

How To Optimize Your Facebook Page

An Introductory Guide to Facebook
& How To Promote Your Small Business

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Your Brand

Page Design

Create a Captivating Profile

A **profile picture** is the first point of contact your audience interacts with on your page. Easy recognition of the picture is key to being liked and found on Facebook search.

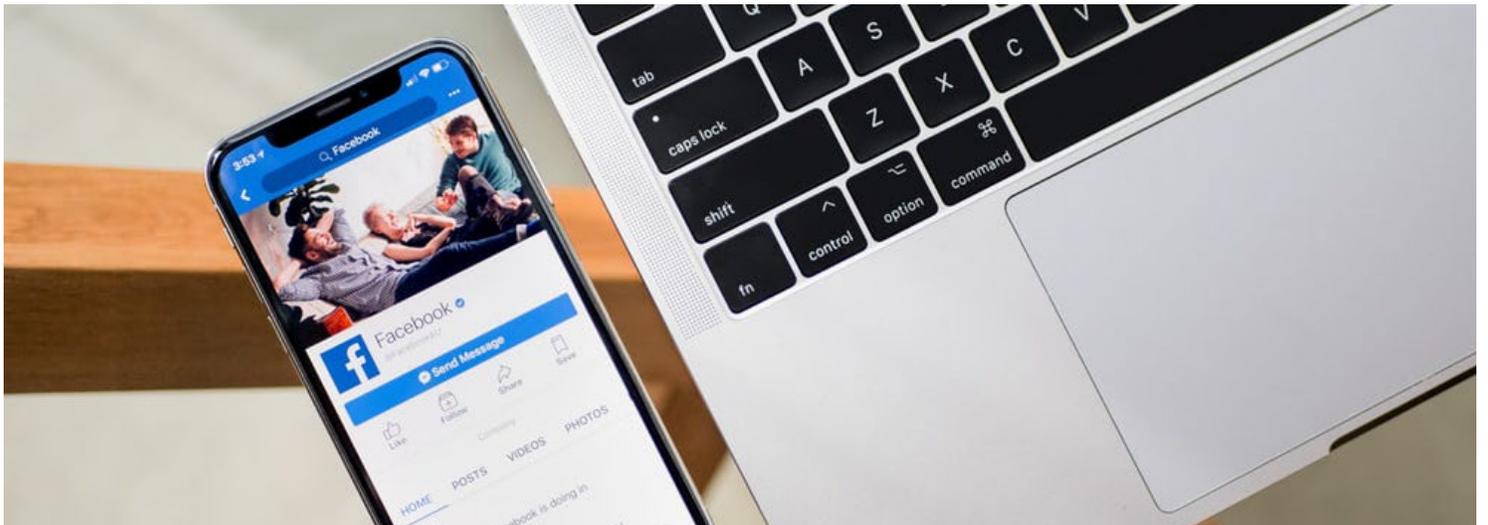
Tips for your profile:

- Don't clutter your profile with slogans
- Contact details are not recommended here
- Keep your brand consistent, it's important for the coherence of your image

Cover photos are another element representing your brand and speak loud to your customers as the first impression.

Your cover photo should be:

- High quality, engaging, and eye catching
- Clutter-free of text
- Changed often during your campaigns, events or seasons



About Us Page

Craft a Complete 'About' Page

This is the **most visited section** of your Facebook profile and informs your audience about your brand and values. When visitors want to find out more information about your business, they head to this section. It is important to give them a clear and concise snapshot of what your brand is about.

Include:

- Your mission, vision, your story
- Company and contact information and other relevant details that best showcase your brand
- Customized sections that record your milestones, awards, etc.



The 'About' section is one of the first things visitors see upon landing on a Facebook page.



Call-to-Action

Customize the Call-to-Action

A call-to-action button is what prompts people to take a certain action. The button prompts things like **'Sign Up', 'Call Now', 'Book Now', 'Watch Video'**, etc. and users are offered the possibility to customize it to different URL destinations they consider pertinent.

As a marketer, this gives you the opportunity to drive traffic from your Facebook page to your website. This can be added by clicking on the page and clicking the **'Add a Button'** box, choose which one you want to create, and insert the URL you want to direct visitors to.

Facebook Insights will help you measure and report the effectiveness of the CTA button.

A man with dark hair and sunglasses is holding a white iPhone. The background is a blurred outdoor setting, possibly a beach or a park. The text is overlaid on a semi-transparent white rectangle.

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Know Your Audience

iPhone

Visitor Insights

Visitor Demographics

Facebook demographics are used to ensure you know your customer personas. They are continuously evolving hence the need to have tools to help you measure, report and keep track of the changes. Knowing your customers' behaviors will help you tailor your marketing campaigns and promotions to target them.

The questions below can help you better understand your ideal customers:

- What is your brand user demographic? Their age, education background, gender, income level, etc.
- Which is the goal of your Facebook campaign? This helps you target the right audience that has the highest chances of being interested in your offer.
- Which is your competitive advantage? What differentiates you from other businesses?

