



Transcript:

V-Hub by Vodafone Business - Get more from your Facebook presence

Introduction

Hello everyone, my name is Matt, and I'm a community trainer for Facebook's Small Business team. In this session, we'll discover different Facebook tools you can use to drive your business. Your Facebook business page can act as your online storefront, and we're going to go through the free page tools you can use to enhance how your business operates online.

So first of all, we'll look at the tools you can use to build your online presence. And we're going to look at things that include posting, Stories, as well as Facebook Shops. Then we'll move on to the tools to communicate with your customers and we're going to have a look at Messenger, as well as Facebook Groups. Then lastly we're going to look at the tools you can use to drive business results. And in that section we'll look at call to action buttons, look at Facebook events, we'll look at appointments and also look at jobs as well.

But before we get started, I just wanted to let you know about <https://www.facebook.com/business/boost/events> which is an amazing online resource that features more Facebook webinars as well as other online resources to learn how to take your business online and make the most of our family of apps and services. So I really encourage you to check that out after today's session.

But let's get started.

Facebook Appointments

So Facebook has a suite of tools and services that can help you grow and also manage your business. By making Facebook part of your business presence, you

can leverage these tools and tap into more than two billion people using Facebook daily. Let's take a look at an example of a small business doing just that so Igor's Proper Barbers are based in the Midlands in England and back in 2017 Igor discovered Appointments on Facebook. So that's a tool that lets customers request bookings through a business page on Facebook. Now Igor was really confident that his customers would adopt Facebook Appointments because first of all it was really convenient and he knew that most of his customers were already on the platform as well. Igor also knew that he had a strong reputation and this was supported by his five-star rating reviews, which he found out on Facebook, and it meant that his loyal client base would be happy to get on board when he made this request.

So all of this information is posted on Igor's page, so visitors can easily see upcoming availability, along with seeing pricing for each of the service that he offers, and clients simply pick their desired service and an appointment time. Then Igor's calendar is automatically updated on his page. Customers can also opt in to have their booking appear on their own calendars as well, so it keeps them up to date so they are not going to miss that appointment. And using Appointments has helped Igor trim about 15 minutes from the time spent on each booking, and what that means, is he has more time to devote to his customers. By June 2019, nearly all of Igor's bookings were being made with Appointments, and Igor asked customers who called the shop to send their appointment requests via Messenger so making use of another one of our tools as well.

So now we've heard a real life example let's take a look at the tools that can help you build your online presence on Facebook. And we're going to start by covering posts and then moving on to Facebook stories.

Facebook posts

So posting on your business page is a great way to let your customers and your fans know what your business is up to. Ways to keep your customers interested and engaged include posting about relevant industry information, letting your customers know about product updates, or letting them know about future events you might be holding.

So as you can see on the screen, Jasper's boutique have used a photo post to start

showcasing their spring clothing and accessories. So anyone who visits your page should see a post that is both recent and meaningful. And if you're frequently active then you're more likely to get engagement with the post that you're putting on there. For example, people are more likely to like that content and start commenting beneath it as well. Now older expired posts could imply your business isn't active or isn't really investing the time to drive business value on the page, so you need to make that content really relatable to your audience, and that's going to allow them to connect with whatever you put up there. So when potential customers see that you're posting content that matters to them, they can be more likely to be fans of your page and trust in your business. They can see it's up to date, they can see it's relevant to them, and they're going to get involved. So as you can see on the screen, Jasper's boutique is offering one-to-one style consultations, so there's a clear action to take if you're interested in this post and by booking appointment, that's going to drive engagement, but also give business value as well. And you can post text, you can post images, and you can post videos. And you can even schedule your posts to have them appear at a certain time that you choose. So maybe you want to post it right now, but you want it to be posted in a week's time.

And we've got some best practices around making your posts more engaging. So firstly, use high quality creatives that people will be more likely to pause on and interact with. So simple things like getting near natural light can really brighten up a shot, even if you're just shooting that with your camera phone, it doesn't need to be professional. Also, make those posts actionable, so you know your audience are going to have something to do once they see that post, so maybe it's clicking through to your website, maybe you've asked a question that they need to answer. Also think about your audience and what kind of posts appeal to them. What are they likely to engage with? So the Jasper's market example we just saw is a great example of this, and you know they thought about the needs of their audience, about setting up those one-to-one consultations. Really think about those people who are interacting with your page.

