



Transcript:

V-Hub by Vodafone Business - How to create a business presence on Facebook

Hi everyone, my name is Matt and I'm a community trainer for Facebook's small business team.

Today I'm going to show you how you can build your online presence with Facebook. We're going to explore how you can create a Facebook business page, and how you can leverage Facebook tools to communicate with your customers. We'll also discover ways to measure and manage all of the actions on your business page.

So by the end of this session you should walk away with an understanding of how to launch, manage and measure your page. Let's get started.

So now, more than ever it's crucial that, as a small business owner you're connecting and conversing with your customers, wherever they are, wherever they're spending their time.

So first of all this could be in store, so if you have a brick and mortar's presence this is an ideal place to make that in-person connection, but on top of that you want to be reaching people online, you want to let people know about your products or your services, plus, share contact information so they can easily get in touch and find out more about what you do.

Lastly, you want to be able to reach people on their smartphones; as we know this is where people are spending more time than ever, so connecting via mobile is hugely important, as it enables you to reach your customers wherever they're spending their time.

Connections with your customers allow them to learn about your business, and this is going to shorten the distance between them wanting and having. It turns people into brand advocates, and it turns people into loyal customers, and we know that customers are having conversations with businesses on Facebook more than ever. So more than 1.6 billion people on Facebook are connected to a small business, and two-thirds of Facebook users across all the countries that we surveyed said they visit the page of a local business at least once a week. It really informs you of people's browsing habits on our platform.

Messaging with a business on Facebook has also really skyrocketed. So every month more than two billion messages are sent between people and businesses; messaging provides you with a mobile first experience, so your customers can instantly engage with you, as well as finding out more about

your business or from their fingertips on their phone, and again we're going to go into some more detail about this later on.

So today we're going to talk about all the benefits of creating that business page on Facebook and we're going to start at the very beginning.

So for you to be able to connect with your customers online, the first thing you need to do is create a business presence on Facebook, and I'm going to take you through this step by step now.

There are two types of Facebook pages, one is your personal page, and here you're going to connect with friends, family, loved ones, share photos, status, updates of things going on in your life; the other is a Facebook business page, to create a business page you first need to have that personal profile, from your personal profile you will then create a business page. Your personal profile stays personal unless you explicitly choose to feature yourself as a team member on your business page, otherwise people won't know that there's a link.

A business page is where people can connect with your company, and then they can learn more about your products or services. From your business page you can share updates, engage with your customers, you can accept orders directly on Facebook, you can book appointments, and you can even use free tools to post jobs.

Along with business pages, you can also create or join a group for your business; business groups provide small businesses with an intimate setting to build a community around your business, and here you can really engage with your customers. Your business group allows you to discuss shared interests with people that are really passionate about your products or your services.

As the group creator you have the ability to manage and control member access to that business group, and within that group you can add events, and you can set up an event calendar to stay organized; this will help keep group members up to date on what's going to be going on in the coming months.

You can also post on your own group from your business page, so you can join in the discussions with your members. This is great to find out about what they're most interested in, and can inform decisions that you make around your products and services, plus, you can also post on other groups from your business page to connect with communities that you think will be interested in what you do.

Now, let's get started with building a Facebook business page. So you're going to select your page type, for example on the screen you'll see business or brand, then specify your page name and choose a category that best describes your page.

Next, you're going to fill in all the relevant information about your business, so you're going to put in your page name, add in the category of your business. For example, if you own a sweet shop, choose bakery or dessert shop instead of just putting local business, people looking for a sweet shop will be able to quickly find you and your business when they search on Facebook.

Also, add your business address. Please note that if this is your personal address you have the option again of hiding it from the public, and if you have multiple locations create store pages so people can find them on a map, and also when they search for your business they can find that specific location.

If your storefront is located in another structure like a shopping center or a train station for example, select the option *located inside another place*, and add details so people know exactly where to find you.

Also, add in your phone number and add in your website to make it really easy for potential customers to continue learning about your business. Adding your website shows potential customers that you really are a trustworthy business, and they can get that wealth of information by browsing on it.

The more information that you can provide, the more we can surface your business to the right people searching for that kind of business on Facebook, and the more we can help drive the desired actions that you want customers to take when they visit your page.

Now, don't worry if you select the wrong category initially, you can always change that at a later date.

Now, the next step is you're going to want to add your profile photo and your cover photo. Think of your profile image and your cover photo like your storefront or your business card; you want to make a great first impression, as these images are what your customer is going to come to associate with your business, they're going to recognize your business from this.

