

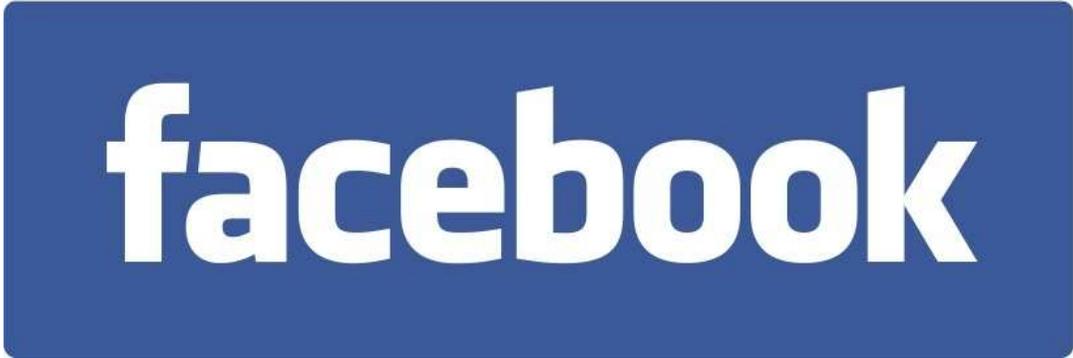


## How-To Guide: Facebook Marketing

Content Provided By **Mashable**

## About Facebook

- Facebook is the world's largest social network, with more than 900 million users
- Facebook is a place where you can share photos, videos and text updates with your customers
- Small businesses can create their own branded pages to establish relationships with people and other companies on Facebook.
- Facebook allows you to connect with your audience, start conversations, update company news and use word-of-mouth marketing through recommendations between friends.

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered within a dark blue rounded rectangular background.

facebook

## Step 1: Create a Facebook Page

- To get your business on Facebook, you must create a page, rather than a profile. On a Facebook page you can include all information that relates to your business in one place:

- Overview of company
- Website and contact info
- Press releases
- Videos
- Blog RSS
- Twitter updates
- Company news and status
- Customer interaction



- Setting up a Page:
  - Go to <http://www.facebook.com/pages/create.php> and register your business under "Local Business or Place" option
  - Enter the Category your business belongs under and then enter all business info including name and address
  - You will then receive an email from Facebook to verify you account

## Step 2: Configure your Facebook page

- Facebook will send an email to help you configure your account.
- With a Facebook Page, you do not friend people, instead they “like” your Page.
- Upload your business’ logo or relevant picture you’d like to use as your profile picture. A square logo that is legible at 50 x 50 thumbnail is recommended
- Upload a cover photo that will be displayed across the top half of your page. The cover photo can tell the story of your business. It is the first thing people will see when they come to your page. Examples, picture of your location, humanize the owners, new products to draw customers in.
- Enter your business’ website and a short description of your business which will display in your “About” section under your profile picture
- Once your page is created, you can edit your page. Click Edit Page and Update info and add in contact information, parking, products, mission, general info, when your business was founded, etc.
- After your page is set up, invite your friends to “like” your page.

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## Step 3: Customize Your Page

- You can add a number of apps to help customize your page beyond the standard layout. In the Application Directory, you can find apps that let you create polls, add more content to your Info tab, offer coupons, showcase your videos and more

**All Apps**

Search Apps

Featured By Facebook Page 1 of 11

**All Apps**

- Business
- Education
- Entertainment
- Friends & Family
- Games
- Just For Fun
- Lifestyle
- Sports
- Utilities

On Facebook

External Websites

Desktop

Mobile

Pages

Prototypes

**Mobile Arcade**  
Test drive the latest mobile games before you drive them. Share with friends and discover what they like.

**Music**  
Get personalized concert alerts, create and share playlists with your friends, and discover new music with free MP3s.

