



## A Step-by-Step Guide to Facebook Marketing



## Are you actively using Facebook to promote your business?

Facebook is the [most widely used](#) social media platform with [2.27 billion active users](#). According to the [Pew Center for Research](#), 74% of active users log into Facebook at least once a day.

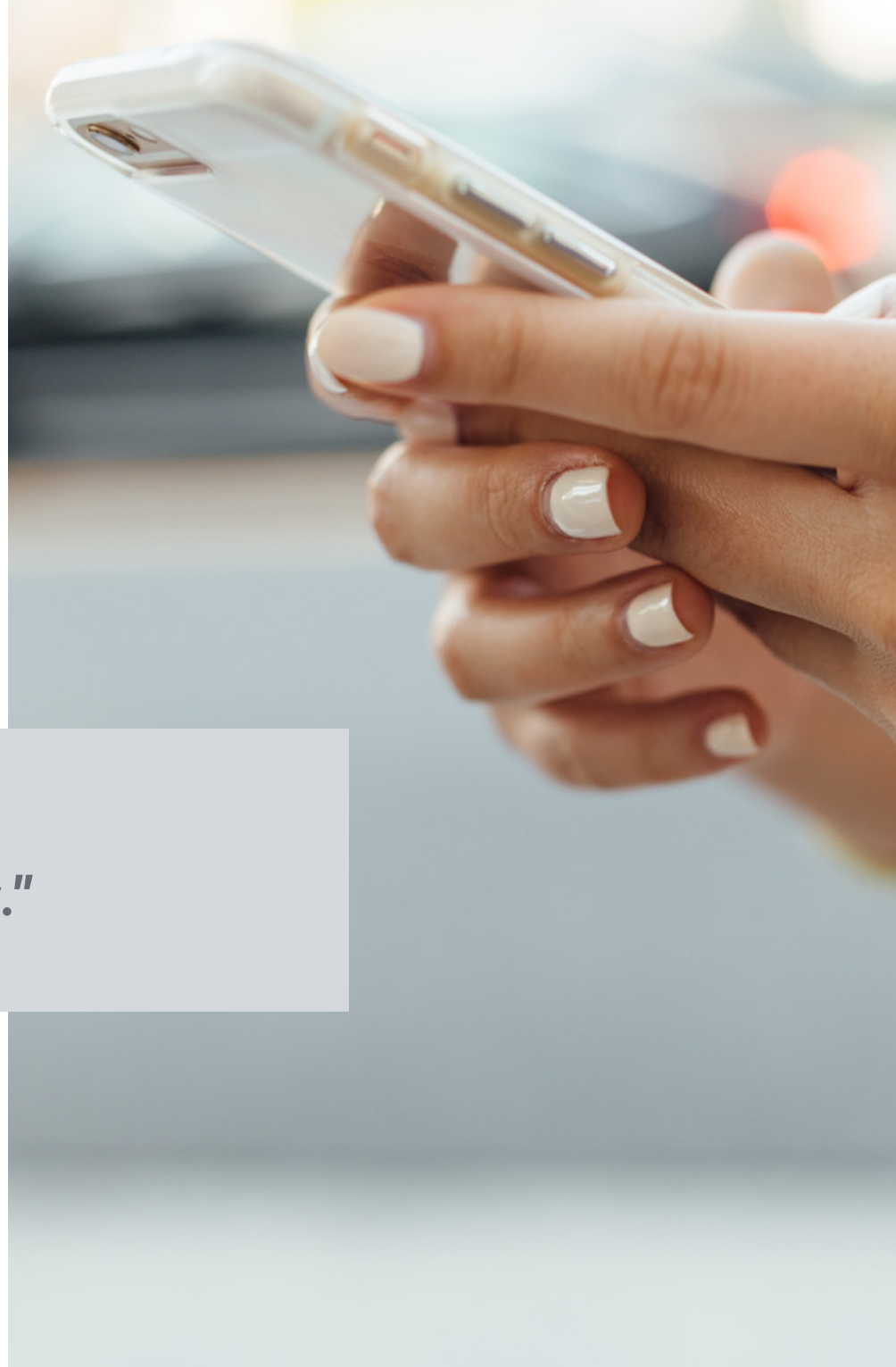
While [recent changes](#) on Facebook have made it somewhat more difficult for companies to reach and engage with customers, it's still worthwhile to have a Facebook presence. Your customers can find important information—your business address, contact info, and business website—as well as interact with your brand on your Page.