So first let's talk about your profile photo. So a profile photo is the small photo on the left hand side of your page, it's also used to represent your business across Facebook, for example, that image will appear next to all of your posts. Now we don't advise you to use a personal photo unless, for example, you're a brand influencer. Keep in mind that your page's profile picture will be cropped into a circular shape, so logos or simple images tend to work really well. So that's your profile photo let's move on and talk about your cover photo.

So this is bigger, it's a banner style image and it appears at the top of your business page, it's that crucial first impression for people visiting your page, so it really is worth taking a moment to make sure you find a great image to bring your business to life. An image of your storefront or products could work, think about what you've got currently running in a marketing campaign. And, here's how your profile photo and cover photo will appear on your page.

So once you have both, your page is set up to provide that great first impression. So think about somebody landing on your page for the very first time, and with your business page profile picture and cover photo all set up, you'll now want to provide customers with important details about your business, and you add these into the about section on your page.

Here you can place your location, opening hours and contact details. People frequently search for businesses that are nearby, so make sure your address is up-to-date and accurate, so that when it comes to finding your business people can do that. Also, ensure your map pin is updated to the correct location, your page's search visibility may actually improve as a result of this.

As you continue to get started with your page there are a few ways you can also configure it to help drive customer actions you care about most for your business. So by using templates, tabs and action buttons you can do this. So when you set up your page, a default template is applied based on that original category that you selected for your business, but you can change your page template at any time. To change your template go to your page settings and then templates and tabs allows you

to change the look and focus of your business page, this is going to help drive the app the outcomes that matter most to your type of business.

And now, let's go through and talk about call to action buttons, and how you can successfully use them on your business page. So they make it very easy for your customers to take action, right from visiting that page for the first time. So you want to choose a call to action button that best aligns with your primary business objective. For example, if you're a retail business, you may want to choose the shop now button, this is going to drive product sales to your paid shop, or maybe direct people to your website; or you may want to choose the call now button, or order now button. If you're a local restaurant you might take online food orders via one of our partners, and think about somebody hungry wanting to make that order instantly. And also think about what you want your customers to do when they first visit your Facebook business page, and that's going to drive what call to action button you're going to choose for your business.

Now we know as a business owner you're going to be very busy, and you may not have time to manage the page all by yourself, so pages allow you to add additional people that can help run your page. You can assign six different roles based on the level of access you want people to have. So for example, an admin has access to everything, they can manage content, assign roles, post, analyze page metrics, advertise, and do much more; whereas an editor can do everything that an admin can do, except they can't manage page roles and they can't manage settings. An advertiser can only do things relevant to advertising for your page. So to manage your page roles you need to click on settings, and then you can assign these specific roles which are going to work best for your business.

Once your page is configured, you're going to want to start building your audience. A great way to start growing your audience is to begin with inviting your friends to like your page. To do this you've got to go to your page, and under your cover photo, right next to the share button you're going to see three dots, click on those three dots and a drop down menu will give you several options. You're going to scroll down and click invite friends; from there you can select friends you would like to invite.

We've got a few additional ways to help you grow your audience as well initially. So first of all add a link to your business page in all of your outgoing emails, also encourage customers who visit your store to like your business page on Facebook, so make the most of those personal connections. And also, repost your business page's content on your personal feed to give it some extra exposure.

And whilst you're going through this process, page tips is going to pop up and it's going to help give you some extra feedback. So they're a feature within our page management console, and they appear on the right hand side of the page, and they offer quick simple guidance for things like: helping you build your audience and sharing more effective content. These tips will help you continue to customize your page and help you get the most value out of using Facebook for business, they also take you to further learning materials which can be really useful to help developing your page.

Now you might be a business that regularly holds in-store product launches, or product demos, or maybe just like getting your community and followers get together on a regular basis. From your page you can create an event in just a few minutes. So all the tools you need to create, invite, and manage an event are easily accessible from your business page. Using Facebook events allows your customers to RSVP, and potentially buy tickets for your event right from Facebook.

Let's walk through creating event together now. So firstly, click create event on your page, then create a name for your event and add a photo or video if you have one, which is going to get it more engagement, capture some more attention. Next you need to provide the location of the event, and set the date and time of that event occurring. You can also set the frequency of the event, so is this a onetime only event? Or would you like the event to recur on a weekly basis or a monthly basis? So by doing this you're going to save some time on your setup because some of those key details are going to be in there. Finally add an event description, and if you missed something out here, don't worry you can go in and add in additional information at a later date, but it's just good to get something in initially. Once you've finished click publish, and your event will automatically post to your page and all of your page followers will be notified about when that event is going to be taking place.