Next, keep posts simple, but also attractive, offering too much content can make your posts overwhelming or messy, and you've got to remember people scroll through their feeds at high pace, so you need to get across your message in a concise way to really grab their attention and stand out. Along with this, we encourage you to pin significant posts as they're going to appear at the top of

your page, so that means every time somebody visits your page it's going to be the first thing that they see. So this could be to drive attendance to an event you're running, or maybe you want to let people know about a great exclusive offer that you're running at that time, so it's going to get more eyeballs on that post and drive more engagement to it.

Another top tip is to like and respond to comments, so show your page fans that you really appreciate their engagement. Again this is going to help build out that sense of community on your page as well.

Facebook Stories

Next we're going to move on to Stories on Facebook. So Stories allow you to share photos and videos with your friends and followers that are only going to be available to that selected audience for 24 hours. So you can use Stories to really humanise your business so give that personal peek into the everyday operations that, behind the scenes, feel. For example one thing that you could do is you could give control of your account to a different employee so your audience can get to know different members of your business, so when they do eventually come into store, they'll see a friendly or familiar face. I'm going to walk through the steps of how to share a photo or video to your page's story.

So first of all, go to your page and click on the plus icon on your page's profile picture. So on mobile, tap the plus icon to take a photo or tap and hold record for a video. Now, you can upload photos and videos and you can add stickers as well as text and drawings, as well as effects to the story to bring it to life. You can also save it and come back to it later, and once you're done, click share now to finish.

When creating stories there's a few things that you want to keep in mind. Again, grabbing people's attention is key, and there's so much content out there, so using contrasting colours, vivid backgrounds and captions or overlays can really make your story post stand out. Now, when people see a story they are expecting photos or a short video clip. So be sure to make that impression instantaneously. And using text in your stories - especially if you use a video - is really key, especially if somebody's watching it without their sound turned on. So this makes sure that you can still get across that message, and really keeps that video impactful even with no sound. So keeping those stories short and sweet - that's what people come to expect - to add that urgency around them because they fly

through their stories at a high pace. Another thing to keep in mind is to keep that content fun, spontaneous and maybe you've got a time limited sale, or deals that you have on with your business, make sure that people are seeing that product and want to act on it. And lastly, play with some native elements, so add in text polls, stickers or emojis, or maybe even use Boomerang to enhance your story. So Boomerang's great because it adds movement and captures the attention. And for those of you that aren't familiar, what Boomerang is, it's a fast burst of photos played forward and backwards on a loop, so you may have come across it when you're using Instagram, or you can download Boomerang for free from the App Store.

Facebook Messenger

Now once you've established your online presence with Facebook, you'll need to make meaningful connections with your customers and other businesses. So, as well as posting, you're going to think about communicating with your customers and there's two Facebook tools specifically dedicated to making and strengthening these connections. I'm going to talk through Messenger and we're going to talk through Groups to provide unique ways to connect with your audience.

Now, Facebook Messenger lets you instantly reach and respond to your customers. A research shows that 56% of people would rather message with a business than call customer service. So based on this, it's not surprising that each month people and businesses are exchanging over 20 billion messages on Messenger. Now it's important to note to turn on page messaging to start allowing customers to message you - so that's on your business page - and once you've done that there are some features that you can use to really make Messenger work best for you.

So first of all, we're going to look through instant replies and they're sent automatically to people who message your business for the very first time. So you can set up instant replies from your inbox. What you need to do is select instant replies, then craft your automatic message. So this can be really helpful if you've received messages after business hours and you want people to know that you've really received their message, however you can't reply right away, so it's going to help manage their expectation.

It's also important to show your customers that you really care about them and start the relationship by messaging customers thanking them before you're able to actually do that when you respond to them personally. So you can set up an Away Message and these are really helpful for letting people know when they can expect a response from you and also direct them to find other information when you're not actually on the other end to actually speak to them and continue that conversation with them. One of the many benefits of the Away Message is your responsiveness score is not affected when you're unable to send a personal message to that customer right away. So your pages response rate and response time measure how quickly and how consistently you and other people who manage your page actually respond to the messages that you're going to be receiving. So if you have a really high response rate and a really fast response time, people who visit your page are going to see a *Very responsive to messages* badge on that page.

Facebook Groups

Now, another way of communicating with your customers is by using Facebook Groups. And these have become a really important part of building and forming online communities. So along with business pages you can create or join a group for your business. To create or join a group for your business you first have to have a business page set up. Your business group is going to allow you to discuss shared interests with people who are going to be most passionate and most interested about your product, or about the service that you offer. As the group creator, you have the ability to manage and also control member access to your business group.