A hand is pointing to a sticky note on a whiteboard. There are several other sticky notes on the board. The sticky note being pointed to has the text "SHOUT OUTS!", "MARYAM!!", and "Killing it in the UX role so far".

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Content Strategy

Content & Engagement

Create Engaging Content

One of the most important Facebook rules is creating content that probes your audience to take action. Developing an engaging relationship with your followers is what will determine their interaction with your brand.

As content creator, don't stick to general statements, opinions and facts. Be bold and spice up your content with something fun. Questions, photos that ask questions, and fill-in the blanks are some examples of content that entice people to act.

Don't Forget to Engage

Respond to conversations in the right rhythm and cadence - **be responsive and social**. Going out of your way to make your audience feel important makes them bond with your brand.

Quick feedbacks on Facebook is highly appreciated. This shows the brand commitment to customer service and smooth communication with its customers.



Content Strategy

Posting Tips

Create a Balanced Posting Strategy

How frequent you publish posts and when you post them is vital for your Facebook marketing activity. Posting too often might irritate your followers. However, not posting enough reduces your chance of credibility and authenticity. **Striking a good balance between the two is the key to a strong brand presence.**

Facebook insights will help with this. Once you have observed the performance of your previous posts, you may customize the frequency, timing, and strategy as required.

Here are some tips to help as you start off:

- Afternoons and evenings are the highest traffic times for Facebook, so post between 1 p.m. and 4 p.m. However, avoid being robotic by posting at the exact time daily.
- Post twice a day to create awareness and gain post impressions. This ensures consistency and originality without looking spammy.
- Always include images where possible.

Apps like Hootsuite allow you to schedule posts in advance- so you're not on the clock 24/7.



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Mistakes to Avoid

Your Brand

What Not to Do

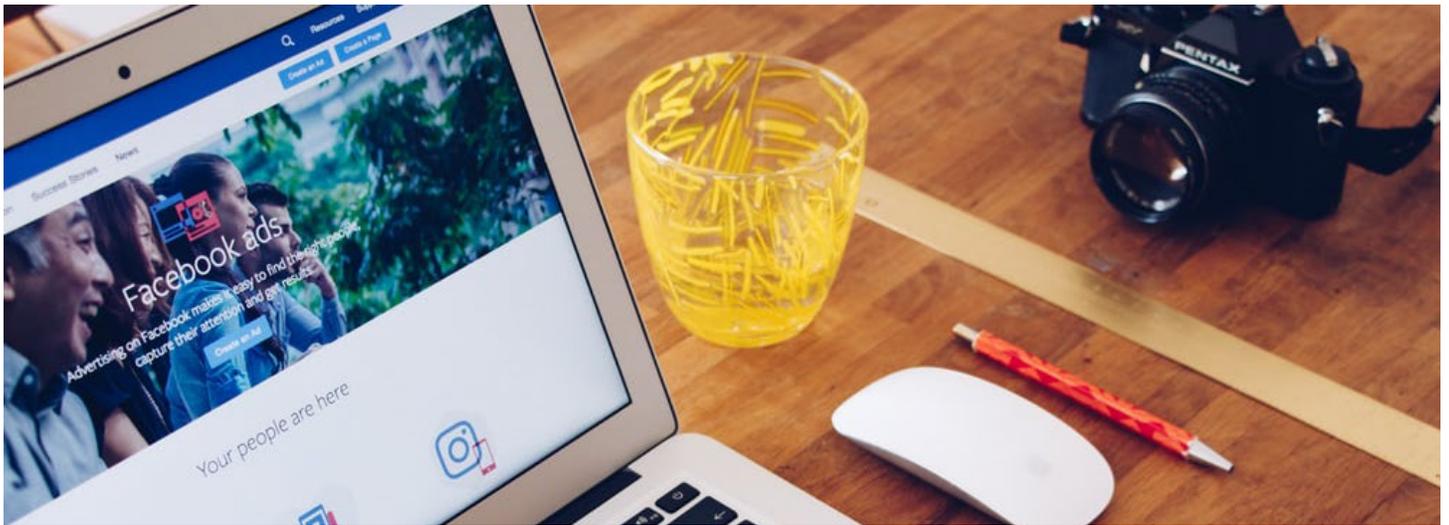
Facebook gives organizations a platform to showcase its character, promote events, and connect with its users. But with these benefits comes the potential for mistakes that can damage your brand.

Here are things to avoid:

- Never have a personal profile to represent a brand. Create an authentic Facebook Business Page.
- Never publish personal content on your brand page. Always assign page roles on need-to basis and post as a brand not as a private person.
- Never spam your followers. Aim to be classy yet perceptive

Conclusion

It is of utmost importance for all brands to understand how to properly manage a Facebook business page. The Facebook business page best practices in this eBook should guide and aim to tighten the connection between consumers and brands.



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