

Your Facebook Business Page Blue Print



By Tammy Hudgin



Business Page Blue Print

Understanding your Business Page and how to get the most out of it, can be overwhelming. There are many aspects to building your page, to promoting your page, to providing value and to understanding what works best. This Facebook Business Page Blue Print provides you with some key elements that can help you to getting a good start to building a successful page.

Cover Photos

Think about branding your cover photo and making sure to include contact info. Make your cover photo standout, especially if you are in Direct Sales/MLM, you NEED to be different than everyone else. Remember: Logo, Colour, Website, Product/Service

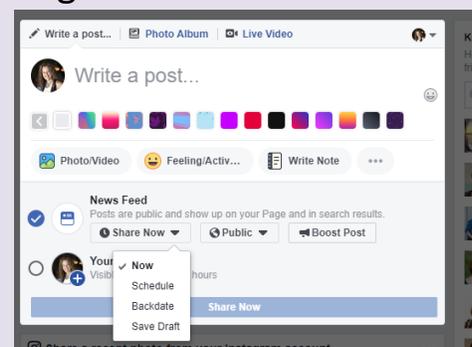
Here is a sample:



Scheduling of Posts

To schedule your posts, click on where you would type a post (type the post FIRST), and you will see the "share now" button under "News Feed", click the drop down arrow next to it and voila, start scheduling.

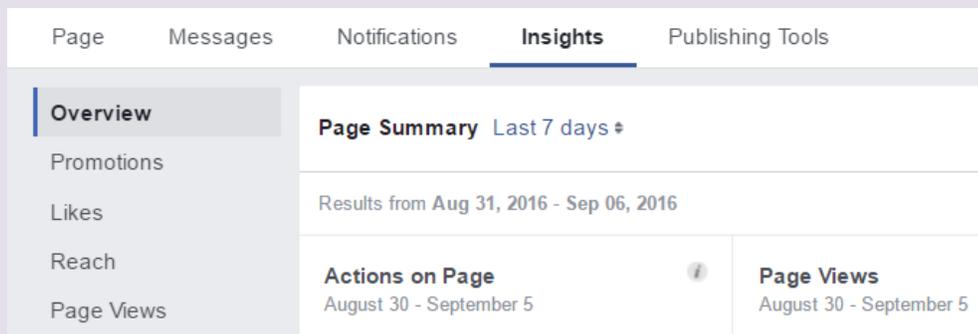
This will allow you to sit down on a Sunday night and schedule all your posts for the week AND you can schedule them to hit the perfect time that your target market is online.



Insights

Once you have 30 likes, you will see an “Insights” tab, above your cover photo. Use this tab to get stats for your page. For example: Age Groups, Location, Best times to Post

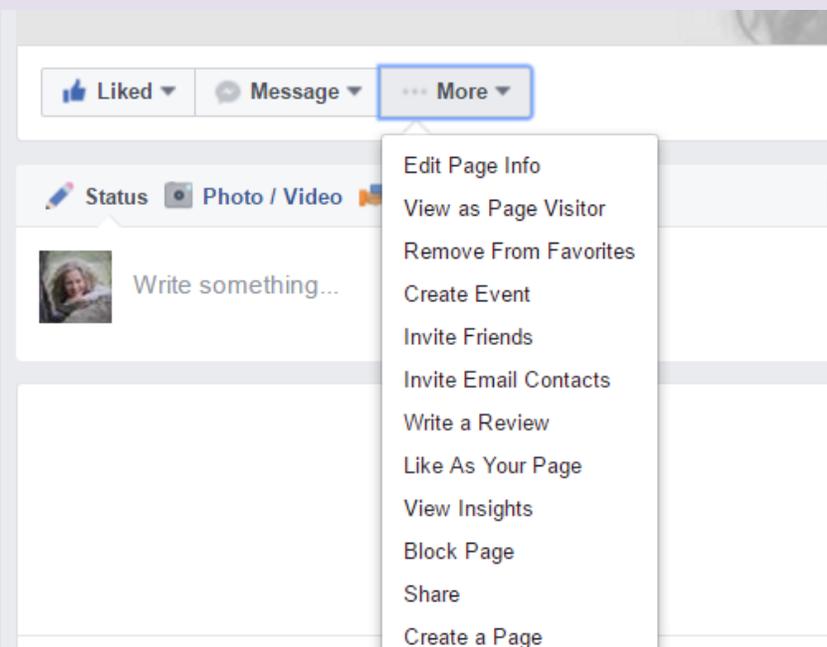
Make sure to check out the “Posts” and “People” tabs, valuable information there.



The screenshot shows the Facebook Page Insights interface. At the top, there are navigation tabs: Page, Messages, Notifications, Insights (which is selected and underlined), and Publishing Tools. On the left side, there is a sidebar menu with options: Overview (selected), Promotions, Likes, Reach, and Page Views. The main content area is titled "Page Summary Last 7 days" and shows "Results from Aug 31, 2016 - Sep 06, 2016". Below this, there are two columns of data: "Actions on Page" and "Page Views", both for the period of August 30 - September 5.

Getting Likes for your Page

You have a couple of options to immediately attract “likes” to your page. By clicking the “more” button, found just under the cover photo, you can choose to invite your friends and your email contacts to “like” your page. I recommend that you do this every few months as you add new friends.



The screenshot shows a close-up of the Facebook interface. At the top, there are three buttons: "Liked" (with a thumbs-up icon), "Message" (with an envelope icon), and "More" (with three dots and a dropdown arrow). The "More" button is highlighted with a blue box. Below it, a dropdown menu is open, listing several options: Edit Page Info, View as Page Visitor, Remove From Favorites, Create Event, Invite Friends, Invite Email Contacts, Write a Review, Like As Your Page, View Insights, Block Page, Share, and Create a Page. The background shows a blurred view of a Facebook post with a "Write something..." text box.

