

AN INTRODUCTION TO FACEBOOK FOR BUSINESS.

A setup and strategy guide
for marketers.



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HubSpot

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INTRODUCTION:

Why use Facebook?

Facebook's status as the dominant social network may be occasionally challenged by emerging social platforms like Google+, Pinterest, and the like -- but we prefer to go to the facts. With more than one billion members, Facebook remains the most popular social network around.

A natural extension of Facebook's consumer popularity is that businesses are trying leverage that user base to help them meet dubious marketing goals. And for many, it's working. Recent data reports that **41% of B2B companies and 62% of B2C companies have acquired a customer from Facebook.**

That being said, learning the nuances of various social networks can be tricky and time-consuming, especially considering how frequently they add, remove, and modify features. To help you get started on the right foot, we've put together this handy setup and strategy guide that

ABOUT THE AUTHOR:

AMANDA SIBLEY

[@AMANDASIBLEY](#)

Amanda Sibley is the co-marketing manager at HubSpot where she is responsible for generating sales leads through growing relationships with content partners. Previously, Amanda ran the paid lead generation channel garnering thousands of leads for the sales team. She is a regular contributor to the HubSpot inbound marketing blog and occasionally produces ebooks.



01

AN
INTRODUCTION
TO FACEBOOK.

What is Facebook?

Let's start with the basics. **Facebook is a social network made for connecting people with their friends, family, coworkers, or simply others with similar interests.**

Facebook is currently the most popular social networking site with an estimated 750,000,000 unique monthly visitors, according to [eBizMBA](#).

With that volume of traffic, Facebook provides many opportunities for businesses and organizations to reap some benefits. Here are a few goals to consider when getting started using Facebook as a business tool:



Get found by visitors searching for your products or services



Create a community to connect and engage with current and potential followers



Promote your marketing offers to convert followers into leads and customers

Facebook Terminology

Before we get started on the actual Facebook marketing, new Facebook users may run into some terms that are unfamiliar. Use this glossary to find your bearings:

Application: A program that allows users to share content and interact with other users.

EdgeRank: An algorithm used to determine what content is shown in users' news feeds.

Fan: A Facebook user who chooses to “Like” a business page.

Friend: (n) A personal connection on Facebook;
(v) To add a user as a connection on your profile.

Friend List: An organized grouping of friends.

Group: A collection of Facebook users with a common interest.

Insights: The metrics feature within business pages to analyze the performance of your content.

Like(s): (v) To “Like” a business, or to become a fan of that business page;
(v) To “Like” a comment or post within a business page or profile;
(n) The number of users who “Like” your page.

Network: An association of Facebook users based on a school or workplace.

News Feed: An aggregation of friends' status updates on your own homepage.

Page: Official presence for public figures, artists, brands, businesses, places, entertainment, causes, or products to share information and interact with fans on Facebook. This is how businesses can use Facebook to organically drive traffic, leads, and customers to a website.

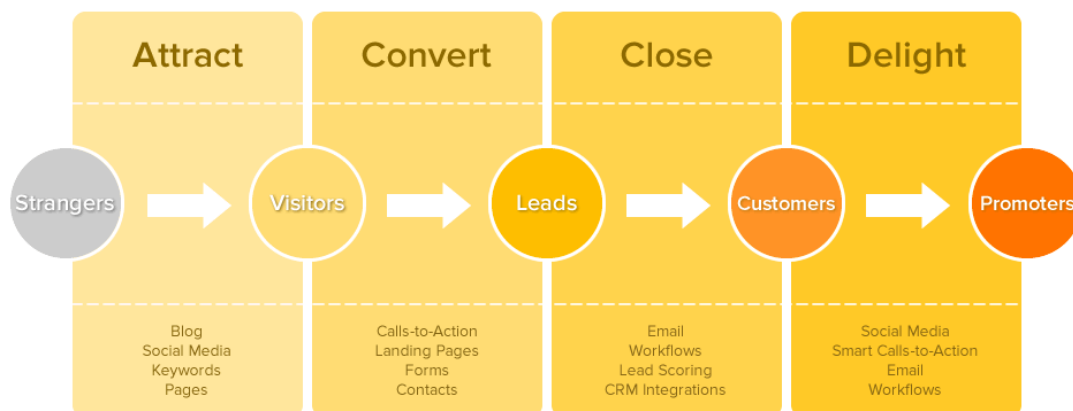
Profile: Presence for individuals (not businesses) to share information and interact with friends and organizations.

