

CLASS NOTES: Facebook Business Pages Step-by-Step

STEPS TO CREATE A BUSINESS PAGE

Create a Page

1. Go to www.facebook.com/pages to begin creating a page.
2. Choose “local business or place”
3. Choose a name that aligns with your strategy (Brand or Hyper-Local)
4. Fill out the form as completely as possible

TECHNIQUES TO CREATE AN EFFECTIVE BUSINESS PAGE

Stay Active

- Be active and engaging to keep the heartbeat of your Facebook page going.
- Chad recommends posting at least once per day to keep in “top of mind” position with your fans.
- Remember, “Instant gratification is not fast enough anymore.”

Have a Voice

- Don’t use auto-posters that cross post between your social media accounts. Instead, post appropriately for each social media account you’re using.
- For example, if you’ve just posted a blog, write a comment on Facebook with a link to your blog.

Drive Traffic

- Send people to the topic you’re telling them they’ll see. For example, if you’re telling people they’ll see condos in Kirkland, send them to a listing results page on your Market Leader website that shows condos in Kirkland.
- Give people a reason to go to your website.

Listen

- This is the most important – you must listen and respond to your fans’ comments and questions.
- When you’re posting a comment, focus on “WIIFM,” or “What’s in it for me.” Focus on your fans’ needs, concerns and interests.

Name your Site

- Think “Google” when naming your site.
- What words would someone type into Google when they’re looking for information that you’ll have on your business page? Use these words to name your site.
- To change the name of your current site, go to the “Options” setting and select page name.

Increase your Edge Rank

- Your edge rank determines how frequently your posts show up in your fans’ news feeds.
- Two ways to increase your edge rank are to post photos and videos.

QUICK TIPS TO OPTIMIZE YOUR PAGE

Make your page easier to find

- Go to www.Facebook.com/Username to customize your business page URL
 - Need 25 “Likes” (depends on your page type)
 - Once you set it, it is permanent
 - The name of your page is set after you have 100 fans

Let people “Check-In”

- When setting up your page, include an address so people can “check-in”

Add Photos

- Create extra long profile photos
 - 180 pixels by 520 pixels
- Include your hyper-local name in photo file names, albums titles and captions

Get people to “LIKE” your page!

- Ask for support from your personal contacts
 - Use contests, events and calls to action “like” your page
- Like other businesses:
 - Businesses you refer to and who you receive referrals from
 - Businesses that post good content you want to easily repost

Keep them coming back!

- Make your site worth returning to:
 - Post comment-worthy topics!
 - Include polls or feedback quizzes
 - Mention people in comments with “@”
 - Keep them engaged if they comment back
- Create events
- Create great content/documents to share
- Share photos and ask fans to share photos

OTHER HELPFUL BUSINESS PAGE HINTS

Create Tabs and Forms

This is an advanced topic, but the below websites are ones Market Leader recommends.

- Tabpress.com
- Pagemodo.com
- Tabsite.com
- Shortstack.com
- Jotform.com

Posting Facts

- Best day of the week to post: **Saturday**
- Most popular time of day to share posts: **8-9 am & 7-8 pm**
- Reading level of the most popular posts that are shared: **Grade 2**

HOMEWORK

Your To-Do list :

- Create a business page
- Choose: Hyper-local or brand
- Upload photos
- Create great content that others will like
- Invite friends & business to “like” your page
- Share with us your business page on our business page www.facebook.com/marketleader
 - Download FREE Facebook guides on the “Free Resources” tab of our business page!

THANK YOU FOR JOINING US

We look forward to helping you take your business to the next level!

-The Market Leader Team

A decorative graphic at the bottom of the page consisting of several overlapping, curved, light blue bands that sweep across the width of the page from left to right.