

Facebook's Steps to Business Success



Build your Facebook Page

Facebook Pages let you build lasting relationships with your customers and create content that gets shown in news feed.

Pages allow you to:

- Express your identity with features like cover photos (851 x 315 pixels) and your business's key milestones
- Add information about your business and respond to your customers in a quick, more personal way

To build your Page, simply:

- Visit <http://www.facebook.com/pages/create.php> to create your Page
- Use the Build Audience button and invite friends, family and employees to like your Page
- Get your [web address](#) and promote it on all your marketing material by downloading [free Facebook signs](#)
- Click here for more information on Pages: ads.ak.facebook.com/ads/FacebookAds/Pages_Overview.pdf



Connect to new people with multiple well-targeted Facebook Ads

Once you have created your Page, increase your Page likes by connecting with more customers using targeted Facebook Ads.

Facebook Ads allow you to:

- Grow your Page likes by offering valuable benefits and calls to action such as “Like us to get exclusive sales”
- Reach a large audience with a well targeted Ad campaign so you can reach more people with your Page

To create Facebook Ads, simply:

- Go to <http://www.facebook.com/pages/create.php> to set up your Ads
- Create at least four versions of your Ads so you can experiment with different images, calls to action and messaging to understand which Ads are performing the best. Test out different [targeting options](#) like Broad Category targeting.
- Test a variety of target groups based on criteria such as age, gender, likes, interests, location, etc.
- Regularly review the performance of your Ads by visiting <http://www.facebook.com/ads/manage>



Engage your audience with quality content

Create a posting strategy to engage your audience on an ongoing basis and increase your posts' visibility in news feed.

Your posting strategy allows you to:

- Give your Page an authentic and consistent voice and encourage people to like and share your posts
- Bring more customers to your store with [Facebook Offers](#) they can claim and share with their friends

To develop your posting strategy, simply:

- Create a conversational calendar to help plan the timing and themes of your posts (we suggest 1–2 posts per week)
- Post engaging content like photos, videos and questions to encourage participation
- Schedule your posts to manage your time and download the [Pages Manager app for iPhone](#) to manage via mobile
- Once you have 400 likes, [promoting your posts](#) is an easy way to reach more people in news feed
- Monitor and optimize your Page performance regularly using [Page Insights](#). Get the [Insights guide](#).



Influence the friends of fans by promoting social activity from your Page

Extend the reach of your posts by promoting stories coming from friends about them engaging with your Page.

Promoting your Page's social activity allows you to:

- Drive awareness and promote interactions from people with your business
- Increase the visibility of your audience's engagement with your Page to generate word-of-mouth promotion

To promote social activity from your Page, simply:

- Create sponsored stories at: <http://www.facebook.com/ads/create>
- Ensure your Page has a minimum of 1000 likes so you have enough reach for your campaign
- Sponsor your most important and compelling posts and create Page like sponsored stories to get more likes
- Regularly review, pause and optimize your campaigns at <http://www.facebook.com/ads/manage>
- Review the [Steps to Success](#) and continue testing to see what works best