Creating a Facebook Page is completely free, although you

**"74% of active users log into Facebook at least once a day."**

have the option to create paid, targeted ads. We'll touch on this a bit more later.

If your business isn't on Facebook yet—or you want to learn more about how to use the platform to your advantage—check out the helpful tips below.



## Create (and optimize) a Facebook Page for your business

Facebook offers two types of accounts: the traditional individual account and Pages for businesses like yours.

### If you need to create a Facebook Page for your business

1. Log into Facebook
2. Click **Create a Page**
3. Select **Business or Brand** (If you're not already logged into your personal account, you'll be prompted to log in or create a personal account)
4. Fill in the name of your business, your business's category, and other contact info. Read the **Terms of Service** and click **Get Started**
5. Upload a high quality **Profile Picture** that speaks to what your business is all about
  - Great options include your storefront, branded logo or a shot of your business in action (more on taking great photos [here](#)). This photo will appear as a cropped square on your Page and as a circle next to your posts and ads. If you have any text or logo, you'll get the best look with a PNG file type (this goes for Cover Photos as well).
6. Upload a **Cover Photo**
  - This is the most prominent image on your Page. Per [Facebook](#), this displays 820 x 312 px on desktop and 640 x 360 px on mobile.





7. After being directed to your new Page, click **Add a Short Description**
  - This is your chance to tell people what your business does. This will appear in any search results when people look for your business online. You can only add 155 characters, so write something concise and informative!
8. Click **Create a Username for Your Page** (we recommend using your business's name)
9. Complete the About section on the left side under Home (we also recommend adding a personal touch about your business's history under **Our Story**)

## Facebook content basics

Now that you have a Page in the book, you can share posts, photos and videos, events, products, and polls—you can even share job openings. Here are some guidelines to keep in mind when you're sharing on Facebook:

### What to post: the 80/20 rule

- 80% of what you post and share should benefit your audience. This can be in the form of special deals, content from industry experts or even adorable photos or funny videos (you'll want to make sure everything's still relevant to your industry and customers).
- 20% of your posts can promote your business. Think photos of your location, articles about your product or services, and links to book on your website.



## When to post

- [Coschedule](#) found that the best times to post are on Saturday and Sunday from 12:00 – 1:00 PM, Thursday and Friday 1:00 – 4:00 PM, and Wednesdays at 3:00 PM. Posting at optimal times can help increase shares and engagement.

## When to schedule posts

- That's right—you can, and should, schedule your posts ahead of time. For most business owners, posting on Facebook takes a back seat when things get busy. Taking time every month (or week) to schedule content in advance will keep your Page active and engaging.

## How often to post

- Aim for posting at least twice a week, but try not to post more than twice in one day. Keeping your page fresh with new content is key.

