

Create a Facebook Page for your business

Facebook Pages let you grow your business on and off Facebook. Pages come with a suite of free business tools that help you achieve your business goals.

Before you begin

1. You must have a Facebook profile.
2. [See what you need to create a Page.](#)

Create a Page (desktop)

To create a Page for your business using your desktop computer:

1. Open your Facebook profile.
2. At the top of the home page, select **Create** and choose **Page**.
3. Name your Page.
4. Add a category to describe your Page.
 - [Learn more about selecting a category for your Page.](#)
5. Enter business information, such as the address and contact information.
6. Select **Continue**.
7. You can add a profile photo to your Page. If you add a photo, select **Next**. To complete this step later, select **Skip**.
8. You can add a cover photo to your Page. If you add a photo, select **Next**. To complete this step later, select **Skip**.
9. When you have completed the steps, select **Next** to go to your new Page.

Create a Page (mobile)

To create a Page for your business using your mobile device:

1. Open your News Feed.
2. Tap the Pages icon.

- If this tab isn't available, you can tap the menu icon and select **Pages**.
3. Tap **+ Create**.
 4. Tap **Get Started**.
 5. Add a name and up to three categories to describe your Page and tap **Next**.
 - [Learn more about selecting a category for your Page](#).
 6. You can add an address to your Page to make it easier for people to find your business, or tap **I don't want to add an address**. Tap **Next**. To complete this step later, tap **Skip**.
 7. You can add a profile and cover photo to your Page. Tap **Done**.

You should now have completed creating your Page.

How do I add basic information to my Page?

Depending on your Page category, you can add different types of basic info. For example, if your Page category is **Local Business**, you can add your address, phone number and more info about your business.

To add info to your Page:

1. From your News Feed, click **Pages** in the left menu.
2. Go to your Page and click **Edit Page Info** on the left side.
3. Click the section you want to edit and add info.

Ideas for posts on your Facebook business Page :-

Page posts can engage your audience in many ways. They can entertain or inform them, make them think or provide value to their lives. If you're not sure what to post on your Facebook business Page, the following ideas may help.

- **Think about your call-to-action (CTA) button:** If you have a call-to-action button on your Page, write a new post that highlights it. For example, if your current CTA is Book Now, post to let your audience know that there are open appointments they can book directly by clicking your CTA. Learn how to add a [call-to-action button](#) to your Page.
- **Run a contest or giveaway:** Encourage more likes, comments and shares by announcing a contest or giveaway. Ask your followers to share your post to incentivise participation, then choose a winner from the group of people who did. Congratulate them in a different post. Consider announcing a future contest or giveaway for your audience to anticipate.
- **Share testimonials:** It's exciting and uplifting when people say kind words about what you do. Share some in moderation so that the rest of your audience can celebrate with you.
- **Announce news:** If your business has an announcement, such as a sale or moving news, announce it on your Page to reach your customers.
- **Crowdsource feedback:** Ask your Page followers for feedback and use it to improve your business. This is a great way to create transparency and openness with your audience and build brand trust.
- **Ask your audience to make a choice:** You can engage with your audience even when you don't have anything related to your business to share. A fun option is to ask them to make a choice, pick a favourite or decide between two things. When you ask your followers a friendly question, you can spark an interest that invites them to respond. Learn more about how you can [grow your Page audience](#).
- **Pose a question:** Ask your audience a question to encourage conversation. You could ask how they're feeling that day or about their weekend plans. When your audience relates to your questions and you leverage their interests and needs, they may feel more inclined to respond and generate threads on your posts.
- **Share industry news:** When you share news about your industry, it shows your audience that you don't just care about promoting your business. You also care about keeping your Page followers informed of current topics that are relevant to them.
- **Celebrate a holiday:** Holidays, either nationally recognised or trending on social media, are opportunities for your Page to contribute to the celebration. Best Friends Day or Pet Day, for example, are light-hearted openings to celebrate

common interests with your audience. These celebrations may vary depending on where you're located.