It's important to spread the word about what you're organizing, and to do this it's really important to promote that event organically both on Facebook and off Facebook. And we've got some tips on how you can actually promote your events on Facebook. So first of all make your events tabs one of the first options on the left hand side of your page, you can also add a photo or video to visually represent that event, also enlist co-hosts. So with co-hosts you're able to reach more people, having more than one co-host means having an access to multiple networks of people, so all of their Facebook friends. Have each co-host post the event on their page and, co-hosts can all add the event to their pages calendar.

Along with all the other tools we just mentioned, if you have a job opening, a great place is to start with the people that are already fans of your business. You can post jobs from your Facebook page, just like you have, just like you make any other post on that business page.

So go to your page and choose publish a job post, or you can click on jobs, and on the jobs page click create job. So what you're going to do is going to enter the details for that job opening, so first of all add in the job title, the location, you can add the salary, that's optional, the job type, and details of that position, then publish it and your job has been posted.

Remember, provide as much detail as possible, more details not only help people learn more about the role that they're hiring for, it also helps job seekers discover that opening. For applicants this makes the process of applying easy, and it really speeds up the process for them.

When your potential employee clicks apply now, a pre-filled window is going to open to complete, with all their Facebook profile information pre-populated, and then you can add on some additional questions. Of course applicants can review and edit the information before they actually click apply.

Once the application is submitted you're going to receive it in Messenger, and from then you can respond to everyone who applied. You can also see all the applications and manage those applications, by going to the job post and clicking on view application, from there you'll see the messages to your job opening. So you can click on any applicant and from there you can schedule an interview or a call, and send them a message to get in touch.

So now we've covered jobs, let's move on to another one of the key benefits of having a Facebook business page. It provides you with the opportunity to communicate with your customers in a number of different ways, and we're going to take a closer look now at some of the ways that you can really engage your customers.

Sharing content and updates about your business is a crucial part of managing your page. People come to your page looking to learn more about your business, hear about your latest news, and see

what promotions you have running. So whether you're posting about your latest products or services, or sharing behind the scenes updates, it's important to have fresh content available. You don't want someone landing your page and seeing a post from two, three months ago, and this can be a good way of reaching the news feed of your customers that actually follow you. Posting as you know is a great way to engage and keep that connection with your audience alive, and we're gonna look at some of the different ways like, you can have a text post, a video post, or a photo post, or you can mix them together. And let's have a look at how you can create these different types of posts.

So on your page you have a section create post, from there you can decide which type of post you want to create and you can choose between photo or video posts, and these really are popular and tend to drive a lot of engagement, they're very visually engaging. Text posts can be used but again, they don't tend to get as much engagement, so we do encourage you to add a photo whether possible, and even add some movement onto that photo to capture people's attention. You can also paste in an article link, and Facebook will automatically render a preview of that article, again, and that's going to make it visual. Also you can create an offer add an event or add a job post for those more specialized purposes.

Now it's important to post consistently, followers get used to hearing from you and look forward to the posts coming into their news feed, so figuring out how often or what times you're gonna post is a process of trial and error to begin with, and it really depends on that target audience of you, yours. Try posting at different times of the day, and different times of the week, and see which posts get the most attraction get the most engagement.

We're now going to have a look at your page timeline, and here your posts are going to display in a chronological order. And if you have an important post that you'd like to highlight you can pin it to the top of your timeline. For example, maybe you've posted a job opening, and you've pinned it to the top of your page, so then, even after you publish additional posts your pinned job posts will be the first thing your visitors see when they actually visit that page, giving it that prominent position will get the most eyes and attention on that post.

Now earlier we touched on Messenger, and now we're going to go into some more detail around how you can use it. So people are messaging on a global scale, and they expect to be able to connect with their friends, family, and their favorite businesses on their phone, and this is in apps, where they're going to spend a lot of their time, and Facebook is one of those apps where they're spending that time. Messenger gives you everything you need to instantly communicate with people, whether they're on a desktop, or on the go using their mobile device.

Messaging is an excellent tool for one-to-one conversations, relationship building with customers, and also reaching out to potential customers. Messenger gives your business a fast and convenient way to reach and respond to customers whether, it's to answer customer service questions, or maybe provide information about product availability; and one feature to implement is instant replies. So instant replies are sent automatically to people who message your page for the very first time. It can be very helpful if you receive that message after business hours and you're not actually available to reply to it. You reply to the message by alerting your customer that you've received it, and that you're going to respond properly during business hours, again, it keeps the expectations of your customers nicely managed.