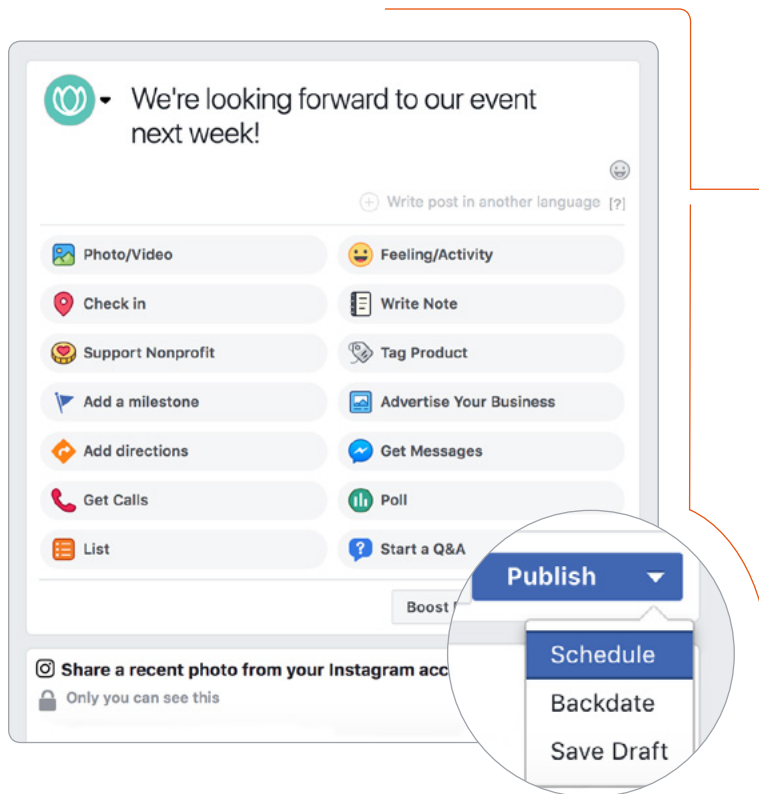
## A few post dos and don'ts

### DO maintain your distinct voice

- Posting helps customers get to know your brand. With each post, keep your voice authentic to your business and consistent with your other marketing efforts. That way, potential customers will get a genuine feel for your brand before they even step foot in your business.

### DO tag when mentioning another business

- Collaborating and cross-promoting with like-minded businesses is a great way to build connections within your community and reach a larger audience. Be sure to tag the business's Page to ensure your post is seen (and hopefully reshared).



## DO post videos

- Facebook users spend a total of [100 million hours of time](#) watching videos per day. Whether it's answering a frequently asked question about nutrition, showing how to perfect an at-home blowout, or simply touring your facility, try posting videos on Facebook for a more interactive experience. Another option: try Facebook Live to show an even more behind-the-scenes look at your business.

## DON'T overdo it with hashtags

- Unlike other social media platforms, hashtags have yet to take off on Facebook. In fact, one study shows [posts without hashtags receive more engagement than posts with them](#). In short, keep the hashtagging for Instagram and Twitter.

## DON'T cross-post

- Cross-posting is posting the same post across multiple social media networks. That doesn't mean you shouldn't share similar content (i.e. an upcoming event or a new stylist) but it does mean you should tailor the post based on the platform. For example, on Facebook you may want to share a link to the new stylist's bio, whereas on Instagram you might share a fun image or Boomerang of the person. This gives followers a reason to engage with you on different platforms.

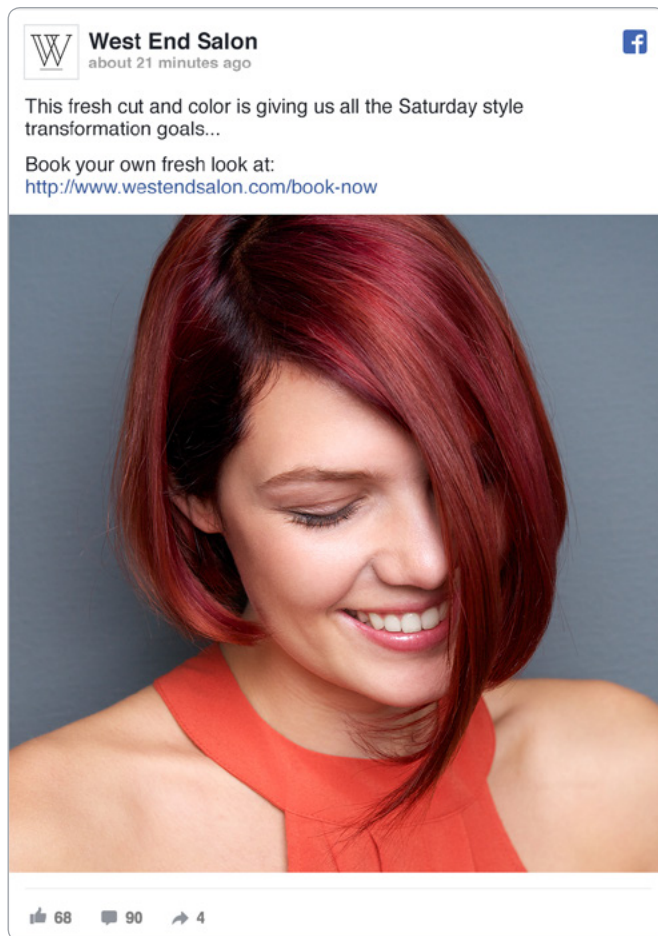
Interested in learning more about Instagram? Check out our [Step-by-Step Guide on How to Use Instagram to Grow Your Business](#).

