

*How to*

# **Set up a Facebook Business Page**



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With over 2.93 billion active monthly users, Facebook is still among the most used social media platforms worldwide. With its reach to billions of potential customers, Facebook is a cost-effective way to increase brand visibility, build a community around your company, and engage with customers. Heck, it's free! Or you can boost posts or create ads for a small investment to reach a larger audience.

To start using the *budget-friendly* marketing power of social media, here is a quick guide to setting up your Facebook Business Page:

**STEP 1** Go to the Facebook website and **create a new account** if you're a first-time user or **login into an existing account**.

**STEP 2** Click "Pages" on the left sidebar menu from your homepage.

**STEP 3** Click the "**Create New Page**" button in on the left menu.

**STEP 4** Enter a **Page name** for your business, select a **Category**, and **write a business description**.

**STEP 5** Scroll down to the "**Create Page**" button.

**STEP 6** **Add a profile picture and a cover photo** by selecting photos of your business from your device, then click "**Save**" underneath.

## Additional tips for optimizing your profile and reaching new followers:



### Upload high-quality photos

Your profile picture and cover photo are the first things your Page visitors will see, so try to make a memorable statement. We also suggest that the **profile and cover photos include your company logo and an image that reflects your business**. You can also change the large cover image to promote an upcoming event or new product.

**PRO TIP:** Align the objects in your cover photo to the right for a more sleek look while drawing attention to the action buttons on the bottom right.



### Determine the Page category and description with care

Selecting the right Page **category** is key to helping audiences find your Page and understand what your business does. A good **description** can establish the benefits of following your Page and the unique value you offer customers. If you have a brick and mortar store you want people to visit, **set your Page as a "local business or place."** This setting allows people to check in to your location and review your business on Facebook.



### Create custom tabs

You can connect other platforms with your Facebook page by creating custom tabs. Click on the drop-down menu next to "**More**" under the cover photo and choose "edit tabs" to access your options. **Creating a tab that leads to your website can increase traffic while providing more information to your audience.**



### Publish likable content

Rather than a sales pitch, Facebook audiences want to be informed and entertained. Think of ways to inspire your audience and offer content they want to keep up with. For example, **create a series that showcases the history of your small business. Post behind-the-scenes photos or stories. Share exciting news about your products or services.** Finally, remember that you're more likely to engage people when your posts are short and sweet.

By following these steps and tips, we hope you connect with loads of fans and proudly share your brand story.

If you are wondering who we are, we're Promenade! Promenade is an ecommerce platform for local, small businesses. From flowers and food to liquor and butcheries, we can provide online ordering and delivery, social media and marketing services, and a complete business management solution.

For more "How To's" on ways to use social media for business growth, head over to [getpromenade.com!](http://getpromenade.com)