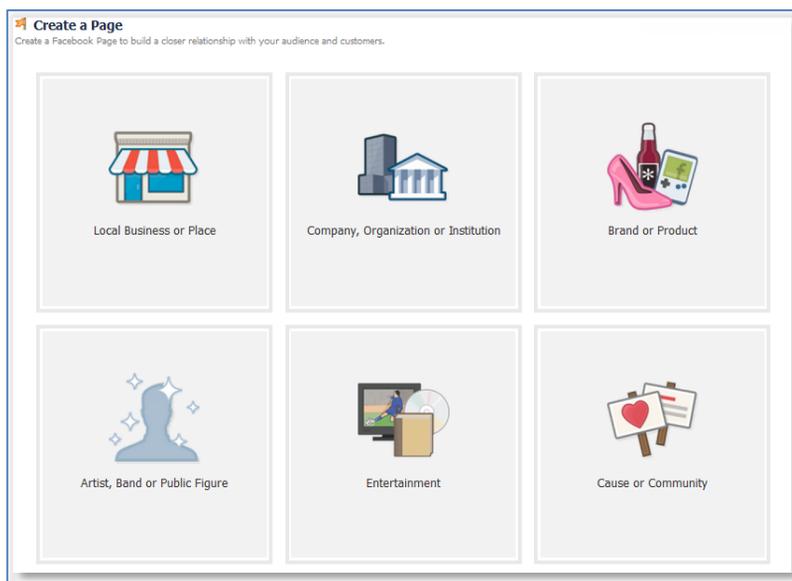
At this point you will have to make a decision: what type of page is this? Is this a page for a local business, an artist, is it an entertainment site? Is this a company or a brand, and what exactly is the difference? Does this even matter anyway? The short answer is yes. Here's why. The page type will determine the categories that are available to you. The category you choose determines the informational fields that are available to you as you construct your page (for example, hours of operation under the Local Business or Place page type or ISBN number for a book under the Entertainment page type) and helps you rank higher in relevant search results. If you get it wrong, don't worry, you can always change it later—but if you have the option to start out on the right foot, don't you want to? Of course, since you are a loyal member, we've got you covered in this aspect. Read on to see an explanation of all page types.

The Local Business or Place

The local business or place page type is meant for brick and mortar stores. If you have a physical location where customers visit you, then this is the option for you. After selecting this business type, you will choose from categories ranging from airport to museum to university. Browse the list and choose the option that best reflects your business. If you can't find one that adequately describes what you do, select "Local Business."
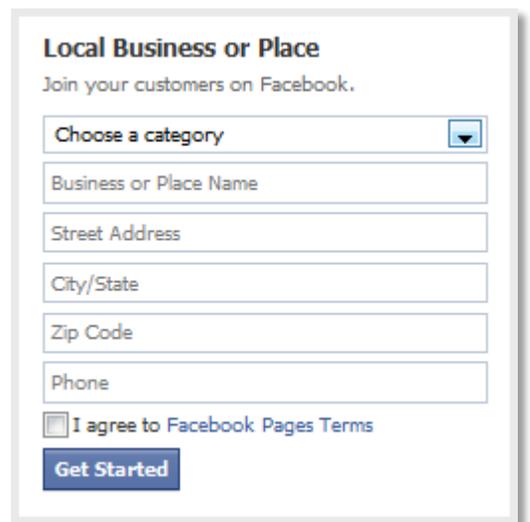
The Local Business or Place option will allow you to include information on your physical location on the initial setup page (pictured above), as well as information on open hours and parking options. Visitors will have the ability to "check in" when they come to your location.