## DON'T be afraid to experiment

- Posting on Facebook isn't an exact science, so don't get too caught up on the specifics. Instead, get creative, show your personality, and have fun experimenting with various types of posts. Pay attention to your top performing posts, then repeat.







## Connect with current customers while attracting new customers

It's likely that a number of your customers are already on Facebook. Kick-start awareness of your new page and host a Facebook challenge. Offer discounts or branded swag for each check-in, mention, like, or photo, video, or post shared.

Engaging with your Facebook community is key. Keep tabs on your notifications and respond to messages, comments, and tags as soon as possible. When you're mentioned in one of your customer's posts, you can also share the post, making it appear on your Page as well.

If you do take action shots of customers that you want to share on your Page, make sure you ask for permission to use them. Once you have permission, you can even tag your customers so they can see the photo and share it on their personal account.

Your Page is a digital version of your business. It's a place to connect with your community—and for your customers to learn more about you and your services.

## Using Facebook ads

You've optimized your Page, scheduled relevant posts, and started engaging with your community. You're on the right track, but now you're ready to take things to the next level.

Facebook ads are a great way to amplify your posting efforts and achieve your goals. Want to promote your Page to customers in your area? There's an ad for that. Excited to push traffic to a new blog post on your website? There's an ad for that. Looking to increase the likelihood your post will appear in your fans' News Feeds? There's an ad for that, too.

Download our guides to get started: [How to Create a Facebook Ad for Your Salon or Spa](#) or [How to Create a Facebook Ad For Your Fitness Business](#).

Facebook ads are a relatively inexpensive way to reach an extremely targeted group of potential customers. With Facebook Ads Manager, you can define and target your audience based on location, age, gender, language, behaviors, interests, and even connections.

Ready to dip your toes into Facebook advertising? A simple way to improve the reach and engagement of individual posts is with the boost feature. Before you start boosting, take a few minutes to learn [how to optimize them for the best possible results](#).

The image shows a Facebook post from 'West End Salon' with a photo of a woman with red hair. The post text is 'This fresh cut and color is giving us all the Saturday transformation goals...' and the link is 'http://www.westendsalon.com/book-now'. Below the photo, it says 'Get 10% off your first appointment with us'. The post has 145 People Reached and 24 Engagements. A blue 'Boost Post' button is highlighted with a circular callout. To the right, the 'Boost Post' dialog box is open, showing options for the objective (Website visits), audience (People who like your Page and their friends), and location (San Luis Obispo, CA). The dialog also shows a preview of the boosted post and a 'Boost Now' button.

**West End Salon**  
Published by Lauren McAlister [?] · July 18 · 🌐

This fresh cut and color is giving us all the Saturday transformation goals...

