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Your Guide To Facebook Business Manager

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What Is A Facebook Business Page?

Similar to a free business website for companies to expand their internet presence

- Send and receiving messages
- Posting updates
- Getting notifications
- Interacting with other users' content
    - Through liking, sharing, and commenting

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Benefits of a Facebook Business Page

- List basic contact information
- Engage new and longtime customers
- Know your audience
- Lessen marketing costs
- Boost web traffic

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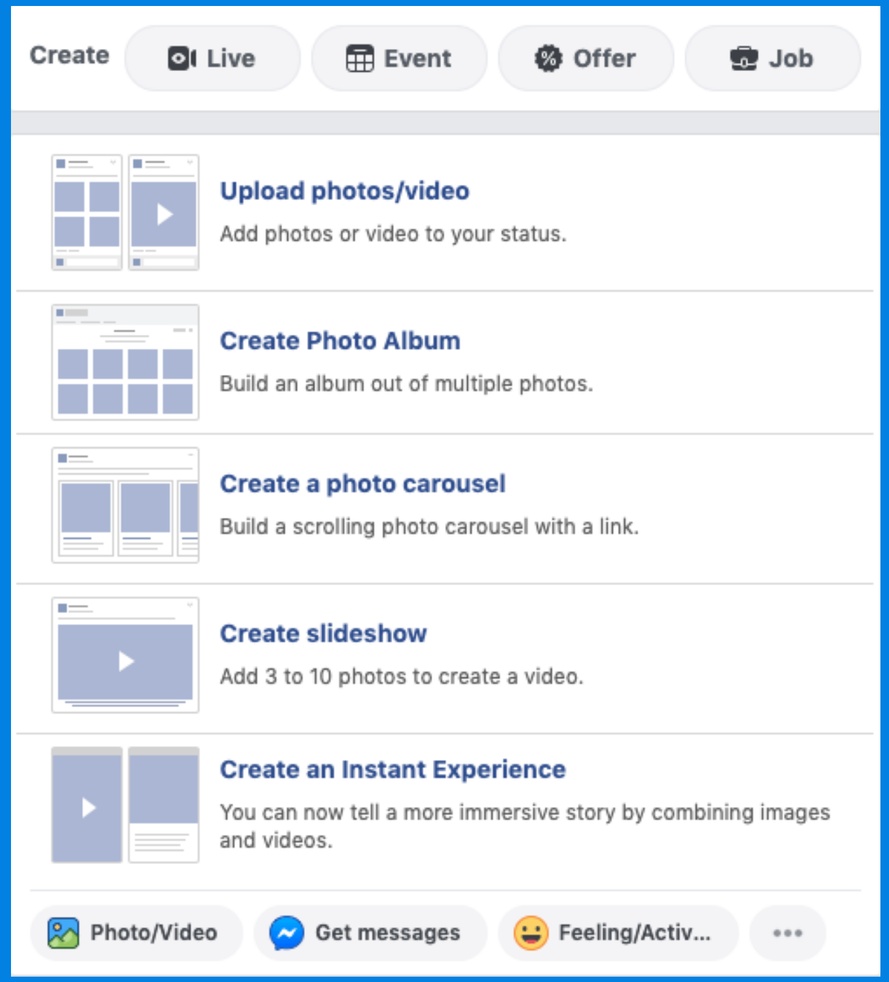
Different Types of Posts