The Company, Organization, or Institution

If you don't have customers visiting your physical location on a normal basis, or if your business has multiple locations, this page type is usually the appropriate choice. If you do have people come to your location, Facebook will allow you to add the "check in" option after setup. After selecting this page type, you will again have a long list of categories to choose from. Peruse this list to find the option that best represents your brand. If you do not see one, select either Company, Organization, or Small Business. These general tabs are the "catch-alls" for those that don't fit neatly into one of Facebook's pre-determined categories
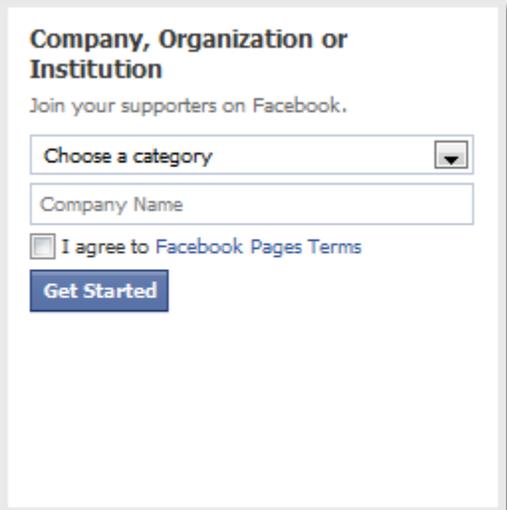
Company, Organization or Institution
Join your supporters on Facebook.

Choose a category ▾

Company Name

☐ I agree to Facebook Pages Terms

Get Started

The Brand or Product

The Brand or Product page classification is intended for businesses that sell their products through multiple retailers or resellers (or hope to in the near future). Under this classification, you would find businesses like Microsoft, Nike, etc. If you feel this type of classification is the most accurate, select it and then choose the most applicable category option. If you don't see what you're looking for, you can always go generic and select Product/Service.
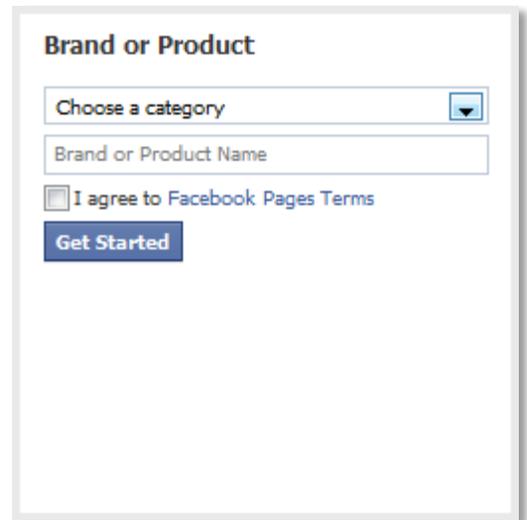
## The Artist, Band or Public Figure

The Artist, Band or Public Figure classification will be the right choice if you are promoting yourself or another specific person or group, such as a band or a political figure. If you go with this option, be sure to choose your category carefully. As I mentioned earlier, different selections will offer different informational options on your page. For example, selecting "Politician" will allow you enter information on that person's political affiliation.
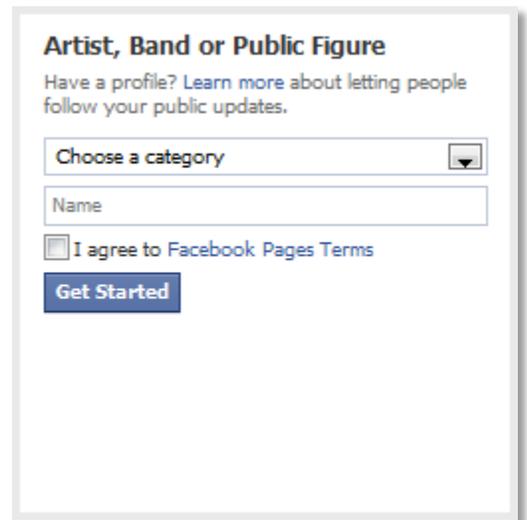
The Entertainment