- **Note:** If you're not sure if your post is appropriate for Facebook, check [Facebook's Terms of Service](#).
- **Boost your best posts:** If you posted something to your Page that received a lot of comments, likes and shares, it's probably because it was personal or meaningful to your audience. [Try boosting](#) that post to reach a wider audience and connect with potential customers who haven't seen your Page yet. To see how your boosted post is performing, go to the Ad Centre tab on your Page. Learn more about the [Ad Centre tab](#).
- **Create or boost an event:** Create [events](#) on your Page to build a community around your business and drive foot traffic to your establishment. You can also create events for sales, promotions, offers, new products or announcements.
- **Post a job if you're hiring:** [Post job opportunities](#) on your Page for free. Potential applicants can see the job on your Page in the [Jobs bookmark](#) or through [Marketplace](#). Jobseekers can also learn more about your business before they apply, meaning that you may get more informed applicants.
- **Promote a group:** You can create a group with your Page. Share your group with your audience to build a community around your industry.
- **Reference your stories:** Page stories let you share pictures and short videos that bring your audience behind the scenes, giving them an intimate look into your business. Talk about your new story in your post. Learn more about [the benefits of using Page stories](#).
- **Share anecdotes:** A personal and heartfelt anecdote can help you build emotional connections with your audience and empathy for your organisation, business or brand. Share the story of how your business began or struggles you had along the way. Or, try to capture and share stories from popular figures in your industry.

Best practices for Page posts on Facebook

Posts are often the first impressions that people have of your business, so make sure they attract and engage potential customers. Use these best practices to reach your business goals with posts:

- **Use high-quality creatives:** People may be more likely to pause on, interact with and respond positively to posts with creative that captures their attention. Every post should include creative, such as images, GIFs or videos. Make sure that these creative assets are high quality. Don't use blurry images or videos. Avoid creative that doesn't accurately reflect your brand or message.
- **Make posts actionable:** Try different tactics to grab your audience's attention and drive them to take actions that you care about. Share articles or blogs from your website. Provide links to your newsletter sign-up form. Ask your fans to answer a question or share their opinions in the Comment section of your post. While not every post needs to encourage action, actionable posts may increase engagement and provide business value when the action is directly related to your business goals.
 - Tip: If you're running ads on Facebook or want to boost posts that you've already created, try adding a call to action. Use call-to-action buttons to prompt people to call, sign up for something, book appointments and more.
- **Know your audience:** Understand who's in your audience to develop engaging posts. If you're not sure who your audience is or how to connect with them, try using Page Insights to learn more about where they're from and the types of posts they've interacted with in the past. If you're still trying to grow your audience on Facebook and don't have enough insights yet, try creating different types of posts. Pay attention to the engagement that each post gets. Look for spikes in the number of likes, comments or shares and ask yourself questions. Did the post ask people to take an action? Did I use a specific type of creative? Did my post contain a compelling message? There's no one solution to capture an audience's attention, but with practice, you can find tactics that work for you.
 - Tip: If you're running ads, it's important to know your audience. Tailor your ads based on key features of your audience, such as age, location or interests. A message that works for people in their 20s may be the wrong message for people in their 60s. Be aware of your audience's differences when you create ads to capture the attention of a specific group. Consider creating multiple versions of an ad for

the same promotion, depending on who you want in the audience. To learn more about your audience, use [audience insights](#).

- **Keep posts simple:** In general, simple posts with clean creative are best at capturing an audience's attention. Try these steps:
 - Keep your colour scheme clean and consistent
 - Include recognisable images
 - Use minimal, concise and effective text
- **Pin significant posts:** If you have major news or an announcement, pin it to the top of your Page. Anyone that visits will see it first. It can encourage engagement or inform customers of upcoming changes or events. Make sure that you keep track of your pinned post, so it doesn't become outdated. For example, if you pin a post about an upcoming sale, remove it after the sale to avoid confusing people.

Best practices to improve Page visibility and follower engagement:-

It's important for people to find and follow your Page. Here are the top best practices to help your Page gain a following on Facebook, such as how to optimise for search and what content people want to see. Your Page's search visibility may improve in the search bar, the **Events and Places** bookmark or when people tag your Page in a post. These tips will also help your business appear when someone tries to tag your Page location (such as a check-in).

- **Select the categories that best describe your business.** [Categories](#) help people find your business when they search for your services or products. You can select up to three categories in your Page settings. Select the most specific category for your business to maximise visibility in searches and make your Page easier to find. Learn more [about how to choose a category on your Page](#).
- **If you own a business with a physical location, add your address.** People frequently search for nearby businesses. Make sure that your address is

accurate so people can find your business. Update your map pin with your correct location.