- Photo/Video
- Photo Album
- Photo Carousel
- Events



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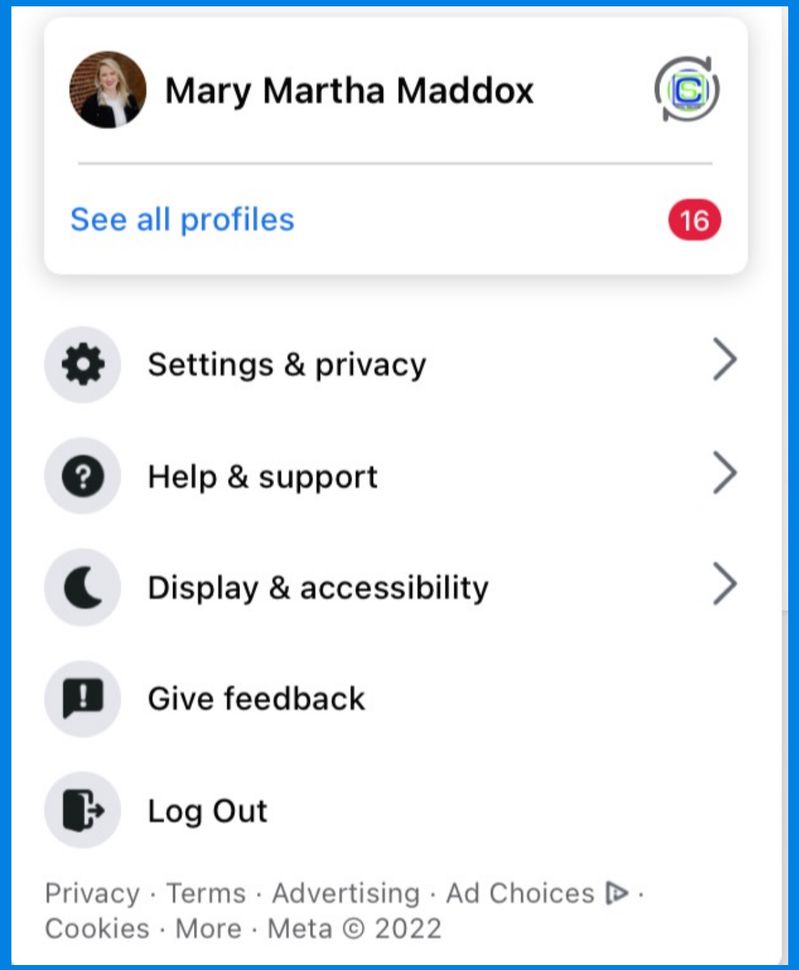
Switch Between Profiles

- Click your Page photo at the top right
- Click “See All Profiles”
- Click the profile you want to switch to



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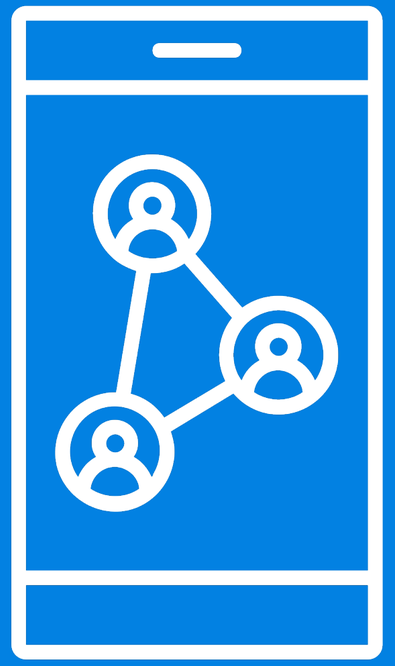
Increase Your Followers

- Inviting people to like your page
- Host a competition/giveaway
- Utilize hashtags
- Get tagged by customers and other businesses
- Create content that is attention-grabbing and shareable
- Engage with your online community