You should choose this page type if your business would be viewed in the "entertainment" field. Category options here will include concert tours, concert venues, sports leagues, TV shows, amateur sports teams, etc.
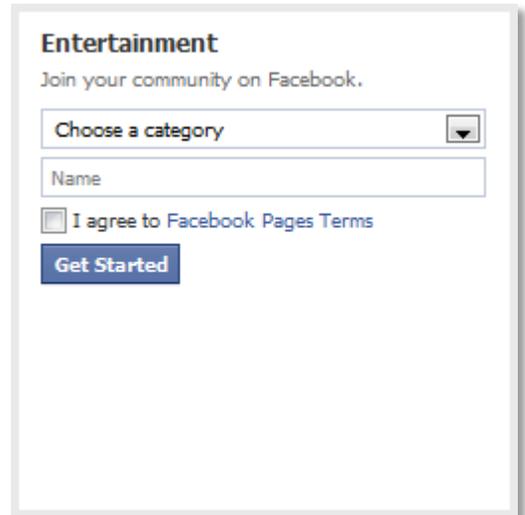
Entertainment
Join your community on Facebook.

Choose a category

Name

☐ I agree to Facebook Pages Terms

Get Started

The Cause or Community

The first thing you'll probably notice is that this page classification does not have a category drop down menu. The category selection is very important when it comes to ranking in search results, so I would say to thoroughly vet all other options before choosing this one. For instance, you can find options like Cause and Non-Profit under the Company, Organization or Institution tab. You can also find options like Education or Church under the Local Business or Place classification.
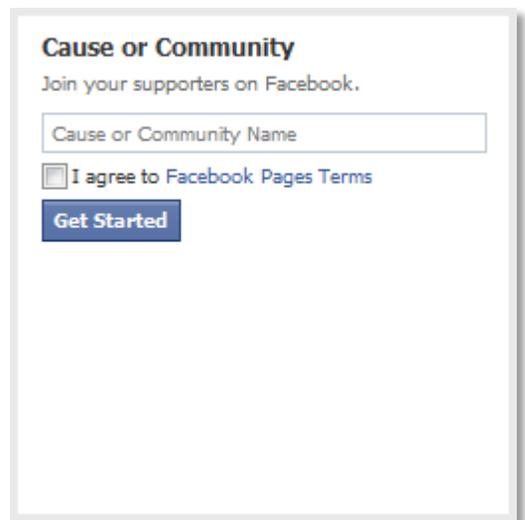
Cause or Community
Join your supporters on Facebook.

Cause or Community Name

☐ I agree to Facebook Pages Terms

Get Started

Building Your Page

After you've selected your page type, it's time to build out your page. For the purpose of this example, we'll select the Local Business or Place page type; however, the options offered will be relatively similar for all page types, and if you need help you can always ask our experts.

After selecting your page type, Facebook will walk you through a 3-step setup process that will prompt you to enter the most relevant information about your business. Once you complete this, you'll be able to add more detailed information. Again, for the purpose of this example, we've selected the Local Business or Place page type, so if you choose a different option you may see slightly different fields.

Set Up Sample Business

1 About   2 Profile Picture   3 Add to Favorites

Add categories, a description and a website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

*Category (ex: Chinese restaurant, museum)

*Add a description with basic info for Sample Business.

Website (ex: your website, Twitter or Yelp links)   Add Another Site

Is Sample Business a real establishment, business or venue?   ◯ Yes   ◯ No
This will help people find this establishment, business or venue more easily on Facebook.

Save Info

Step 1 of the setup for a Local Business or Place will ask you for a place category. Here you will want to piggy-back off of your initial category selection and get a bit more specific. If you chose the "Restaurant/Café" category, specify the type of restaurant here. Begin typing in this field and match your category to one of the options displayed by Facebook.

Below the place category, you will be prompted for a short description. This description will display at the top of your Facebook page. Keep this section succinct. You want to write 2-3 sentences of awesome copy that will draw someone in and make them want to stay on your page. Also, look to add relevant keywords, as this can help someone to find your page in a search.

The last field on this page will allow you to add your website. If you have an existing website dedicated to your business, list it here. If you have other sites, like review sites or directory listing sites that you would like to feature, select Add Another Site and list away.

