Facebook For Your Business

Facebook can be a great tool for your business when used to make your brand more prominent. This online platform can serve as the perfect liaison between you and your clientele while also giving you the opportunity for expansion through possible business opportunities. When used to its fullest capabilities, Facebook is great for making announcements, broadcasting sales or deals, and just providing a proper voice for your business.

Creating Your Page

1. Begin your Facebook journey by creating your account!
2. SNAP! Add your profile and cover photos using high resolution images that are clear to see.
3. Add your business's name and tell the world who you are!
4. Select your best category and sub category that represents your business.
5. Write your about page and put your brands voice forward. Make sure you state what your business sells or what service is provides.

   TIP: Think ahead and answer FAQs that your consumers may ask about your business.
6. Add your URL, the channels your business can be found online, and any other important information your consumers should know about your business.
7. Include your address- where can your future clientele find you?
8. How can your audience contact you? Include your email, number, and any other channel your business could be reached.
9. Any bragging rights? If you have awards or accolades, you can add that to!
10. Review your page, is there anything missing?
11. Your all done! Now create a content strategy and start posting!

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