

Making the Most of Facebook for Local Business

compiled by John Doe Design



1. Create or claim a business page.
- facebook.com/pages/create/



Local Business or Place

2. Optimize your cover photo and profile photo.
- goo.gl/tCRJEY
- Use the logo in the profile picture.



3. Fully complete the About section.

Edit your details

General Contact Location Hours More

GENERAL

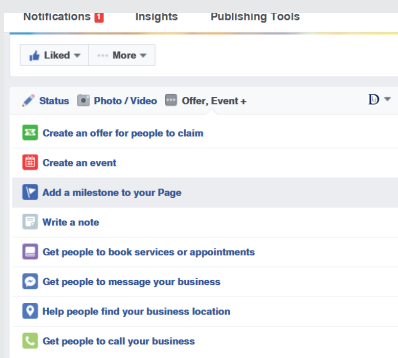
Name John Doe Design LLC

Page Category Local Business

Subcategories Graphic Designer Marketing Consultant Web Designer

Description John Doe Design specializes in local business website design and exposure.

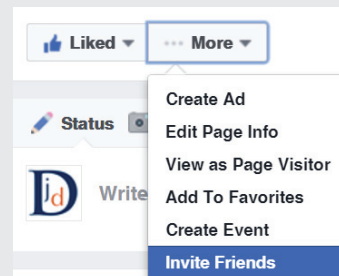
4. Complete company milestones.
- goo.gl/alm1oT



5. Create a call to action button.



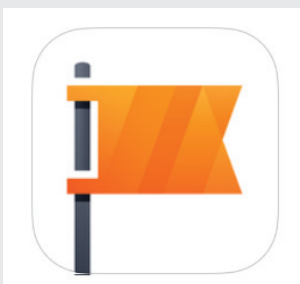
6. Promote the page to your friends list.



7. Post content at least weekly using the 70-20-10 rule.
- 70% brand specific tips, community events, local news, etc.
- 20% shared content from others
- 10% promotional, e.g. discounts, sales, new products or services

Tip: Pin important posts to the top of the page for an appropriate amount of time.

8. Promptly respond to comments, reviews, and messaging.
- Facebook Pages smartphone app



9. Use Facebook ads to get more exposure or for specials/events, e.g., coupons, sales, etc.

10. Include images in posts for up to 94% more impressions, shares, and likes.

11. Create a series, e.g., a day on the life of an employee or client, educational tips, staff introductions, client highlights, charitable outreaches, community highlights

12. Encourage customers to take pictures of your products in use or the result of a service you provide.