Timeline: The core of a profile or page that aggregates new content posted such as status updates and recent actions.

Why use Facebook?

Today, consumers -- not marketers, not salespeople -- have all the power. They can choose when to interact with you, on what channel, and on what terms. Facebook is one of the networks that enables this consumer freedom -- it's a network users navigate based on their own interests. By being present on this site, you are taking back some of the control in your marketing by giving your potential future customers a new channel to discover you on.

As you can see in the diagram below, attracting visitors on a social media site such as Facebook is a fundamental first step in an individual's journey to becoming a delighted customer of your business.



This graphic represents a brief overview of the inbound marketing methodology. Get the details at [hubspot.com/inbound-marketing](https://www.hubspot.com/inbound-marketing).

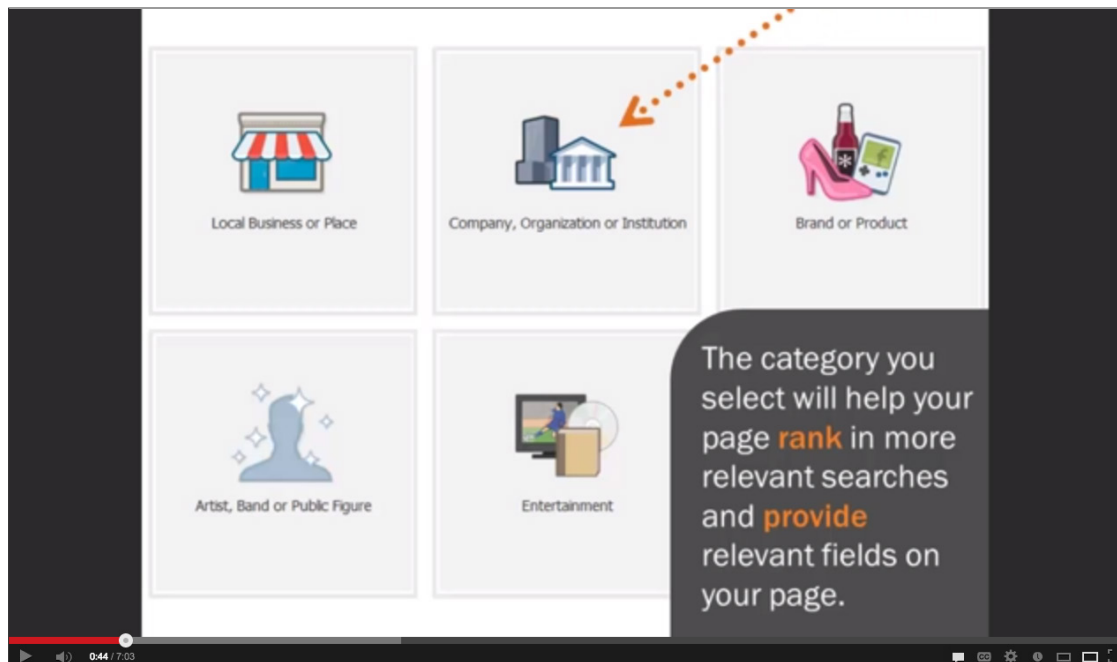
02

SETTING
UP YOUR
FACEBOOK
BUSINESS
PAGE.