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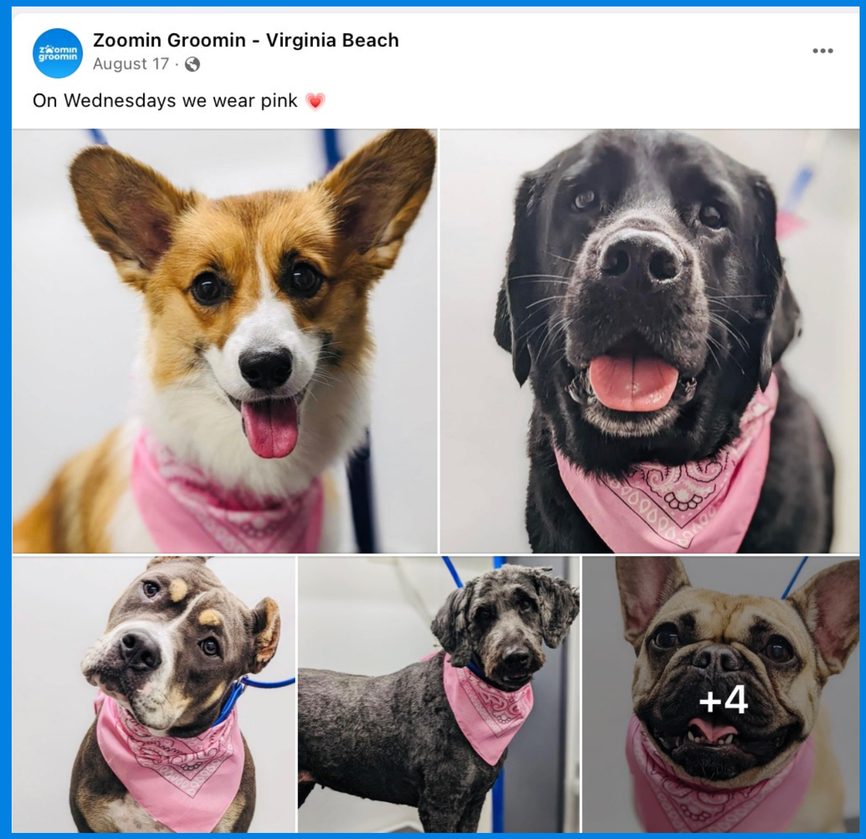
Facebook Best Practices

- Respond to messages
- Use analytics to determine success
- Know your target audience
- Be personable, not just promotional
- Converse with your audience
- Highlight business milestones



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Getting Started With Ads With SOCi

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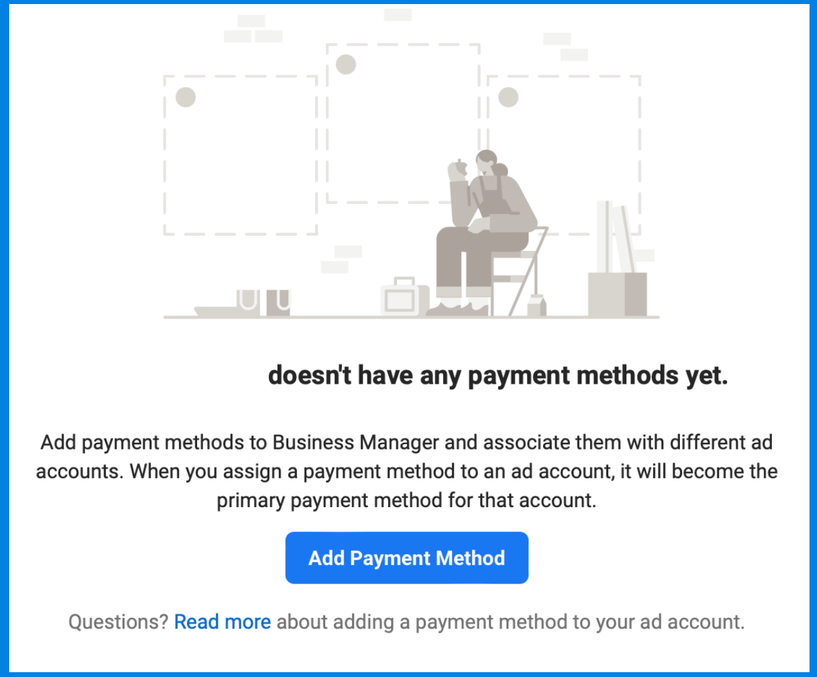
Set Up Facebook Business Manager

Add Method of Payment

- Open Business Settings
- Click Payments
- Click “Add”
- Follow instructions and add your payment method



