



How to Use Facebook for Business

You've set up a Facebook page for your business but nothing is happening.

What are you doing wrong? That depends.

Let's first make sure you've set up a business page and aren't just using a personal profile for your business posts. Facebook doesn't like it (it's a violation of their terms and conditions) and it's not an effective way to reach people outside your personal sphere of influence. And let's face it. Grandma might love you but she wants to see pictures of you, not posts about your business.

Once we determine you've got a business page set up, let's look at the number of likes, your target market, content you're sharing, and ways to better engage your audience. While there isn't a one-size-fits-all approach to success in Facebook marketing, the team at **SocialTech Consulting** has identified proven ways to use Facebook for business.

Target Market

If you don't have a Facebook page for your business or are rethinking your social media strategy, take a few minutes to think about your target market. If they aren't visiting Facebook, then your business doesn't need to be on there either.

Facebook is used by businesses to reach and engage customers, build community, and share information. If your business is B2B (business to business), consider other social media like LinkedIn where businesses and professionals are connecting.

If you're reaching consumers or you're part of a political campaign trying to reach voters, Facebook is the place for you.

The Basics

If you've determined Facebook is the right place for your business, we encourage you to review and complete your business profile. Sounds rudimentary but there are quite a few businesses with incomplete profiles! Pay special attention to these:

- Profile AND cover photo
- Company name
- Website link
- Phone number
- Adding your business page to the about section of your personal page

Why do you add your business page to your personal profile? Personal contacts can connect to your business page. When you're first building a business following, your personal contacts may be the first people to like the page.

Facebook Groups

While Facebook pages are an effective way to get your brand noticed online, we're finding that people aren't engaging as much as we'd like on pages. Facebook Groups have become the go-to place to engage an already interested audience. Neighborhoods connect with residents. Parents connect with other parents. And your business connects with customers, prospects, and complementary businesses.

If you're running a Facebook group, don't share the exact same information in your group as you do on your business page. It takes away from the value of the group. Instead, share content, insider tips, and news about upcoming events as an exclusive to the members in your group. Once you've illustrated value, you can make members-only offers.

Groups offer the opportunity to network and increase the visibility of you and your business. Your level of participation is, of course, a factor. We recommend asking and answering questions. If the group allows, share your own content, news, and upcoming events.

Facebook Video

Think video marketing is a waste of time? Think again.

According to Hubspot...

- 50% of all mobile traffic is video
- 78% of people watch videos weekly
- 55% of people watch videos daily

And the numbers are increasing.

Couple the viewing trends with Facebook's need to dominate the video space over Google's YouTube and you've got huge opportunity to reach your customers and prospects with video.

While it's still good for SEO to add your videos to YouTube, don't post the link to Facebook. Why? YouTube links on Facebook are penalized with decreased reach and little to no engagement.

Instead, upload videos directly to Facebook like you would upload a picture, using the camera icon in a status update. Take advantage of increased organic reach when you upload videos directly to Facebook.

The team at **SocialTech Consulting** has been uploading videos directly to Facebook and has used them as part of Facebook ad campaigns to maximize reach and engagement. We've found the cost per conversion is low (\$.01 - .07) per video ad conversion compared to larger cost for non-video ads.

If you're thinking about video ads, we recommend using a well produced video. We've found these do the best and cost the least in terms of conversion rate for Facebook ads.

Even when we've just uploaded a video directly to Facebook, we've seen results like the ones in this [Arizona GOP campaign](#) that has 449 shares, 35,000+ views, and 40,000+ reach:

and economic prosperity, and I'm looking forward to working with him to improve opportunities for his community."



40,024 people reached

Boost Post

35k Views



Like Comment Share

Jeni White, Jennifer Bontrager, Laura DaForno Minter and 633 others like this.

