

# Grow your small business on Facebook

20 practical tips on how to get started and drive value using Facebook



## 1 Week 1: Connect People to Your Page

- If you have a physical location, claim your Facebook Place by searching for it on Facebook. You may already have fans waiting.
- If you don't have a Place already, create your Page, fill out as much info as possible and add photos.
- Make your first post. Create a schedule to track what and when you will post. Post at least once or twice per week.
- Invite your employees, friends, and key customers to like your Page.
- Get a personalized link for your Page by visiting [www.facebook.com/username](http://www.facebook.com/username) (you'll need at least 25 fans).
- Put your Facebook Page's personalized link in all of your marketing materials (business cards, receipts, e-mails, chalk boards, signs). Promote it to customers who come to your store.
- Create a promotion or contest to get people to like your page (e.g. your first 100 fans get special discounts).

## 2 Week 2: Reach fans, friends of fans and others

- Keep engaging your fans once or twice per week. Post pictures and videos, and ask questions.
- Answer any questions and respond to customer feedback. Be authentic.
- Create a Page Post Story Ad targeting your current fans, so you can drive more engagement from your fans. Choose the most recent or a specific post that you want to highlight.
- Create a Facebook Ad for Pages that offers discounts and benefits to drive people to like your Page. Target Friends of Fans in your geographic area.
- Create your first Sponsored Stories Ad. We recommend the Page Like Story. Target Friends of Fans in your geographic area.
- If your fans regularly "check-in" to your business on Facebook, create a Check-in Sponsored Story Ad.
- Experiment with different images and ad copy with your Facebook Ads.
- Determine who is your ideal target customer and experiment with different targeting, including location, interests, broad categories and demographics.

### **3** Week 3: Insights and Optimization

- Review Page Insight reports. See how many people are “talking about” your business on Facebook, what content is most engaging, and who are your fans.
- Review Advertising reports. Determine which ads are working in terms of type, creative, copy, and targeting. From Responder Demographics report, identify what demographic profiles are responding best to your ads.
- Refresh the images for ads that are working well. Shift budget to ads and campaigns which are performing well. Launch new tests.
- Make sure you have different campaigns for different regions and different products.
- Put a Facebook Like button on your website to find additional fans for your Page.