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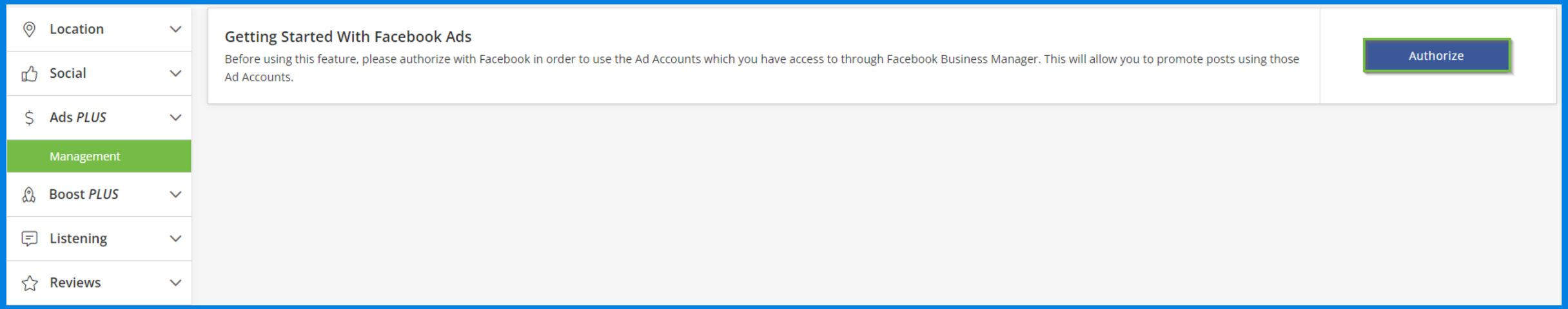
SOCi Ad Account Authorization

1. Select location where the Ad Account needs to be Authorized
2. Click either Ads PLUS or Boost PLUS and select the Management option.
3. Click Authorize
4. Start running Ads or Boosts



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SOCi Ads vs. Boosts

Ads:
Targeted pieces of content that appear on user's newsfeed

Boosts:
Helps get content in front of more people than just those who follow a Facebook page

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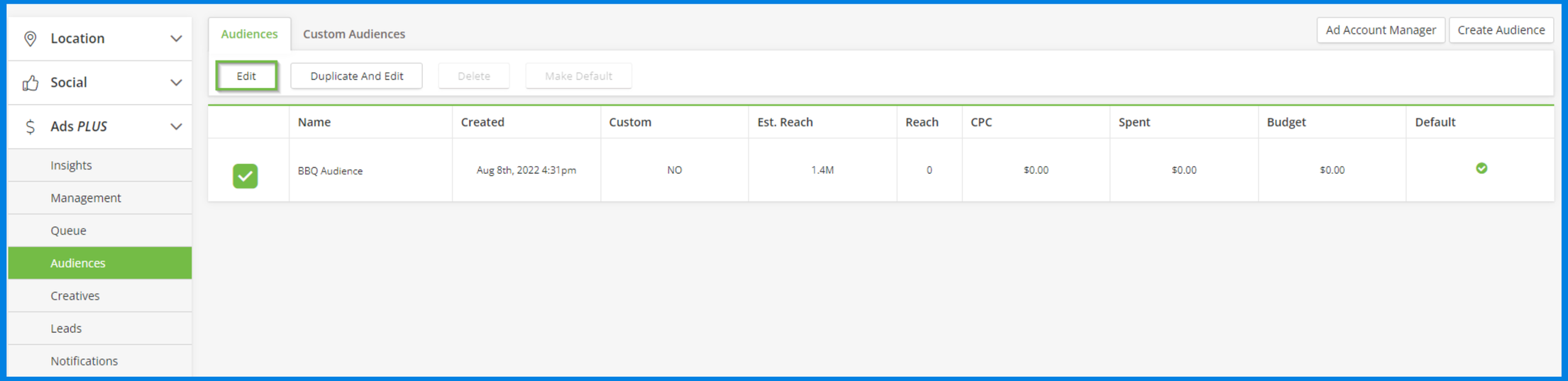
Edit Audience In Ad PLUS Or Boost PLUS

Login and select the Location where the Audience needs to be edited.

Select Ads Plus, then “Audience.”