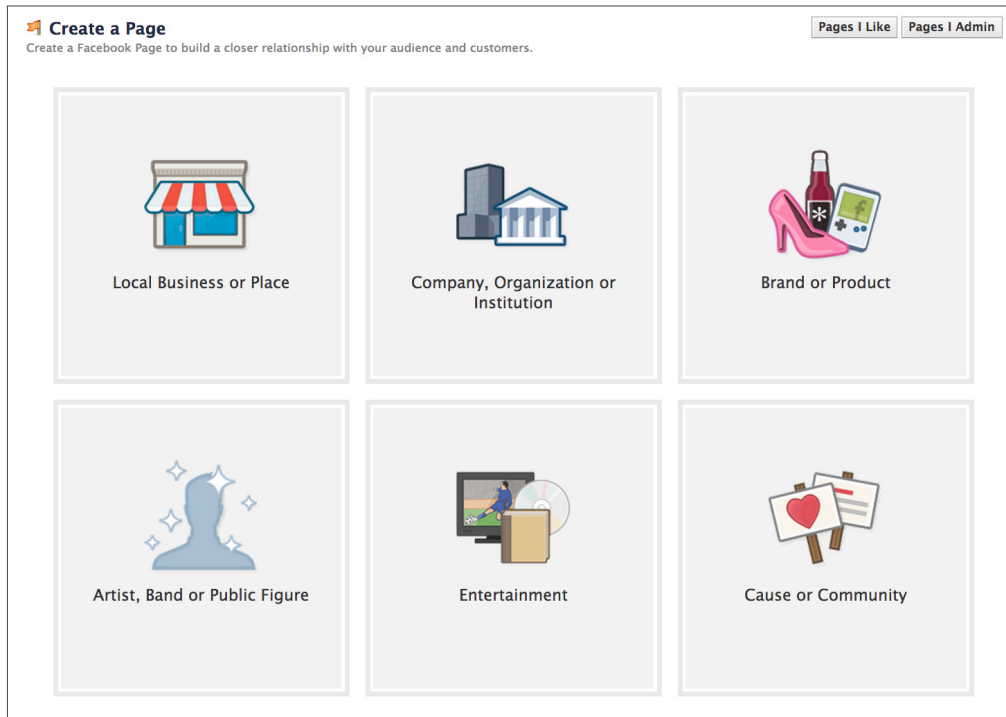
How to Create a Facebook Business Page

Unlike a personal profile, a Facebook business page is, by default, public. Users can “Like” and become a “fan” of your page without requiring approval from page administrators -- a fantastic opportunity for your business to get discovered. Once you are logged into Facebook, you can (and should!) create a page of your own here: <http://www.facebook.com/pages/create.php>.

If you prefer video tutorials, click below to learn how to set up your business page. Otherwise, skip to the next page for a written, step-by-step tutorial.



When beginning your setup, you'll need to first select a page type -- select the one that best describes your business type. Then, you can choose what category your brand falls into and your company name.



Create a Page
Create a Facebook Page to build a closer relationship with your audience and customers.

Pages I Like | Pages I Admin

- Local Business or Place
- Company, Organization or Institution
- Brand or Product
- Artist, Band or Public Figure
- Entertainment
- Cause or Community



Company, Organization or Institution

Join your supporters on Facebook.

Choose a category

Company Name

I agree to [Facebook Pages Terms](#)

Get Started



Tip for Marketers:

The category you select will help your page **rank** in more relevant searches and provide relevant fields on your page.

Facebook will then guide you through 3 core steps for creating your page.

The first includes a description of your business, a URL for your website, and a vanity URL for your business page. The description section will appear on your actual profile as a small 2-3 sentence blurb – keep it short and sweet.

1 About 2 Profile Picture 3 Add to Favorites

Tip: Add a description and website to improve the ranking of your Page in search. Fields marked by asterisks (*) are required.

*Add a description with basic info for Hubspot Ebooks.

Website (ex: your website, Twitter or Yelp links) [Add Another Site](#)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can't be changed.

http://www.facebook.com/ Enter an address for your Page ...

Is Hubspot Ebooks a real organization, school or government? Yes No
This will help people find this organization, school or government more easily on Facebook.

Next, upload a photo as the main visual on your business page. This will appear as an icon every time you comment as your business on Facebook.

1 About **2 Profile Picture** 3 Add to Favorites

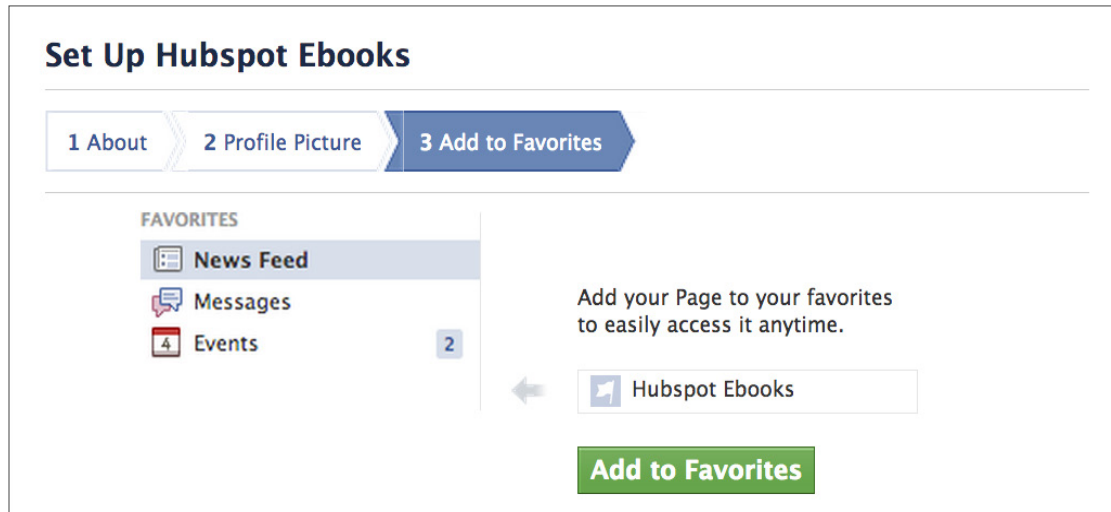
Upload From Computer **Import From Website**