- If you don't have a location where people can visit your business, edit your Page info to hide your street address on [computers](#) and [mobile devices](#).
- If you have multiple locations, create store Pages so that people can find them on a map or when they search for your business in a specific location. Learn more [about multiple locations](#).
- If your shopfront is located in another structure (such as a shopping centre or a train station), select **Located inside another place** and add details so that people know where to find you.
- **Add a profile picture and cover photo to your Page.** People tend to see businesses with a cover photo and profile picture as more trustworthy.
 - **Profile photo:** Use a simple visual representation of your business, such as a logo. Use a square image.
 - **Cover photo or video:** Show a recognisable part of your business that will attract people. Use a cover video instead of a photo to help keep visitors on your Page and increase engagement.
- **If you have a website, add it to your Facebook Page.** Make it easy for potential customers to learn more about your business.
- **Update your hours.** Customers want to know when your business will be open, particularly during holidays and special events. Update your opening hours so that search results show your location is open. If you don't update your hours, your business may appear closed and discourage people from visiting. Learn [how to add hours of business to your Page](#).
- **Turn on recommendations:** Let customers submit a rating and review/recommendation for your Page. Visitors to your Page will find valuable information that will increase their trust in your business. Recommendations also allow your Page to appear in searches for specific terms, such as menu items. [Learn how to turn on recommendations](#).
- **Encourage people to follow your Page:** Remind new and existing customers why they should follow your Page, such as regular updates, new products or services, easy communication and exclusive offers. People who follow or like your Page are more likely to see your content in their News Feed, which helps them remember you. [See ideas for posts on your Page](#).

Grow your Page audience and engagement

It's important to build a Page following of people who are interested in the products, services or content that you share. This guide provides best practices for building an audience of people who are likely to care about your business.




- **Make people aware of your brand.** Connect with current and new customers by growing your Page's audience. If you're not sure how to get more people to like and interact with your Page, try these tips:
 - **Share your Page on your personal News Feed.** Tell your friends and family about your Page. In your post, ask them to like the Page and share it with people who may also be interested in your business. To share your Page, select **Share** below your Page's cover photo.
 - **Invite friends to like your Page.** Invite friends who you think would be interested in your business to like your Page. Learn how to [invite friends](#).
 - **Ask friends to share your Page with their networks.** Your friends can help you reach even more people. Ask if they'll share a link to your Page in a post on their timeline.
 - **Post as the Page in groups.** Post as your Page in local groups or groups related to your industry. This is a good way to reach your community.
- **Be more active:** Your business probably needs to increase engagement on its Page. This means that admins and advertisers should:
 - **Comment on other posts and in groups as your Facebook Page.** Engage with content across Facebook to make you more visible to new and existing Page fans and customers.

- **Share more content.** Make sure that the content you share on your Facebook Page is relevant to your industry so that people who follow or like your Page find it meaningful. Discover [post ideas to increase engagement](#).
- **Manage communication through Inbox.** Whether your customers want to learn about a new product or need to resolve an issue, you can communicate with them privately in Inbox in Messenger. You can communicate publicly through Facebook and Instagram comments.
- **Use targeted ad campaigns:** With a Facebook Page, you can run ads that appear on Facebook, Instagram, Messenger and in the Audience Network outside of Facebook. You can create different types of ads directly from your Page. Some strategies for advertising include:
 - **Boost posts you've created from your Page.** Boosting a post gets it in front of more people and increases its engagement. Learn more about [boosting posts](#).
 - **Promote a post to send people to your website.** Create a post with a call-to-action button that sends people to a specific page on your website. This is a good way to get more views on your website or direct people to a page with deals or offers. Learn how to [promote your website](#).
 - **Promote your Page.** If your goal is to increase the number of fans or people who like your Page, you can run an ad tailored to that goal. Learn how to [promote your Page](#).
 - **Promote your local business.** If you're a local business, you can run an ad to reach people in the radius around your business. This can help you spread awareness and find new customers. Learn how to [promote your local business](#).
- **Use Page Insights to optimise your ad targeting:** Page Insights is a powerful tool that helps you understand more about the people who like your Page and the posts that increase engagement. In your Page Insights tab, you can see things such as the interests and ages of your Page's audience. You'll also see insights for actions that people take on your Page (for example, the number of clicks on your call-to-action button) and engagement metrics for posts. You can use this information to better understand your audience and the content that's most likely to keep them engaged.