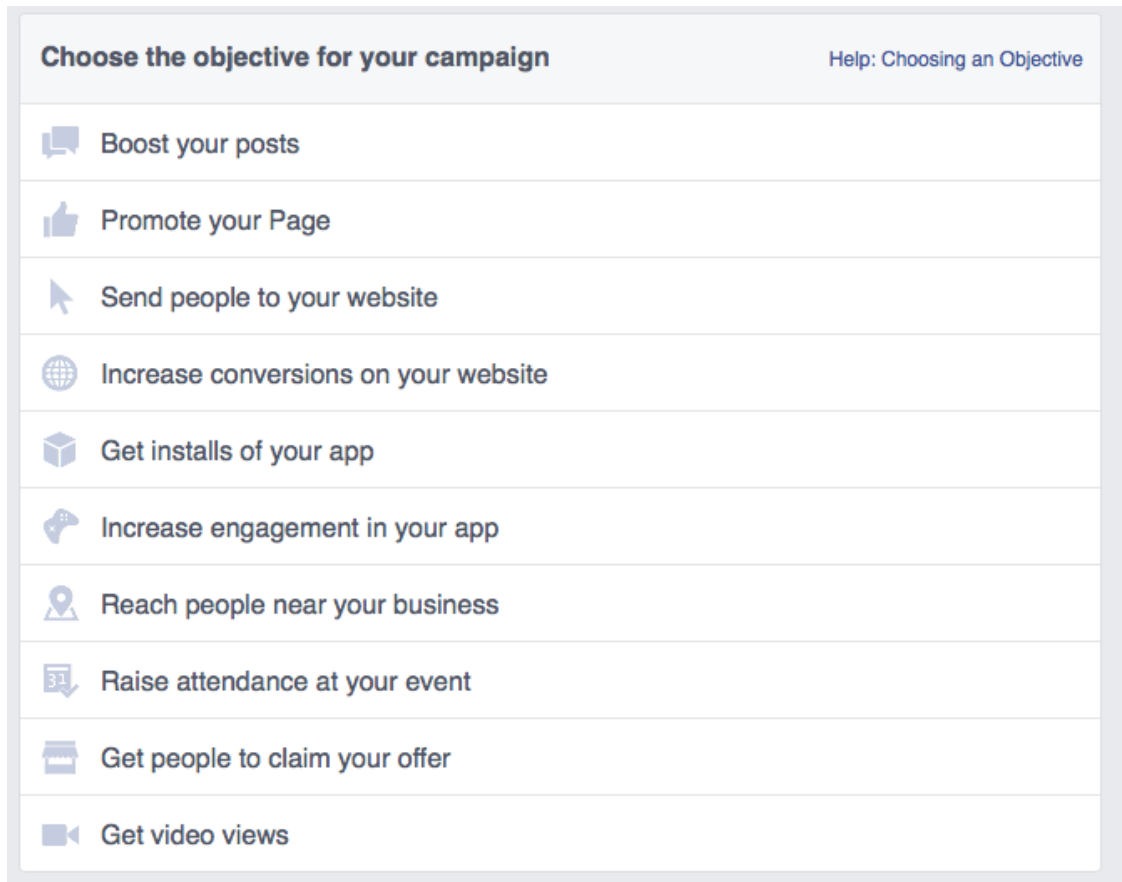
Top Comments

449 shares

Facebook Ads

We all knew the time was coming for Facebook to monetize. While it costs nothing to join or have a page, Facebook makes its revenue in advertising. Affordable for small to large businesses, Facebook ads offer visibility to a wider audience than just the people who like your page using targeted marketing.

Target Facebook ads using demographics, location, interests, behaviors, and connections.



- **Boost Post:** Facebook will often suggest you boost a post that has done well. We recommend using a strategic approach when you're boosting posts. Use a post that includes video about your business or campaign to increase the likelihood of conversion.
- **Promote Your Page:** Increase likes on your page, and thus your audience, by running ads to promote your page.
- **Increase website traffic or conversions:** Ads don't have to be focused on your Facebook page or post. An offer, special, or article of interest to a targeted audience can be used to drive traffic to your website. Encourage people to take an action. Register for a webinar, subscribe to a newsletter, download your app, or watch a video are effective calls to action.

While we know Facebook for business isn't a complete marketing plan, the team at SocialTech Consulting understands the value of a strategic approach to social media marketing. If you're interested in learning how we can help you market your business online, contact SocialTech Consulting today!

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