<http://www.westendsalon.com/book-now>

**Get 10% off your first appointment with us**

145 People Reached      24 Engagements

**Boost Post**

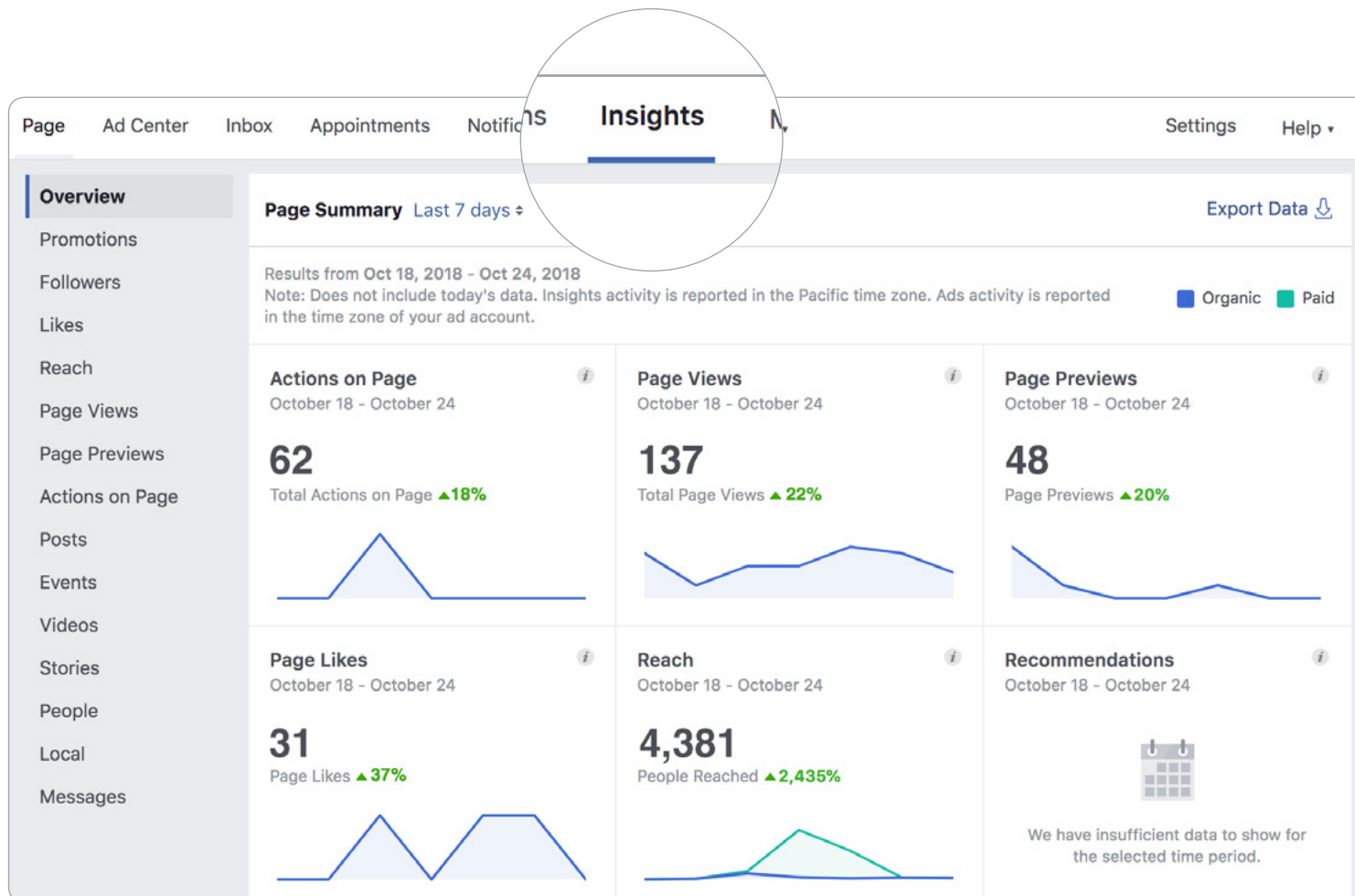
**Boost Post** dialog box:

- OBJECTIVE**  
What results would you like from this post?  
Website visits: encourage people to visit your website (What's this?) [Change](#)
- AUDIENCE**  
☐ People you choose through targeting  
☐ People who like your Page  
☒ People who like your Page and their friends [Edit](#)  
Location - Living in: United States: San Luis Obispo (+10 mi) California  
Age: 18 - 65+  
People Who Match: People who like Balance Yoga, Friends of connections: Friends of people who are connected to Balance Yoga
- DESKTOP NEWS FEED**    **MOBILE NEWS FEED**    [MORE](#) ▾
- Preview of the boosted post with the same text and image.
- By clicking Boost Now, you agree to Facebook's Terms & Conditions | [Help Center](#)
- [Close](#)    [Boost Now](#)



## Measuring success with Facebook Insights

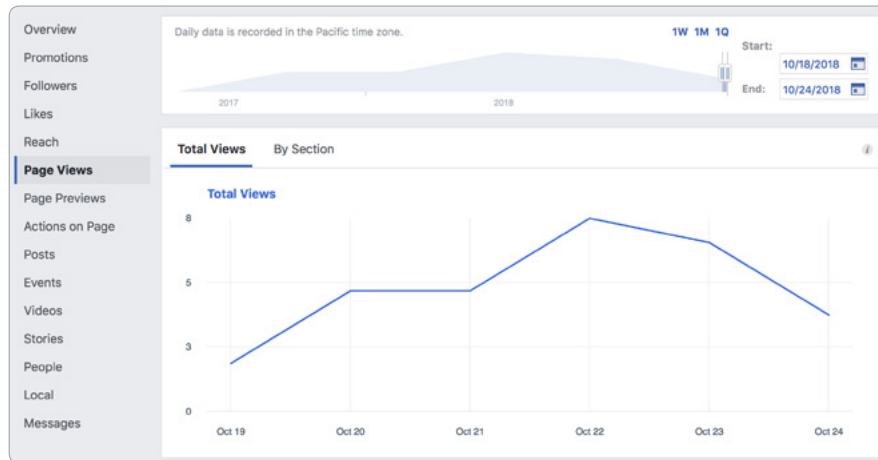
The Insights tab holds the key to understanding how your Page is performing. With a better understanding of your audience, you'll know exactly what, and when, to post to make the most impact.