Then let Facebook know whether this is a real place or not, click Save Info, and you are on your way to step number 2 (see, that wasn't so hard, was it?).
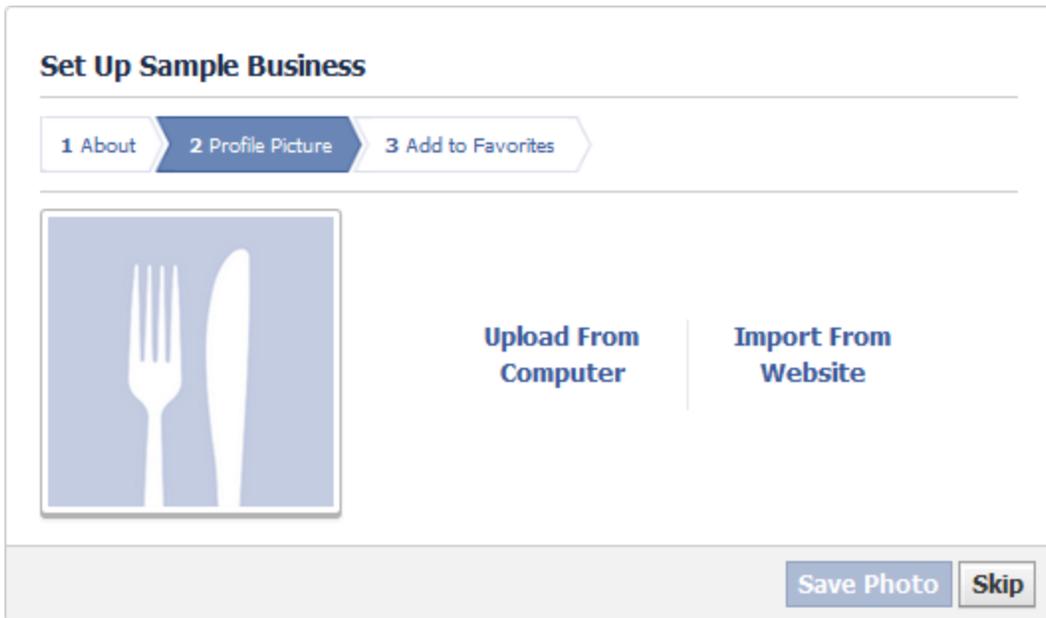
Step 2 will allow you to enter a Profile Picture for your page. Select something that is eye-catching yet easily associated with your business. If possible, design an image specifically for this page using programs like Photoshop or SnagIt, or, for smaller budgets, Microsoft Paint works well. Make the image size 180 x 180 pixels.
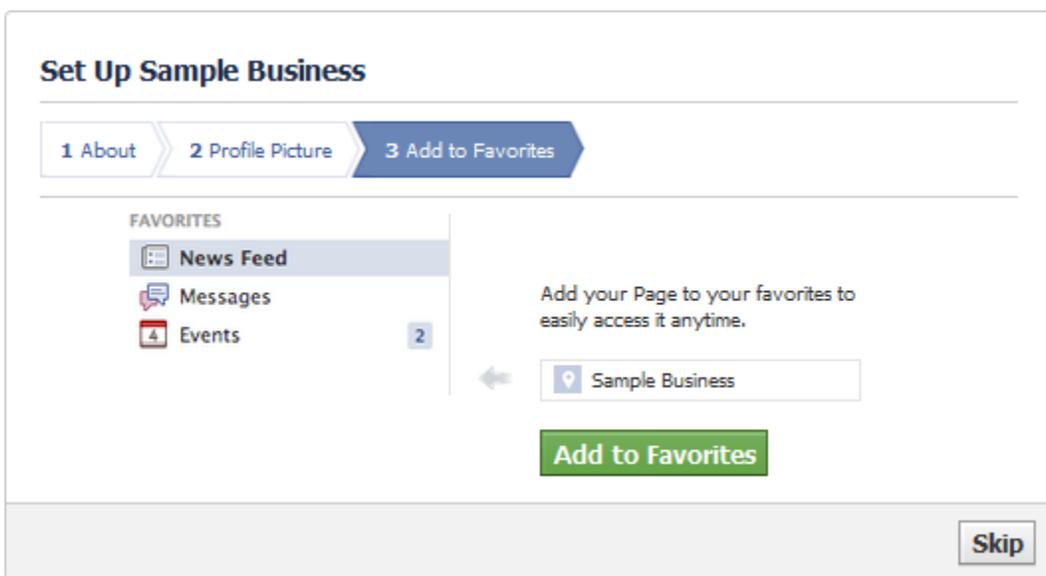
Step 3 will prompt you to add your new creation to your Favorites section, which will display on your News Feed for easy access. This is up to you; even if you do not add it here, you will still be able to access the page easily through the settings wheel in the top right corner of Facebook after creation.
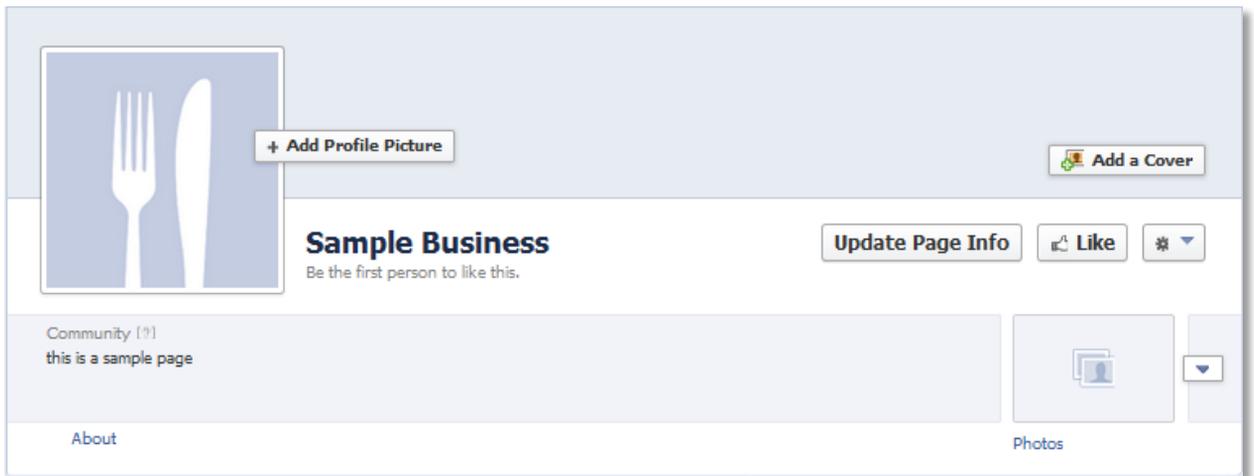
After completion of step 3, you will be brought to your brand new page! Your first inclination may be to "Like" the page; however, don't do this yet as this will create a story on your account and may drive people to the page before it's ready for primetime. You will want to more fully build out your page before releasing it for public consumption. We'll discuss next steps in just a few seconds, but let's see how to add additional administrators to your page.
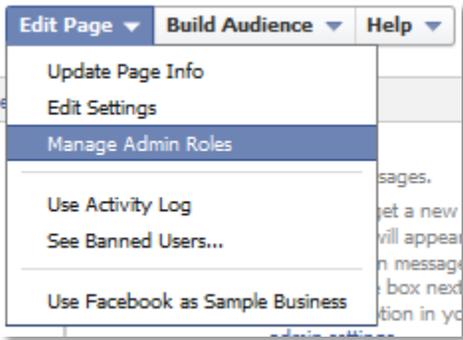
Since you created this page, the personal profile on which you are currently logged in will become the first page administrator by default. This means that currently you are the only one who can make edits. If you would like to add additional page administrators, you can accomplish this by clicking Edit Page at the top of your admin panel and then selecting Manage Admin Roles. From this menu you can assign admins with the following permissions:

