

HOW TO USE YOUR FACEBOOK FOR BUSINESS PAGE



honey badger
SMART SOLUTIONS FOR BUSINESS

WE HELP LOCAL BUSINESSES
CONNECT WITH MORE CUSTOMERS
AND SELL MORE STUFF



YOUR FACEBOOK PAGE CAN BE A POWERFUL TOOL TO ENGAGE YOUR EXISTING AUDIENCE, AND SPREAD THE WORD ABOUT YOUR BUSINESS TO NEW FANS.

Here are some key things to keep in mind to get the most out of your page.

1. BE SURE TO USE AN IMAGE

Social media posts with images are 40x more likely to be shared than other types of content, and Facebook posts with images see 2.3x more engagement than those without.

Whether you choose a photo, an illustration or a nifty infographic, make sure that your post has a visual element to make sure your message really hits home.

Download our [Creating Great Facebook and Instagram Ad Visuals](#) [whitepaper](#) to see the impact that a great image plus great copy can have.

2. PERFECT YOUR POSTS

Pay careful attention to what your audience wants, what Facebook wants and your page metrics.

Every audience is different, but Facebook is very open about what its algorithm likes and dislikes. For example, the new Facebook Live feature, video, and image content performs better organically than plain text or link-only posts. Keep an eye on Facebook's feed and newsroom for an idea of what their algorithm is likely to favour.

Try:

- Including a simple call to action in your post
- Asking a simple question to start a conversation
- Sharing content from other pages that's relevant to your audience, or even just fun
- Promoting your business organically with a promotion or contest exclusive to Facebook

3. SHORT IS SWEET

Facebook posts with fewer than 40 characters see the most engagement. While most messages won't conveniently fit into this space, it's still a good idea to keep things brief and to the point.

Aim for 100-140 characters and see engagement increase.

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4. KEEP CONTENT FRESH

If you frequently post the same content, or even content on exactly the same topic, you can expect engagement to drop.

This doesn't mean you need to invent news about your business to change it up. Share content from your industry or local area or even elsewhere on the internet. This can be a mixture of current events, big industry developments and stuff that's just for fun.

This will keep your audience engaged as they see varied content on your page.

The actual golden ratio of self-promotional content is disputed but at least everybody seems to agree that the majority of your updates should not be self-promotion.

5. GET CONVERSATIONS FLOWING

Facebook has introduced a number of ways to make it easier to start and maintain conversations via Facebook Messenger.

One of the call-to-action button options available to pages is "Send Message", which opens a messenger window, which you can pre-populate with a conversation-starting message.

Auto-reply is another great way to make sure that nobody who messages your page feels neglected, even if you don't have the resource to reply instantly. Include info such as the hours your page is attended, and where to find more information in the meantime.

Your reply rate is displayed on your business page, and the promise of a quick reply can prompt more people to get in touch. Whether you automate a response or just keep your eye on the Inbox, it's a good idea to keep replies speedy.

By keeping an eye on your Facebook Insights dashboard you'll soon learn which of these tips works best for you, and maximise the opportunities presented by a Facebook Page.

COCA COLA IS THE MOST LIKED BRAND PAGE WITH 100,433,770 LIKES ¹



Facebook Pages are a hugely popular tool for businesses:

There are **50 million** small business pages on Facebook ²

More than **1 billion people** visit Facebook Pages every month ³



A Facebook post with an image gets on average:

53% more likes

104% more comments

84% more click-throughs ⁴



It only takes a small ad investment to put you ahead of the curve.

Just **2m out of 50m businesses** on Facebook take advantage of their ad options. ⁵

Timing is important

A Facebook post gets **75%** of its potential engagement in the first 5 hours ⁶

¹ www.socialbakers.com/statistics/facebook/pages/total/brands/ ² www.techcrunch.com/2016/01/27/facebook-grows/ ³ www.expandedramblings.com/index.php/facebook-page-statistics/

⁴ www.blog.bufferapp.com/7-facebook-stats-you-should-know-for-a-more-engaging-page ⁵ www.facebook.com/business/news/two-million-advertisers ⁶ www.wiselytics.com/blog/tweet-is-billion-time-shorter-than-carbon14/