Before you start a group of your own, you should really think strategically about what you - and also - what your audience should gain from the group experience. So for example: what audience do you actually want to reach? So is it a certain section of that typical follower base that you have, or do you want to reserve for the most loyal and engaged customers. Also, think about the goal for your group. Do you want to generate discussion around a key topic related to your business, or maybe you want to create exclusive content for those subscribers to really make them stand out and feel special.

Also, think about how you're going to manage success on your page, so that's considering your business, and also the experience for your audience. So this

could be driven by the amount of interaction on your page that members are starting, or maybe you have metrics related to the different initiatives started due to the conversations that have taken place on that group. So if you set up an event because of a discussion that's happened on the group, or maybe a product has been brought out, we've amended a service based on what those people are telling you about your business.

And groups help create conversations that are less about your brand, and again, more around the shared interest of the people in that group. So it's all around community, you want to build a vibrant space around part of your business that people can really come together over. So maybe you're a sports brand and you have a group for runners. Or maybe you're a bakery and you have a group for people to share their favourite recipes. Just think about your business and think about an aspect of it that people can really get around. They also provide a really great space for people to connect. They can have conversations with your customers in a really safe space to talk. As page admin, you can control who joins the group with membership approvals, and also set standards that members need to keep to.

It's important to engage with and also learn about what matters to your community. This is going to allow you to better understand your audience and what they care about most. So be sure to ask for feedback, observe their conversations that is going on with each other, and also use Group Insights to measure the activity and the engagement that's taking place on that group. So these conversations give you insight into what matters most to them and they can help tailor how you use Facebook and how you can inform business decisions that you're making.

Just another quick reminder: please visit facebook.com/business/boost/events to explore the rest of this series where you'll find more information about best practices for Facebook groups along with much more learning material for free.

So now we've covered Facebook tools that help businesses create an online presence, and also tools that help businesses make meaningful connections. We're now going to talk about tools that help drive business results. So in this section you're going to learn about first of all, Facebook Shops, then we're going to move through and talk about call to action buttons, and really driving those

actions from your customers, then we're going to look at events followed by appointments and lastly we're going to finish on Facebook Jobs.

Facebook Shops

On your Facebook business page you can add a shop. And your shop provides you with a space to list products that you're selling and connect with more customers on Facebook. Shops are great for businesses selling apparel, accessories or other products, that's the key. And there's some requirements if you want to have a Facebook shop that you're going to have to meet. And some of these include - first of all - selling physical items, you've also got to agree to our merchant terms - you can find more information on these online - and you need to be linked to a valid bank account. And there's a number of benefits of having a shop on your Facebook business page.

So firstly, there's no limit on how many products you can actually add on that shop. You can also organise these products into different collections. So this means, your customers can browse your shop by category making it really user friendly. Your customers can also message the shop on your page if they've got any questions around products, and along with this you can see views, clicks and purchases for each of your products. We're now going to walk through the steps for setting up a shop on Facebook.

So first of all, click the shop tab on your Facebook page. If you don't see this tab, you can change your page template to the shopping template and then click *get started*. Then you're going to fill in your currency, you're going to fill in your address, and also you're going to fill in your business email details for the *Let's get started* step, and then once you've done that click *Next*. Then select where your business is based, add some banking information around the *Where we do business* step, and then click *Next* or you can skip that for now. Then on the *What do you sell* step select the business category that you are and then click *Next*. Fill in your tax details and business representative information for the *Get paid on Facebook* step and then click *Next* again, and then fill in your preferred bank account details for the *Link your bank* step, then click *Next*. So on your *Set Your preferences* step, set up Shipping Options - you can also add your Return Policy and also Customer Service email. And once you've done all that click *Finish*.

Remember that you agree to our merchant terms when you add a shop, and your shop will appear on your Facebook page for your customers to see after you add at least one product and then that product gets approved onto the shop. So products from your shop may appear in Marketplace if they're eligible, and you can also use a Facebook shop to host products for shopping on Instagram as well. So that covers Facebook shops.

We're now going to move on to talking about **call to action buttons**. And a call to action button directs your page visitors to do something specific such as visit a website or maybe call your shop directly. So they're designed to bring businesses most important objectives to the very forefront of their Facebook presence and they can link to a destination on or off Facebook that aligns with your business goal. So think about the most important action to your business when somebody actually lands on your Facebook business page. What is that action that you want them to take, what's most valuable to you? And we've evolved our call to action buttons to help you drive measurable results from your page and that allows people to directly schedule with you, order, and also make purchases. So to do this you're going to choose a call to action button that's specific to your business objective and we're going to look through a few examples.