**Apps You May Like** Page 1 of 20

<b>Movies</b>  ★★★★☆ Entertainment	<b>Mobile</b>  ★★★★☆ Entertainment	<b>Facebook for And...</b>  ★★★★☆ No Category	<b>Developer</b>  ★★★★☆ No Category	<b>Slide FunSpace</b>  ★★★★☆ Entertainment
<b>(Lil) Green Patc...</b>  ★★★★☆	<b>Marketplace</b>  ★★★☆☆	<b>Music</b>  ★★★★☆	<b>Graffiti</b>  ★★★★★	<b>New Look Best Dr...</b>  ★☆☆☆☆

## Step 4: Adding Content

- You can post updates on your business' page which can be status updates including advertising a daily special to an updated menu. Also you can post photos, links, videos, polls, questions and milestones about your business
- If there is a post you'd like to highlight, you can click on the star "highlight" button above the post which will display the post larger and across the page's timeline.
- Adding milestones can help tell your business' story. The best things to put in are memorable moments for your company. Milestones will automatically expand to widescreen and are visible to everyone visiting your page.
- To add a milestone, Click the Milestone icon in the sharing tool at the top of your page's timeline and add a headline, location, date, details and photo
- You can add an event on Facebook, through clicking on Apps on your Admin Panel. Under Edit Page, choose "Events" and Create an Event including the name of the event, location, date, time, details and photo. Events are a great way to drive people to your Facebook page and remind them to sign up for an event. Events are easily shareable and easy for people to RSVP. The event will show up on your page and the news feed of your followers.

# Facebook Marketing

## Step 5: Facebook Page Analytics

- On the Admin Panel, click Insights. Check your Insights regularly to see which of your posts engage the most fans. You can view Likes, Reach, Who is Talking About your page and a General Overview
- **“Likes”**: View demographics and location including gender, age and which boroughs you get the most likes from and in addition you can view the sources where people had found your business’ page such as using the mobile app, through search results, from your timeline, etc.
- **Reach**: similar statistics including page views and which external pages referred users to your Facebook page such as google.com, your business’ website, etc
- **Talking about This**: includes users who were talking about your business
- **General Overview**: View which posts had the most engagement to see if you should post more on a certain topic or type of post such as photo posts got more engagement on your business’ page



## Engagement on Facebook

- Like Button: a powerful tool on Facebook, can communicate your support of activities, articles and comments. Engage with customers through liking their comments on your page.
- Embrace customers: Interact with them, like, comment, and post what they have to say. If customers have pictures of your business, post them and make their content your own.
- Leverage your own media assets: mailing lists, email newsletter, email signature, store window, website, business cards, etc are all great ways to grow your fan base. Let your customers know you're on Facebook and encourage engagement and an incentive for them to connect, using a discount or giveaway.

## Engagement on Facebook

- **Tagging:** mentions and directly links to another Facebook user in updates, comments, photos or check-ins. Tagging another user, will make the tagged content appear on their timeline and they will receive a notification. The tagging tool will help create additional connections among users. To tag, simply use the @ symbol before the person's facebook name.
- **Facebook Mobile app:** supplement to your desktop browser when you're on the go. The app allows you to view your News Feed and page as well as add photos, post updates, etc.
- **Embrace images:** Take pictures on your smartphone of your business. Post them on your page and encourage a conversation.
- **Run Contests:** Contests can help increase engagement and get customers into your business. Using sample prizes such as early access to a sample sale, or free drink will make fans more likely to engage.

# Facebook Marketing

## Facebook Ads

- Businesses can reach potential customers through targeted Facebook Ads
- You can target users by gender, age, employer, those who like your “competition”, interests, location and even other friends
- With 500 million users on Facebook, you should segment your audience to understand the users most likely to convert
- Prevent ad blindness: Your ad needs to grab users attention, use colorful, engaging images and compelling, relevant offers
- Test your ads early and often and view your results
- Keep your approach creative and fresh with rotating images and headline copy so that users do not tune out repeat ads

### Sample Ad: Lauren's Bakery



The text of your ad will go here.

👍 Like · Lauren Indvik likes this.

**Promote My Page**

# Facebook Marketing



## Making the Most of Facebook

- Use content from other platforms and cross-pollinate to get your audience on other platforms
- Link back to your website and use photos to encourage interaction
- Highlight your products and employees in creative and interesting ways
  - Use Instagram for photos of your location, meals, products, etc.
  - Spotlight your employees
- Use tags in photos to increase reach
- Create a publishing schedule for your content to determine when to post
- Encourage communication with customers

## About NYC Business Solutions

**NYC Business Solutions** is a set of services offered by the Department of Small Business Services to help businesses start, operate, and expand in New York City.

Our services are provided at no cost, regardless of the size or stage of the business. For more, go to: [www.nyc.gov/nycbusiness](http://www.nyc.gov/nycbusiness).



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boost staff skills



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save money when hiring



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become M/WBE certified



**LEGAL ASSISTANCE**  
receive legal advice



**INCENTIVES**  
access tax credits & other incentives



**NAVIGATING GOVERNMENT**  
cut through red tape