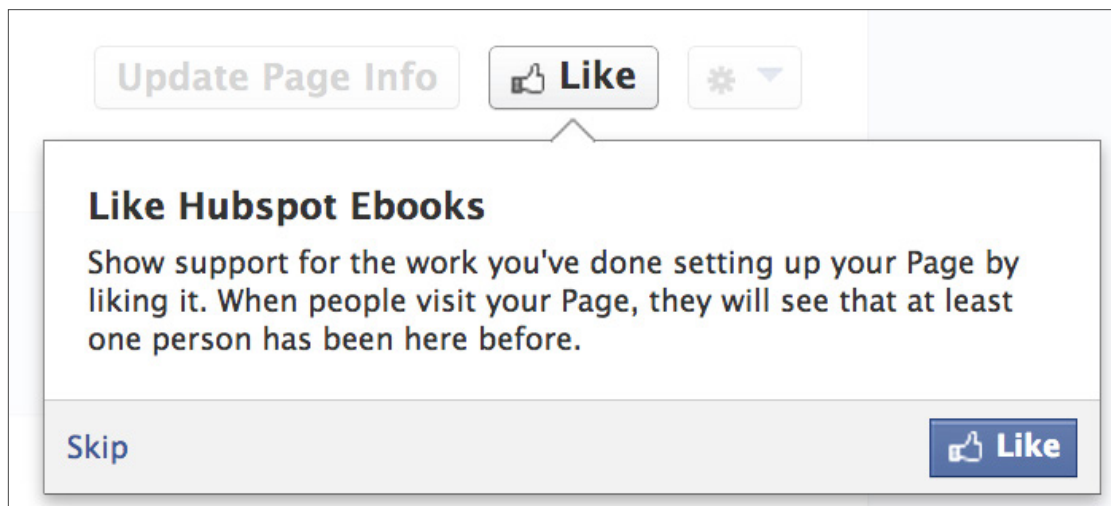
Tip for Marketers:

Upload a profile picture with 180 x 180 px as its dimensions. The image will automatically adjust to be 160 x 160 px.

Facebook will then ask if you'd like to add your business page to your Facebook "favorites." This will fixate the page on the News Feed of your personal profile so you can easily access it.

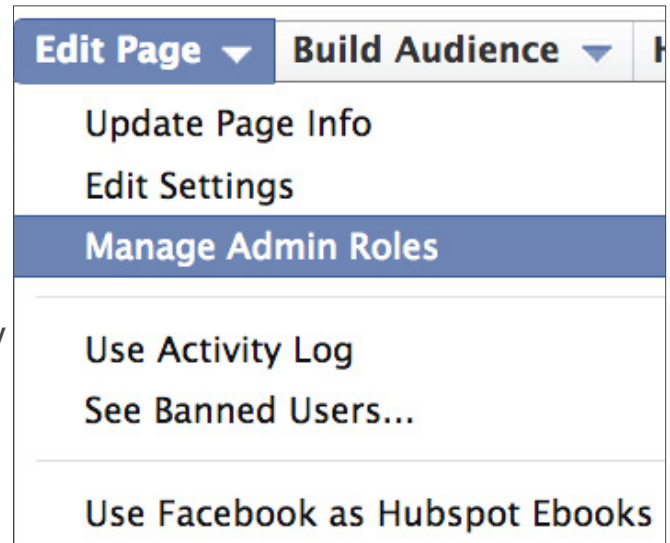


After this step, Facebook will ask you to Like your own page — do not do this yet! Doing so will create a story on your personal profile, which you don't want to do until your page is buzzing with content.