- **Note:** We recommend using Page Insights after you have more than 100 fans. Learn about the [Page insights](#) we recommend you track to achieve your business goals.
- **Post when your audience is online:** Sharing content when your audience is online is key to higher Page engagement. See this information in your [Page Insights tab](#) and cross-examine the results against each campaign you run. Once you understand more about when your audience is most active, you can establish a posting schedule. Or, you can [schedule your posts](#) if you're unavailable to publish them manually.


Schedule a Post

To schedule a post:

1. From your News Feed, click  **Pages** in the left menu.
2. Go to your Page.
3. Click **Publishing Tools** in the left column.
4. Click  **Create Post** in the top.
5. Create your post.
6. Click  and select **Schedule Post**.
7. Select the date and time when you want the post to publish and click **Schedule**, then click **Schedule Post**.

Manage Scheduled Posts

To reschedule, edit or delete a scheduled post:

1. From your News Feed, click  **Pages** in the left menu.
2. Go to your Page.
3. Click **Publishing Tools** in the left column.
4. Below **Posts**, click **Scheduled Posts**.
5. Click the post you want to edit.

6. From **Post Preview** click **⋮** and select **Edit Post** to edit the post. Or click **Actions** **▼** to choose to publish, reschedule or delete it.

Create a Business Manager

Business Manager is a Facebook tool that helps organise and manage your business. When you join Business Manager, colleagues can't view your personal Facebook profile unless you approve their friend requests. Colleagues can only see your name, work email address and the Pages and ad accounts you have access to.

You need a Facebook profile to create a Business Manager account. You use your Facebook username and password to sign in to Business Manager. It's a more secure way to log in than with just an email address and password.

Note: You can only create two Business Manager accounts. If you need more, please work with someone else in your organisation to create additional Business Manager accounts.

Before you begin

Make sure that you have a personal Facebook account to confirm your identity.

Create a Business Manager

To create a Business Manager:

1. Go to business.facebook.com/overview.
2. Click **Create account**.
3. Enter a name for your business, your name and work email address and click **Next**.

4. Enter your business details and click **Submit**.

Add a Page to your Business Manager

When you add a Facebook Page to your Business Manager, you can manage your Page's activity with one tool. Adding a Page to your Business Manager means you're claiming your business owns that Page.

Note: Adding a Page to your Business Manager account is not the same process as claiming responsibility for a Page. You must go through the business verification process to do this. Learn more [about business verification](#).

Before you begin

- You must have a primary Page to request access to or add another verified Page. Learn more about how to [change your primary Page in Business Manager](#).
- To add a Page to Business Manager, you must also have been an admin on the Page for more than seven days. If you aren't an admin on the Page, you'll have to [request access to the Page](#).
- You must be an admin in the Business Manager.
- The Page you're trying to add can't be owned by another person or business. Each Page can only be owned by one business. If you want to add a Page you don't own, the Page's owner can transfer ownership of the Page to you.
- If your Page is linked to an Instagram business account, you should also add your Instagram business account to your Business Manager. Learn how to [add your Instagram business account to your Business Manager](#).

Add a Page to Business Manager

To add a Page to your Business Manager:

1. Go to Business settings. It looks like a gear icon in your sidebar.
2. In the Business assets section, click **Accounts**. Then, click **Pages**.
3. Click **Add** in the drop-down menu.
4. Select **Add a Page**.
5. Enter the Facebook Page name or URL.

6. Click **Add Page**. You should see your Page on the next screen. From here, you can [add people to manage this Page](#).

Add ad accounts in Business Manager

In your Business Manager, you can add ad accounts that you own and get access to ad accounts that other people or businesses own. In the Ad accounts section of Business settings, you'll see ad accounts that you own and ad accounts that are owned by others and that you have access to. If an ad account is owned by another person or business, you'll see the name of the person or business who owns the ad account listed below the ad account name. If you own the ad account, you won't see additional information. You can filter by: **Advertising for self**, **Advertising for partner**, **Owned by self**, **Owned by partner**, **Active**, **Disabled** or **Closed**.

There are three ways to add ad accounts to your Business Manager:

1. **Add an ad account:** Adding an ad account moves it permanently into Business Manager. You must be both the owner of the ad account and an admin in Business Manager to add the ad account. Please note, once you add an ad account and it's moved into your Business Manager, this action can't be reversed. All management of your ad account must be completed within your Business Manager profile. You can't add an ad account that's owned by another Business Manager. If you still want to work on an ad account that's owned by a different business, you can request access to it.
2. **Request access to an ad account:** If you request access to an ad account in Business Manager, the admin of that Business Manager can grant you permission to work on it.
3. **Create a new ad account:** If you create a new ad account in Business Manager it will permanently belong to that Business Manager. Once created within Business Manager, the ad account can't be transferred to an individual owner who doesn't own a Business Manager.