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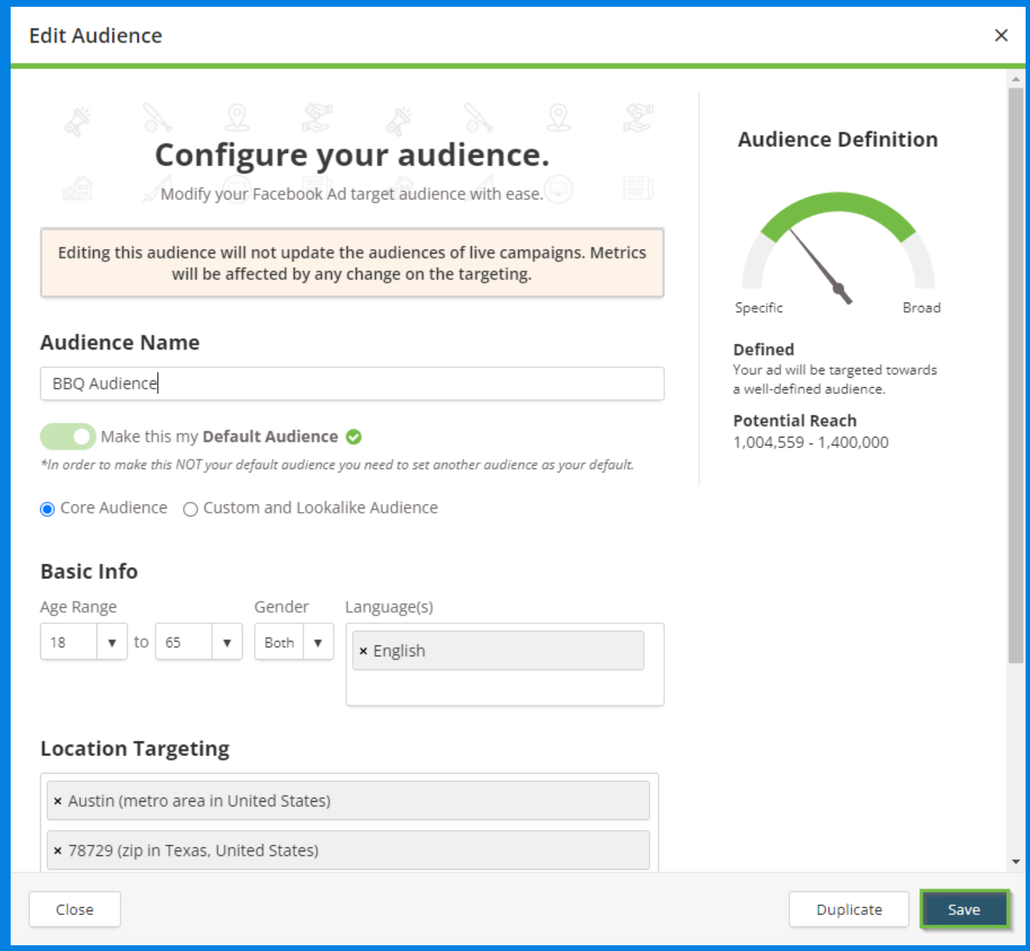
Edit Audience In Ad PLUS Or Boost PLUS

Edit the age range, languages, location, and interests.

Click Save once complete.



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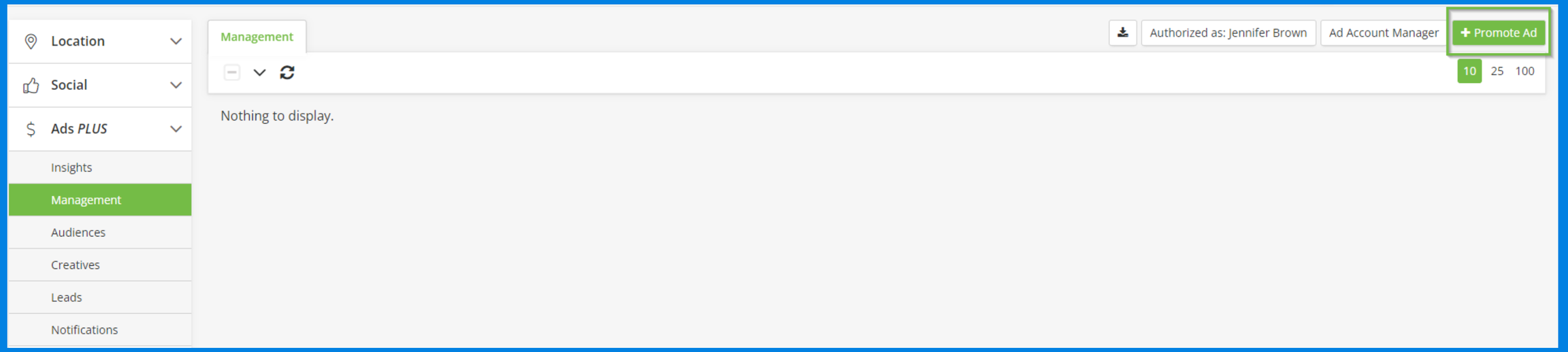
Promote An Ad From Management