As the creator of the business page, you will become the administrator of the page. You can toggle between acting as yourself or as the business.

You can also have others contribute by inviting them to play a specific role. By going to Edit Page --> Manage Admin Roles, you can add other users to become any of the following:



- **Manager:** Can manage admin roles, send messages and create posts as the page, create ads, and view insights.
- **Content Creator:** Can edit the page, send messages and create posts as the page, create ads, and view insights.
- **Moderator:** Can respond to and delete comments on the page, send messages as the page, create ads, and view insights.
- **Advertiser:** Can create ads and view insights.
- **Insights Analyst:** Can view insights.

Your business page is now built! Good job. In the next chapter, we'll review best practices for posting on Facebook and cover how you can promote your page to start attracting fans.

03

15 FACEBOOK
FOR BUSINESS
BEST
PRACTICES.

15 Facebook for Business Best Practices

1. Create Engaging Content

Post a variety of content, from photos and status updates, to videos, events, and polls. Ask your audience questions and have them post their answers in the comments section of your post. Not only does this engage your current fans, it will make the post visible in the news feeds of your fans, thus increasing your reach to their friends who may not yet know about you!

Here's an entertaining example from [Foodler](#):



2. Engage with Fans

Once your content helps attract fans to your page (also known as Likes), respond to user questions and complaints. A user that posts a negative comment needs to be responded to quickly in order to decrease the negative affect they could have on your business. Remember, Facebook is public, and anyone can post something. The best thing to do is to handle negative comments in a polite manner and build a brand with a positive image.

Truly focus on engagement. You're trying to connect and get responses from your community. Ask questions, post helpful tips, link to articles that your audience will 'like' and 'share.' When you make the posts about your audience and what they need rather than selling, you will develop a richer and deeper relationship with your community.

3. Try out Facebook Groups

Groups on Facebook are slightly different than business pages. In some cases, it makes sense for a business to create a group as well. The main difference between a business page and a group is that pages represent a brand, while a group is a place for a community of people to discuss common interests. A group is essentially a page that is used as a chat room for a specific group of people. In a group, members can post all kinds of content just like on personal timelines and business pages.

4. Don't Oversell Your Product

Don't oversell or undersell. No one likes a never-ending sales pitch. By the same token, make sure you do highlight your wares from time-to-time! Use the 80-20 rule for sales messages vs. content/connection posts. So if you decide to post five times a week, one of the posts should be a sales message and four posts will be other helpful or fun content.

5. Create Custom Tabs

You can create and leverage custom tabs which are accessible via the 'Views & Apps' section of your page. Think of these as landing pages within your Facebook page. [Learn how to create custom tabs here](#), which you can use as calls-to-action to feature anything from case studies to marketing offers to other promotions you're running.

6. Add Milestones

Facebook's page design supports 'Milestones,' which allow you to call attention to significant events in your business' history. Use the feature to highlight some of your biggest accomplishments, such as fan growth, award wins, product releases, major events, or other accolades. You can create a new (or past) milestone via the status update box, which will prompt you to input information about your milestone such as its name, location, date, story description, and an image.

7. Use Facebook Insights

Facebook Insights is Facebook's internal analytics tool that helps you measure and analyze your Facebook presence. The tool provides Facebook page administrators with analytics data about page visits and engagement and can help you understand which content is and isn't engaging to your fans. Access your page's Insights at <http://www.facebook.com/insights> or by clicking into the 'Admin Panel' on your page. We've also published an informative blog post and video that walks you through how to analyze Facebook Insights to improve your content strategy.

8. Tag Other Users and Business Pages

Although you used to only be able to tag other users on Facebook, you can now tag other pages, too. Make your page more engaging and interactive by enabling others to post content on your timeline. Enabling this feature will also automatically publish posts to your page's timeline that are from other users who have tagged your page in their posts. To enable this, check off "Everyone can post to HubSpot's timeline" and "Show the box for 'Recent Posts by Others' on the top of HubSpot" in 'Manage Permissions.'

9. Connect Other Channels

You can connect other channels to your Facebook page. We recommend straying away from connecting Twitter as your Twitter posting frequency will likely outweigh your Facebook one significantly, but here are three channels to consider connecting:

- **YouTube Channel:** Does your company have its own YouTube channel? Add the [YouTube App](#) to your Facebook page so your fans can view your YouTube videos directly within Facebook.
- **SlideShare App:** Similar to the YouTube App, you can also add a [SlideShare tab](#) to your page that will also pull in your SlideShare presentations. ...
- **Flickr Account:** While you're at it, why not pull in your Flickr photos with the [Flickr App](#), too?