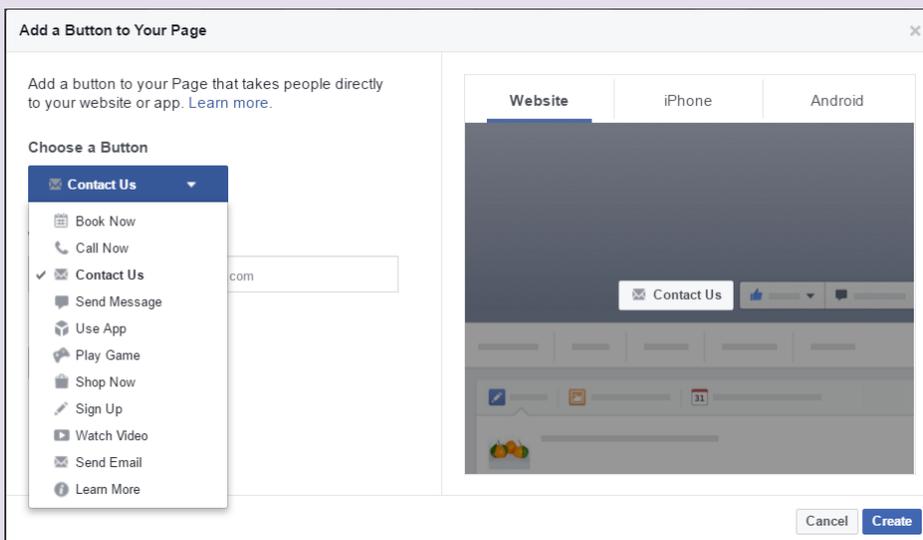
Review Tab

To get a review tab for your business page, make sure to use “Local Business” (found under the “About” section, then “Page Info”) as your main category and add an address. This is key for when people are comparing your business to someone else’s and you have reviews to back you up. Once you have set up your “review” tab, I would encourage you to reach out to your clients and ask them to leave a review and rate you out of 5.



Create Call To Action/Add a Button

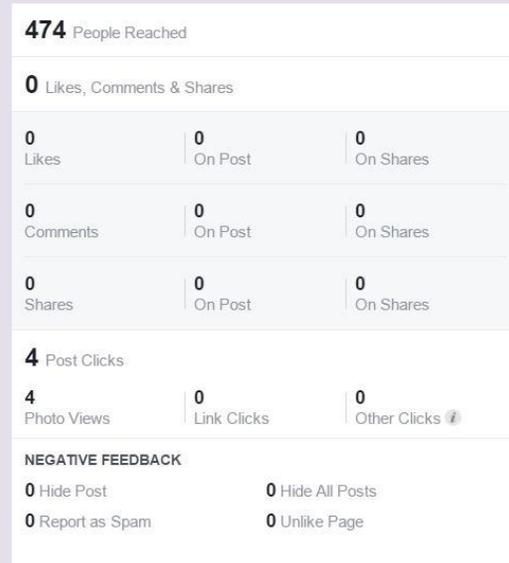
We all have a FREE call to action/Add a Button, just under our cover photo. This is great to send traffic to other sources, like your website. Make sure to set this up by clicking the button and following the steps.



Please note: Facebook already provides us with a “send message” button (you can see it when you view your page as a visitor), so you will want to choose a different action button.

Details on Number of People Reached

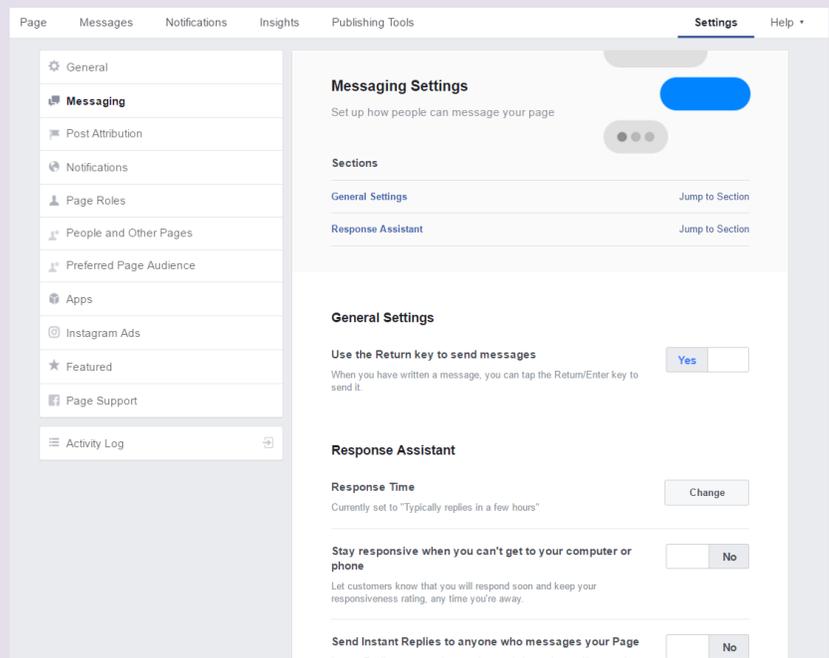
Did you know that if you click the “blue” words “100 people reached” under each of your posts, it will open up to give you a breakdown of stats for that specific post? This will help to understand how your posts are being seen, where interaction is happening and ultimately which posts are doing well.



**You may have the NEW “view insights” button instead of # of people reached....just click on that to see the details.

Auto Response

Are you not able to get to your messages quickly? Facebook has provided you with the option to set up an automatic response (just like a vacation notice). When on your business page, click “settings” at the top right of your page, then “messaging”. Choose the right option that works with your needs.



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