So your page response rate and response time is actually measured, and how quickly and consistently you're able to respond is kept in. If you have a high response rate and a fast response time, people who visit your page will see a very responsive message badge, and one of the many

benefits of keeping this responsiveness high is using an away message, because if you use an away message, it means your responsiveness score is not going to be affected. So your away message also helps set expectations to your customers, and it can give them an opportunity to point them to, you know, your website, or key pages of information where they may be able to find things out for themselves.

Another cool feature is scheduling posts. So when you're crafting a post you have the option to post it right away, or you can schedule that post for a later date, and then again, it's up to you to decide when it's going to appear on people's news feeds. To schedule a post go to publishing tools, which is at the top of your business page, and here you can see all of your posts that you've posted. From here you can click on your post, and you can publish that post now, or you can schedule it for later that day, later that week or later that month for example. Rethink about that strategic view of how you want your content to drop over time.

We're now going to look at Facebook live. And video is more popular than ever, and it's no surprise that businesses are using Facebook live regularly to interact with their customers. So featuring a live streaming feed Facebook live lets you interact directly with people, and I'm going to share with you three of our top tips.

So tip number one, let your followers know exactly when you're going live ahead of time. So this allows people to prepare to tune in at a certain time, and again, you can release the schedule in advance in maybe a post, or maybe have a regular slot so people just know when to expect you to go live.

Second tip, answer and acknowledge people as they ask questions. So this makes the most of that live interaction, and people just love to feel involved.

And tip number three, stay live for longer to reach more people. So we recommend going live for at least 10 minutes, as any shorter you risk people maybe missing part of your content, or they're coming too late and won't know exactly what's going on. A great example of this is Whitney Hanson who is a financial coach, who hosts monthly Facebook live broadcasts on her group, and here she discusses popular financial topics; and by sharing educational resources with a group, she was actually able to increase a group membership by 35%.

Now you put all that effort into creating your page, and getting all that key information in the right places, and you want to see if you're actually creating content that's engaging your target audience. How do you know if all this hard work on your Facebook page is actually doing the work that you want?

Let's spend a few minutes talking about where you can track, how your posts are doing, and the types of people that are viewing your posts, and whether one post is getting more traction than another. Facebook page insights feature is the perfect place to answer these questions. So it's going to take a little bit of time to get used to initially, especially looking for the key information that's most important to your business, but this feedback is crucial to improve your page over time.

So click on insights, which is also available on your Facebook business page, and one of the first things you're going to see is the overview section, and we're going to show you how your page is doing, you know, in general, so general health check over time. So you're going to see how many page views you've had, how many new likes you've had, or how many people you've actually been able to reach with your posts. You might see this on a daily, weekly, or monthly basis.

The people section of insights is going to tell you who's engaging with your page. So you can see things like age, gender, and locations, as well as what time they're actually visiting your Facebook. By leveraging this demographic information, you can better understand your audience and this can inform the sorts of content that you're going to create, and also the sorts of times that you should be posting. You know, it's going to help determine if you're reaching that target audience with your post, or maybe there's a whole demographic you didn't think that your product would appeal to, but now you can start tailoring content to them.

Now, everything we talked about today, you're actually able to manage from your phone with the pages manager app. You can do this regardless of where you are, it's easy to install, and it's completely free to download. So this app is going to enable you to see your page info site, so again, that demographic information, those page views, and that general information can all be viewed from your fingertips from your smartphone. And one of the best parts of the pages manager app is the one unified inbox, so here, if you're managing a presence across Facebook, Instagram, and Messenger. You can get all your messages in one place. This is really going to help you save time as you're managing communications from different platforms.

Now that brings us to the end of today's session, and we've discussed ways that you can grow your business on Facebook, by looking at how you can create that business page for the first time, the tools and resources to build your Facebook's online presence, also how you can use your page to find the right talent to support your business, as well as using insights to help you measure the success and refine the business presence you have on Facebook.

Thank you so much for joining me, I hope you're walking away with new ideas on how to build an online presence with Facebook, and please visit facebook.com/business/boost/events to explore the rest of the series. And from here you can find a number of additional free training resources too.

Another ask is please join our UK Boost with Facebook group, or again, you can ask questions, interact with other business owners, and see our latest content that we're offering.

Thank you again and please take care.