



Steps to growing your business with Facebook

150 million people are finding and connecting to businesses every day on Facebook. Make sure your business can be found on desktop and on mobile. It's easier than ever to get started.



It all starts with your Facebook Page

A Facebook Page allows you to be found by your existing and potential customers and to tell the story of your business. To build your Page or update an existing Page take the following easy steps:

- ✓ Go to www.facebook.com/pages and click the 'Create Page' button on the top right
- ✓ Choose the category most suitable for your business and complete your address and contact details
- ✓ Select an engaging and relevant profile picture which will represent your business all across Facebook
- ✓ Complete the 'About' section to describe your business, products and services
- ✓ Select a unique URL for your business by visiting www.facebook.com/username
- ✓ Use the 'Build Audience' option to start building your fan base by inviting your personal contacts, employees and customers to like your Page



Be Found on News Feed

News Feed is the home page on Facebook where people see updates from the friends and businesses they are connected to and spend 40% of their time. To ensure your business can be found on News Feed you can:

- ✓ Plan out your Page posts in advance, aim to post at least 1-2 times per week
- ✓ Include videos and images to drive engagement with your fans, making your posts more likely to show in News Feed
- ✓ Promote important posts to fans and friends of fans across Facebook



Be Found on Nearby and Graph Search

The Nearby feature on the Facebook mobile app allows people to find Places that are close to them by filtering by business category. To make sure your business can be found on Nearby you can:

- ✓ Ensure you have selected the accurate 'category' for your Page
- ✓ Verify that your location and contact information is up to date and accurate
- ✓ Encourage people to engage with your Page, posts and to check in at your business to help boost your visibility in the Nearby results

Graph Search is now live in beta in some countries. To make sure your business Page is ready to be found on Graph Search you can:

- ✓ Complete the information about your location, business hours and 'about' section ensuring this is accurate and up to date to help your business Page to surface in search results
- ✓ Encourage interaction and engagement from your fans as the strength of your connections helps improve where your business will show up in the search results