1. Select the Location where the Ad needs to be Promoted
2. Select Ads PLUS
3. Then, click + Promote Ad Button



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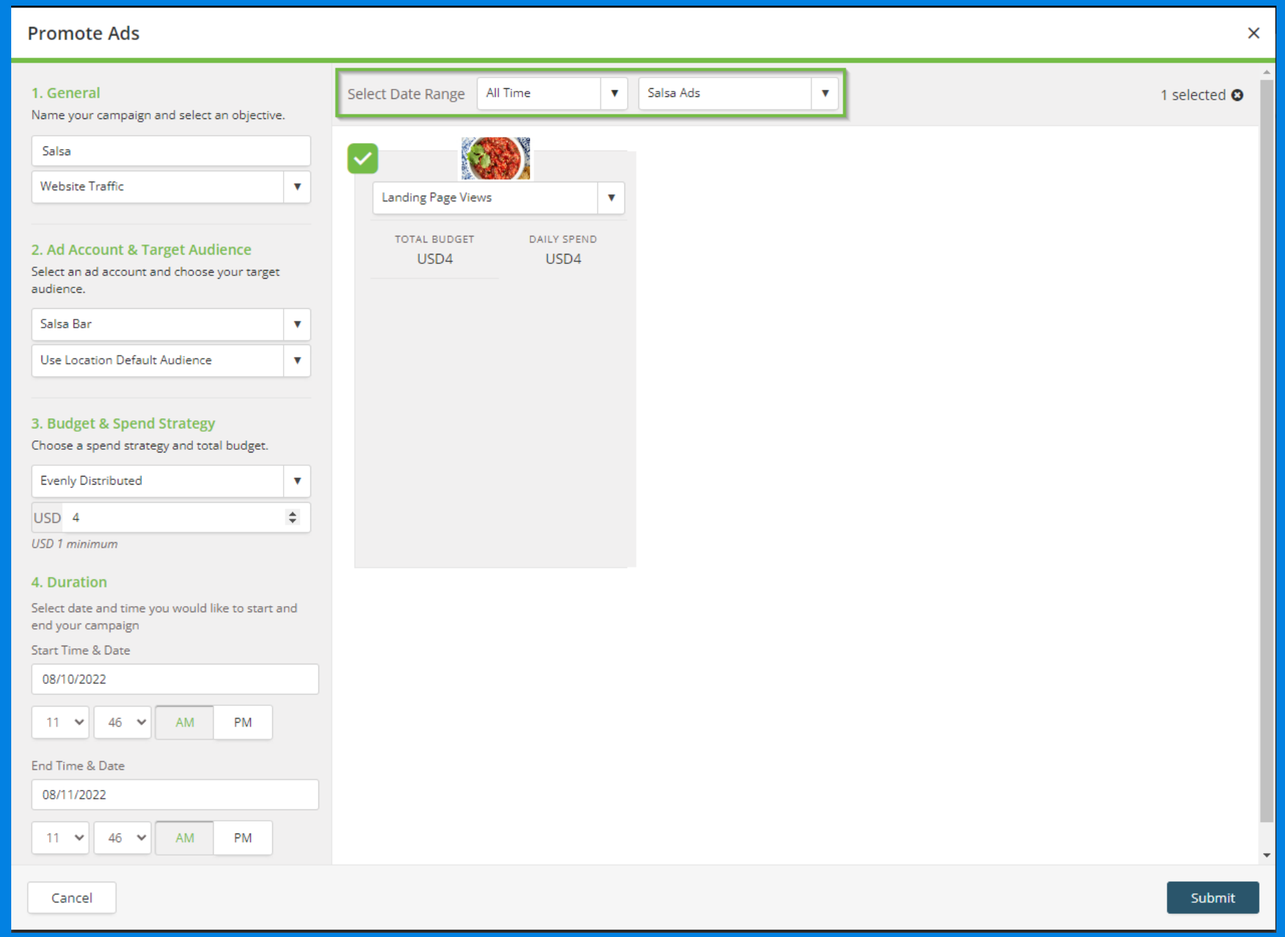
Promote An Ad From Management