## Some stats to keep an eye on:

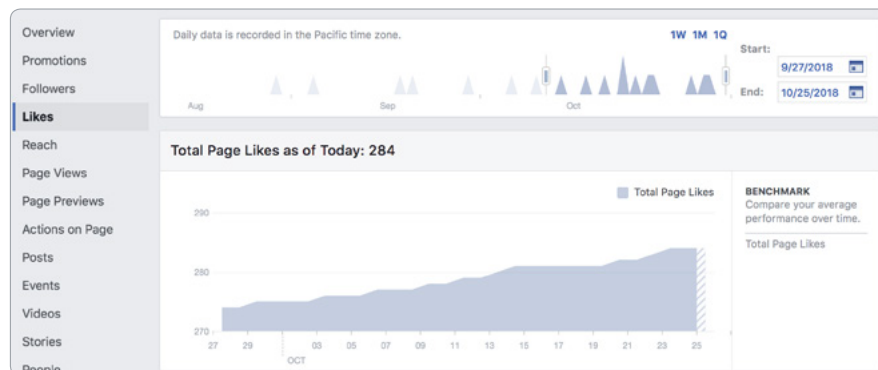
### Page Views: who viewed your Page and where they came from

- Curious if external sites, like your business website, are driving traffic to your Page? This report helps you understand where people are finding, or not finding, your business on Facebook. For example, if you're not seeing traffic from your website, you'll want to make sure you have a Facebook icon somewhere on your site.



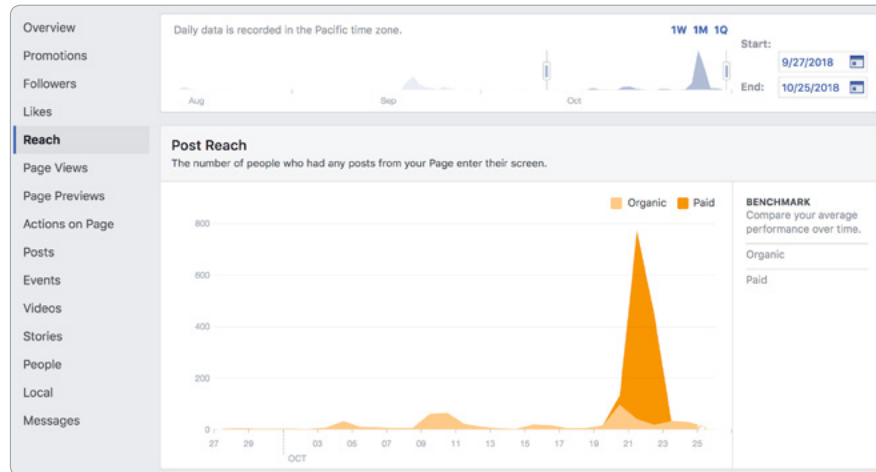
### Page Likes: how many people Like your Page

- Is your Page growing like you anticipated? This report compares your total Page likes and unlikes over time, so you can track overall growth each month.



## Reach: the reach of your Page and posts

- Is your content actually reaching and resonating with followers? This report shows you how many people saw your posts and how they reacted to them. Notice a spike in reach? Dig into the active posts during that time frame to determine if, and why, a specific set of posts was particularly engaging. This can help in brainstorming content in the future.



## Post Engagements: how well your posts are performing

- How are your posts performing based on Impressions, Engagement and Reach? What day and time is your specific audience most likely to engage with content? This report breaks it down and can help you determine a posting schedule.







Like all other marketing efforts, you'll want to take time every month to dig into the data. Whatever your goals are—fan growth, engagement, or conversions—keeping track of your progress with Facebook Insights will help you determine if what you're doing is working, or if you need to switch things up moving forward.

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