10. Use Questions/Polls for Fan Feedback

In the status update bar on your page, you have the option of posting a question or a poll (click on 'Add Poll Options'). Use this to ask your fans for feedback about your products/services or the content you post to your timeline. The possibilities are endless, and it's a great way to engage your fans and increase participation on your page.

11. Experiment With Interest Lists

‘Interest Lists’ are a feature that allows users to organize updates into separate topics from a collection of fan pages and/or public figures who have the subscribe button enabled on their profile. For example, a user could create a “Recipes” Interest List, adding to it fan pages like Betty Crocker and the Food Network, as well as the profiles of their favorite food bloggers to which they subscribe.

Users can also subscribe to Interest Lists created by other people, as Facebook suggests popular lists and make it easy for users to discover lists created by their friends. Consider [experimenting with Interest Lists](#) by creating awesome lists in your industry; promoting the ‘Add to Interest Lists’ button on your Facebook page; creating content about industry news so your updates are the first to show up in any lists your business is apart of; and creating a must-subscribe, content-rich Facebook presence.

12. Launch Contests

Contests can be a great way to increase engagement and attract new fans for your page. Be aware of Facebook’s contest/promotion guidelines, and consider using an application like Wildfire, which works closely with Facebook to make sure its guidelines are followed appropriately. [Here’s a helpful blog post on the subject if you want to learn more.](#)

13. Star or Hide Posts

Modify the items in your page's timeline to highlight certain posts more prominently than others. By hovering over individual stories, you can make them wider and more prominent on your page by clicking the star icon, or hide them from your timeline (or delete them entirely) by clicking on the pencil icon.

14. Use Hashtags

Most of you probably aren't strangers to the concept of the hashtag and its use for marketing, so we won't get too detailed here considering we've already covered it comprehensively [in this post about how to use hashtags on Twitter](#). (While specifically geared toward Twitter, most of the tips are applicable to hashtag use across various social networks.)

Hashtags are a great way for marketers to unify their promotions across multiple channels, increase the discoverability of their content, and centralize engagement with certain content, promotions, events, etc.

15. Embed Facebook Posts

Embedding a Facebook post is just as simple as embedding a tweet, Vine, or Instagram post: Just copy a section of code and paste it into your HTML. Doing so can help you spread the reach of your Facebook content and help garner more fans! Here's how you do it:

Venus Williams
Unfortunately, I will not be able to participate in Wimbledon this year. I am extremely disappointed as I have always loved The Championships, but I need to take time to let my back heal. I look forward to returning to the courts as soon as possible, with my goal being to return to Mylan World Team Tennis on July 8th in Washington DC. Many thanks to my fans for the love and support and I will be seeing you very soon back on the courts.
about a month ago

Like Comment Share 256 Shares

6,003 people like this.

Venus Williams
Unfortunately, I will not be able to participate in Wimbledon this year. I am extremely disappointed as I have always loved The Championships, but I need to take time to let my back heal. I look forward to returning to the courts as soon as possible, with my goal being to return to Mylan World Team Tennis on July 8th in Washington DC. Many thanks to my fans for the love and support and I will be seeing you very soon back on the courts.
about a month ago

Like Comment Share 255 Shares

Embed this Post

Copy and paste this code into your website. [Learn More](#)

```
<div id="fb-root"></div> <script>(function(d, s, id) { var js, fjs = d.getElementsByTagName(s)[0];  
<fb:post href="https://www.facebook.com/VenusWilliams/posts/101516470073730"
```

CONCLUSION:

Don't Let Your Facebook Learning Stop Here.

Now that you've finished reading this guide, don't stop there! This is just the beginning of the opportunities Facebook offers as a marketing channel. Now, it's time to test out the best practices we've covered, and iterate on them with your own creative ideas, to find out how you can start bringing in new business.

When you're ready to take more advanced steps in your Facebook marketing, continue on to our next ebook on this topic, [How to Generate Leads Using Facebook](#). It will go beyond the basics of Facebook, diving deeper into business strategy for getting the most out of Facebook.



[Click here to download our intermediate-level ebook on Facebook.](#)

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