So service providers can use *Book Now* as a button to allow customers to book appointments with them, retailers can use the *Shop Now* button to let customers purchase directly from the shop section on their business page - or from their website as well - and restaurants can use the *Call Now* button and that's going to allow customers to place food orders. Think of hungry people, being really urgent to make that call to get that food as quickly as possible. Also think about what you want your customers to do when they visit your Facebook business page and then change that call to action button to suit your business best.

Now to add a call to action button to your page you'll need to be either an admin, an editor a moderator or an advertiser as a page role on your page. To add a call to action button to your page first of all, click the *Add a button* below the page's cover photo, select the button from the drop down menu and follow the on-screen instructions. Then, once you're done, click *Finish*.

Facebook Events

Next we're going to move on and focus on events. And these allow you to organize and respond to gatherings using Facebook. You can create events for things like upcoming product releases, business promotions, sales events as well as fundraisers. And anybody can create an event on Facebook. So businesses and organisations can create these events directly from their Facebook business page, and we're going to talk through some of the benefits now. So first of all, Events are completely free to use and you can put your events directly in your customer's calendar if they select they're interested or that they're going to actually click they're going to your event. You can also attract potential customers to a specific gathering with a set date. Then you can manage and control access to the event or if you'd like, you can make that event public so people can spread it as far and wide as they want. Along with this, you can check whether people have RSVP'd and that's going to give you a clear idea of the numbers that you can expect, whether you need to drive promotions more or not, and then also easily follow up and share messages with people about your event using that event group. Now one thing you can do is set up a recurring event to save repeating and putting similar bits of information if you've got a series of events that you're running. And 700 million people use Facebook events every month and that really hammers home how they're a great tool to bring customers together.

To make your events more impactful you can consider using an element of special access or maybe exclusive offers. For example, you might host a preview sale for a new merchandise that you're bringing out, or you can offer those already connected to your page an incentive to maybe bring a friend with them to an event and then that's going to build new connections through their influence, and they're probably going to think of somebody that's going to be enjoying your business as well.

Now to create a public Facebook event on your computer from your news feed, first of all click *Events* in the left hand side of the menu, then click *Create Event* on the left hand side, click *Create Public* or *Private Event*, and anyone will be able to see your event and search for it even if they aren't your friends if you made it public. So once you've created a public event, you won't be able to change that to private later on, you need to make that decision there. Then put in some key details, like filling in the Event Name, the Location, Date/Time, and then add on a Description and that's something you can edit afterwards. Now, pull in some keywords about that public event so it can be better recommended to people

who are going to be interested in that topic. So maybe keywords - if you're a restaurant - around a food festival. Then choose who can edit and post in your event and then you can click *Create*. So you'll be taken to your event where you can invite guests here you can upload photos, you can add a cover photo or video to you know add some engagement and then share posts and later edit event details if you wish.

Now to edit an existing event on your computer from your news feed click events in the left hand side menu, click *Edit* next to the name of your upcoming event, then change the Event Name, Location, time, Description or the co-hosts and then once you're happy with that then you can click save.

Now we're going to move on to Appointments and we've heard about them at the start of this video from Igor's Proper Barbers and they allow businesses to show the services they offer, display their availability, collect and manage requests for their appointments and keep track of their customers to communicate.

There are also partnerships and integrations that enable page admins to manage their calendar with whichever external scheduling service they feel best meets their needs. And there are three key steps to start accepting Appointments on Facebook. So first of all, set your availability. It's important to share these days and times that you're offering out as appointments so customers can see exactly when they can book that appointment. Next thing is: list your services. So show customers what services you offer to make scheduling really simple. So you could list services - in Igor's example - like a haircut, or maybe he offers manicures as well. Along with this you can customize reminders, so choose when you want to send your customers appointment reminders and then follow-ups. Plus we'll send you a message every time your page gets an appointment so you can see these appointments as they actually populate.

Now to make it easier for your customers to make appointments with you, you can also let your page do the scheduling for you. This is going to allow you to spend less time on back and forth conversations. It's a real benefit. So rather than spending time scheduling customer appointments in person or on the phone and sending out these reminders manually, you can focus on serving your customers when they actually come into your office or into your space. And these key benefits also include the ability to manage your appointments completely for

free. So you don't have to spend money on costly online scheduling services, you already have everything you need to get started with on Appointments with Facebook, once you get that Facebook business page setup.