4. Select the date range

5. In the General section, provide the Campaign Name

6. Select the Objective for the Ad

7. Select an Ad Account to use with the Ad



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Promote An Ad From Management

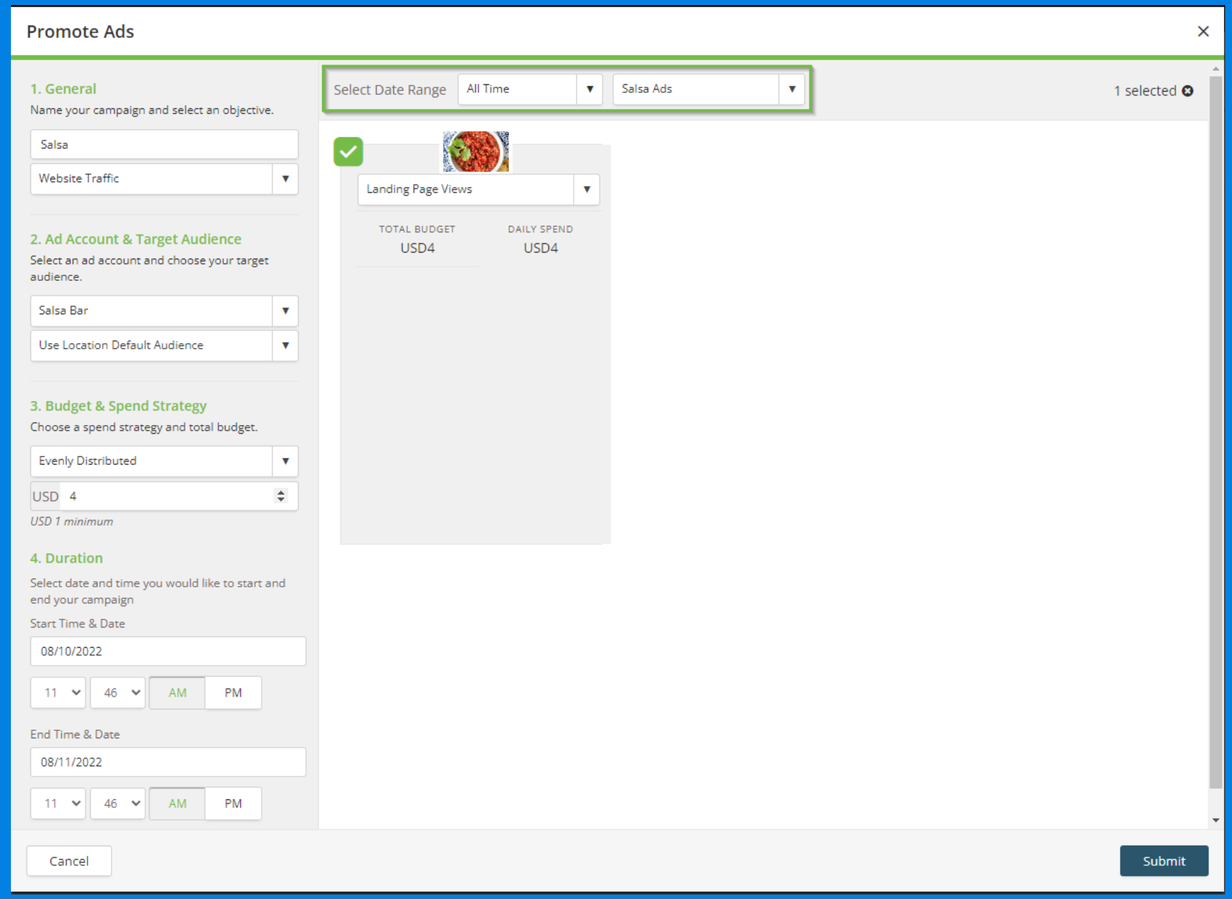
8. Select the Audience the Ad should target

