

Using Facebook to Promote Your Business

Facebook allows businesses, charities and organisations to build relationships with customers; encouraging conversations, showcasing your services / products and growing your audience.



Here is how to get the most out of your Facebook business page:

- **Find out if your customers are on Facebook.** Whether you are a business, organisation or charity, Facebook is the place you should be! Facebook is at the fore front of social media and with over 1.3 billion active users, why wouldn't you be on Facebook?
- **Register for your free account** and set up a Facebook page for your business. If you've already got a personal Facebook page, it can help to drive traffic to your business page.
- **If you are stuck for ideas**, you can get inspiration and advice on Facebook's own '[Facebook for Business page](#).' It has useful case studies and step-by-step guidance.
- **Tell people** you are on Facebook. Use other social networks, like Twitter to post links to your Facebook page, put details of it on your website and include a link below your email signature.
- **Make the most of your profile.** Include appropriate images, a link to your website, an overview of your company and a description of your product or service.
- **Use keywords** in your profile and posts that people are most likely to search for in relation to your product / services. That way, your page will appear more prominently in search engine results. A key advantage of having a Facebook page for your business is that people will be able to find you more easily from their mobile devices.
- **Post content that people typically enjoy** on Facebook. Images and videos tend to attract the most likes, shares and comments. Facebook claim that images account for 75% of content posted by brands.
- **The content you post** should show the human side of your business, but make sure it is in line with your brand values and does not damage your reputation. Create a social media policy so that your employees don't go 'off-message' with their comments.

- [Consider advertising on Facebook](#) if you want to reach specific groups. Facebook allows you to target ads based on everything from location and demographics to behaviour and interests.
- **Engage with your followers.** Facebook users love to talk to real people and share their news and views. Reply to queries and respond to comments, including any complaints. You can also encourage discussion and feedback - positive user-generated content provides a very powerful endorsement for your business.
- **Direct people to your own website or blog** from your Facebook page. You could set your blogs' RSS feed, so that you automatically publish snippets on your Facebook page to encourage followers to visit your website.
- **Try rewarding your Facebook followers** by running competitions or providing exclusive deals. Many people use Facebook to find special offers that aren't available elsewhere.
- **Be sure to measure everything.** Facebook's own '[Page Insights](#)' provides an overview of who your audience is and how they are connecting with your business. You can also use the '[Adverts Manager](#)' dashboard to see how your ads are performing against your objectives.

Please feel free to call our helpful and knowledgeable team on 01843 572600 if you would like any advice about your social media. You can also email us at marketing@365itsupport.co.uk – we are always happy to help and provide advice for your IT requirements, including your social media.