Before you begin

You can't add an ad account to a Business Manager if:

- The ad account you're trying to add has already been added by another business. An ad account can only be owned by one Business Manager. Instead, you can request access to the ad account.
- You have already added a personal ad account to Business Manager. You can only add one ad account from your personal Facebook account into Business Manager. Instead, you can create a new ad account in Business Manager or you can request access to another ad account.
- You've reached your ad account limit for adding new ad accounts to your business. There's currently no available option to request more ad accounts. Your ad account limit increases based on your advertising spend. Learn how to [view your ad account limit in Business Manager](#).
- The ad account is a prepaid ad account. Prepaid ad accounts can be added to Business Managers only if they're from certain locations.

Add an ad account in Business Manager

Steps to add an ad account in Business Manager:

1. Go to [Business settings](#).
2. Click **Accounts** from the menu on the left-hand side. Then, click **Ad accounts**.
3. Click the blue **Add** drop-down menu.
4. Choose one of the three options: **Add an ad account**, **Request access to an ad account** or **Create a new ad account**.
5. If you choose to request access or add an ad account, enter the ad account ID. Learn where to [find the account ID](#).
6. Follow the prompts to select people and access levels.

Choosing the right advertising objective

Before you create an ad, first consider what your business goals are. It's important to know what you want to achieve in order to choose the right objective. Your ad objective is what you want people to

do when they see your ads. For example, if you want to show your website to people interested in your business, you can create ads that encourage people to visit your website. Below are the three broader categories, or goals, that your objectives may fall under.

- **Awareness:** Objectives that generate interest in your product or service. Increasing brand awareness is about telling people what makes your business valuable. For example, Jasper's Market is going to launch a small regional chain of supermarkets. Using the **Brand Awareness** objective, they can create a campaign that highlights their fresh, organic produce to people in the local area.
- **Consideration:** Objectives that get people to think about your business and seek more information. For example, Jasper's Market has a website that tells their story and lists some of their shop's unique offerings. Using the **Traffic** objective, they can create a campaign that encourages people to visit their site to learn more.
- **Conversions:** Objectives that encourage people interested in your business to buy or use your product or service. For example, Jasper's Market has opened a few new locations. Using the **Store Visits** objective, they can create a campaign to encourage potential customers to stop by their nearest shop.

As your business grows, your campaign goals will change. First, your campaigns may focus on building awareness and acquiring new customers. Later, you may encourage people to make a purchase or sign up for an event.

Awareness

Objective	Your business goal is to:
Brand Awareness	Increase people's awareness of your business, brand or service.
Reach	Show your ad to as many people as possible in your target audience.

Consideration

Objective	Your business goal is to:
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Traffic	Drive people from Facebook to any URL you choose, such as your website's landing page, a blog post, app etc.
Engagement	Reach people more likely to engage with your post. Engagement includes likes, comments and shares but can also include offers claimed from your Page.
App Installs	Send people to the shop where they can download your business's app.
Video Views	Share videos of your business with people on Facebook most likely to watch it.
Lead Generation	Collect leads for your business. Create ads that collect info from people interested in your product, such as sign-ups for newsletters.
Messages	Connect with people on Facebook, communicate with potential or existing customers to encourage interest in your business.

Conversion

Objective	Your business goal is to:
Conversions	Encourage people to take a specific action on your business's site, such as having them to add items to a cart, download your app, register for your site, or make a purchase.
Catalogue Sales	Show products from your e-commerce store's catalogue to generate sales.
Store Traffic	Promote your brick-and-mortar business locations to people that are nearby.

How can you create Facebook Brand Awareness Campaign :-

<http://ommaurya.com/digitalmarketing/branding-facebook.pdf>

how can you create Facebook Website Traffic :-

<http://ommaurya.com/digitalmarketing/website-traffic-facebok.pdf>

how can you create Facebook Lead Generation :-

<http://ommaurya.com/digitalmarketing/new-lead-generation-facebook.pdf>

how can you create Facebook Video Marketing :-

<http://ommaurya.com/digitalmarketing/video-views-facebook.pdf>