9. Select how the budget will be distributed

10. Set the Start Time & Date

11. Set the End Time & Date

12. Submit the Ad



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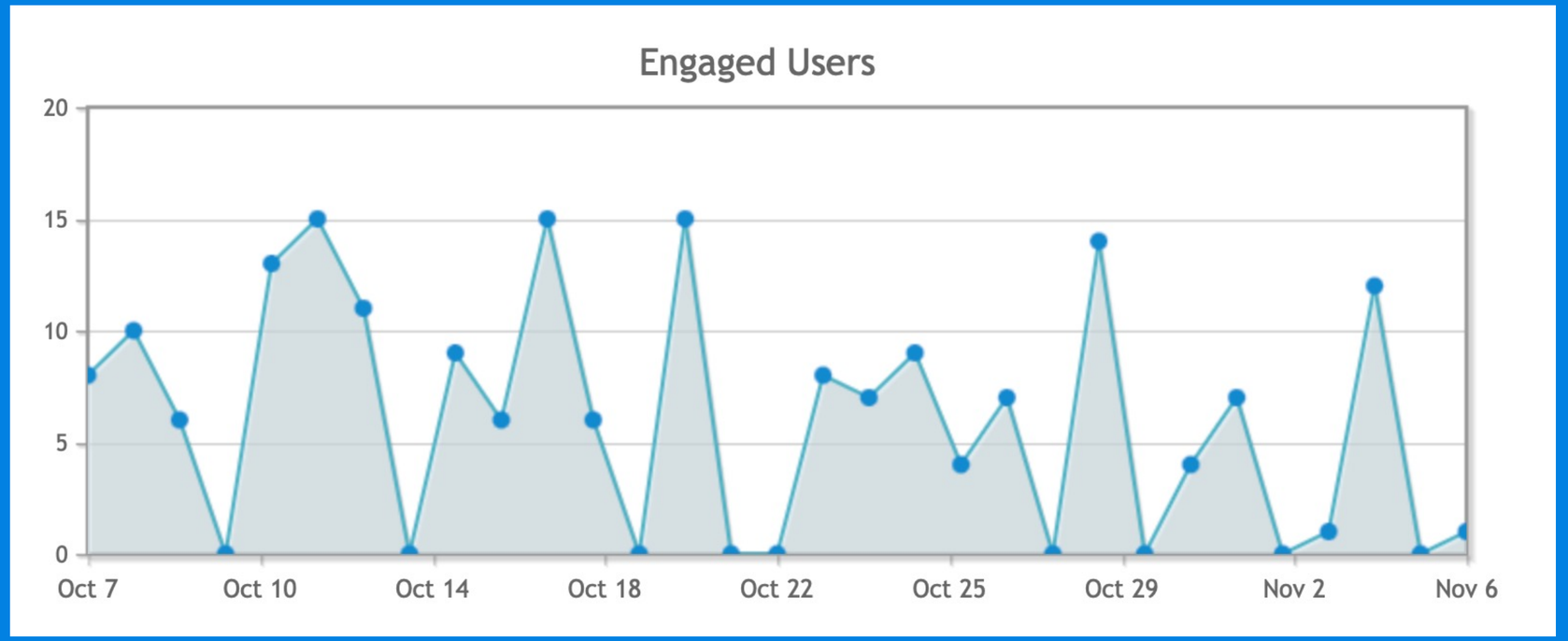
Examine Social Media Analytics

- Select “Reports” on left side

- Shows detailed analytics for Facebook, Instagram, and Google My Business, and more!



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Questions?