So key things to remember on Appointments: first of all, notify. To prevent no-shows by automatically sending your customers confirmation reminders and follow-ups through messenger or text messages so keeping those lines of communication open. Also, manage all of your bookings from a calendar on your page. This can be synced with your personal calendar as well, so you're not having to constantly check between the two. Also, to go on with this keep track of customers contact information and appointment history through a contact list. There's a lot of benefits to setting up appointments with Facebook if you offer that service.

Facebook Jobs

We're now going to move on to talking about posting jobs on Facebook. And today, hiring qualified workers can be a major challenge for small businesses. Now on one hand, thanks to the innovations and technology and online job boards, it's very easy to apply for jobs. But on the other hand, this has made many businesses feel the need to kind of cover all bases in their approach when they're actually searching for their candidates. So they're publishing and managing their openings across multiple job sites which can be tiresome and can take up a lot of time.

Jobs on Facebook is a tool that makes it easy to reach engage and hire the right candidates. So a job listing on Facebook has the potential to reach people in several different ways. So you can reach people through Facebook pages, through the Facebook Jobs bookmark, through Facebook Marketplace, and also in people's news feeds. Now using Jobs on Facebook is easy, it's efficient, and it's free. So post your job openings as you would when you're drafting a post on your page and complete a few details about the role. So include the title and some of the responsibilities. Now after posting that job you're able to be able to track and review the applications as they come in.

Then you want to contact applicants and schedule the interviews and you can do this through Facebook Messenger so you don't have to leave the platform, and as

mentioned earlier, like other posts, you can boost your job posts to reach larger or more targeted audiences so pay a little bit of money and get that job post in front of somebody that otherwise wouldn't have seen it.

What's important to notice is that all of this can be completed on your mobile device and every stage of the job's posting process happens all in one place. Let's also have a look at it from the perspective of the job applicant. So Jobs posts may appear in their news feed they may appear in the new bookmarks for jobs and applicants can also search for job postings in the search bar, so you know, on the location and the type of job that they're looking for. When they click on the *Apply now* button a form will open that's pre-populated with information from their profile on Facebook. Now applicants can always review and edit their information before actually submitting it, but it's doing some of the work for them.

And we've got a few best practices to keep in mind for jobs. So first of all use well thought out job descriptions so people know exactly what they're applying for and provide these key details so that accurate job title and the location is going to increase the relevancy and help potential employees discover that job opening correctly. Now along with this, you need to get those key bits of information about the role in there and this is going to really help the employee or potential employee searching this role. Make sure you detail the salary, benefits and the work hours for the job opening and keep that language simple as well. To go along this, use additional questions, so learn about job candidates really quickly by adding extra questions to those that we've already got in there. Now one of the key benefits is it allows you to stay organised so keep track of applicants with the jobs management tool where you can organise interviews and then manage the status of all the applicants really easily. It's also really important to respond promptly so don't leave your applicants hanging. Respond in a timely manner to let people know where they stand.

And let's have a look at how a business can use jobs really effectively to find the right talent for their business. So in 2005 when hurricane Katrina hit New Orleans, Michelle Ingram and her family lost everything. Then while raising a two-year-old and rebuilding the house and life Michelle created Zeus's Place to rescue animals affected by the hurricane. So in 2017, 85% of their pets were adopted through Facebook. And as a business they were thriving and Zeus's place was opening two more locations and Michelle needed to hire more help. So she started off by

advertising in the local newspaper but she found this process too time consuming for a small business owner she had many different things that she was working through. So she turned to the Facebook Jobs tool and she actually hired 20 people using it and attracted the right talent that she was looking for. So when creating a jobs post Michelle looked for candidates with caretaking skills and for a love for animals. And found that this will really help reach the right candidates and save her time which allowed her to then spend more time doing what she loves most helping animals find a new home.

That brings us the end of the content in this session and as you can see Facebook offers a wide variety of free tools to help your business and your page grow and expand. And let's just think about some of the things we've covered today.

So first of all, we covered building your online presence and we looked at the power of posting using Stories and setting up a Facebook Shop. Then we moved on to communicating with customers and making use of Messenger, as well as using Groups to build out a community around your business last we looked at driving business results and the benefits of having call to action buttons, Events Appointments, and Jobs set up.

So thank you so much for joining me today, remember to visit facebook.com/business/boost/events to explore the rest of this series. And on there, there's plenty of other additional free training resources as well.

Also, please join our Boost With Facebook UK group where you can ask questions, interact with other business owners and see the latest content that we're offering. Thank you so much again for joining and please take care.