- **Insights Analyst:** This admin type has the least editing ability. Insights Analysts will only be able to view page insights.
- **Advertiser:** This admin type will be able to view page insights and create Facebook Ads.
- **Moderator:** This admin type will be able to view page insights, create Facebook Ads, send messages as the page and respond to and delete any comments on the page.
- **Content Creator:** This admin type will be able to view page insights, create Facebook Ads, send messages as the page, respond to and delete comments, create posts as the page, and edit page information and add applications.

- Manager: This admin type has the most editing power. Managers will be able to view page insights, create Facebook Ads, send messages as the page, respond to and delete comments on the page, create posts as the page, edit page information and applications, and manage the other admins.

By default, the creator of the page is a Manager. You can see more information on Facebook admin types on the Facebook support page here: http://ow.ly/p028J

Your page is now built—Hooray! But what do you do next?

Next Steps

There are a lot of things you can do when starting your Facebook page, but some of the most important are completing your informational panels, creating your cover image, claiming your vanity URL, and creating your first post.
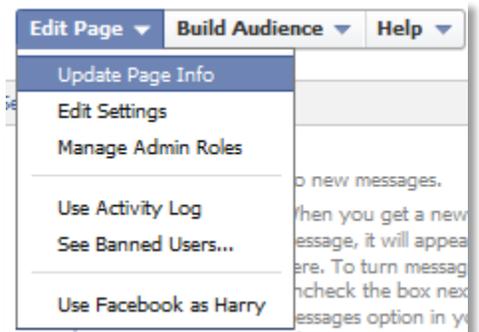
Completing Your Informational Panel

You didn't think you were *really* done did you? Oh no, my friend, there are still miles to go before we sleep.

You've set your page up, now it's time to really add some flesh to those bones (think Jared from Subway at an all you can eat buffet right after Subway dropped him from their advertising campaigns).

Start by completing the additional informational panels on your page. Click Edit Page and then select Update Page Info to get started.

Depending on the page type and category selection you made earlier, you will see different informational fields. The best idea will be to complete all information in as complete a fashion as you can. The more information you provide and/or customize, the better your page will look and the more opportunities your fans (remember, there could be *millions* of them) will have to find you.

Creating Your Cover Image

Using your preferred image editing program, create a cover image for your page. If you do not want to or cannot create a cover image, find a relevant image that will not be too pixelated when displayed. The optimal size for the cover image is 851 x 315 pixels.

If you are designing an image remember to think about the following things.

- Your Facebook profile image will obscure a portion of the lower left corner of your cover image.
- Think about including information about your business, like your website address, links to other social sites, phone number, etc.
- Try to create an image that will convey the feeling people will get when they utilize your service rather than just a giant logo.

Want an example? Well, if you had already liked us on Facebook you would have had one. If you haven't, [click here](#) to see ours (and be sure to like us while you're there).

Claiming Your Vanity URL

It is much easier and much more intuitive for someone to locate your page by going to [facebook.com/yourbusinessname rather than https://www.facebook.com/pages/Sample-Business/37224468621258](#)4, which is the actual URL for the Facebook page we created in the example outlined above.

Note that you may be required to get a certain number of likes before you can claim your vanity URL. If this is the case for your page, reach out to coworkers, family, and friends to like your page so you can claim your URL. This looks more professional and is much easier for your fans to find. When you're ready to claim your URL, follow these steps:

1. From the Edit Page tab, select Update Page Info.
2. From the Page Info menu select Edit to the right of the Page Address.
3. Enter the vanity URL of your dreams and save the changes.
4. If this URL is available, it will be applied to your page.

Creating Your First Post

You're almost there—time to create that first post. This is big. Any of those 750 million monthly active users could see this! What do you say? Should it be an image? A link to an article? Golly gee! Such decisions!

Don't worry—think back to the plan you made before creating your page. Who is your target market? What do you think they'll like? What will the voice of your company be?

Get together with your team and develop a plan. Once you've developed your plan, don't forget the most important part: go do it. Once you've put it out there, use Facebook's free analytics to see how it is being received, but don't stop there. Try different types of posts aimed at different segments of your target markets at different times of the day to see what provides the biggest return. A good Facebook strategy is never complete. It will constantly evolve. So don't be afraid to try different things to see what is best for you and your audience.

Well there you have it, you are armed and dangerous. Go out there and do great things. Remember, though, if you ever need a little help along the way you can always ask the pros at GoSmallBiz.com.

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