

How to Setup Your Facebook Business Page

What is a Facebook Business Page? A Facebook Page is a public Facebook account that can be used by brands, organizations, artists and public figures. Businesses use Pages to share contact information, post updates, share content, promote events and releases, and perhaps most importantly connect with their Facebook audiences. For Remine users, the creation and linking of a Facebook Business page is a necessary step in creating digital ads.

How to create a Facebook Page for business

Before you can sign up for your Facebook Business Page, you need to log into your personal Facebook account. Don't worry, the information from your personal account will not be publicly visible on your business Page.

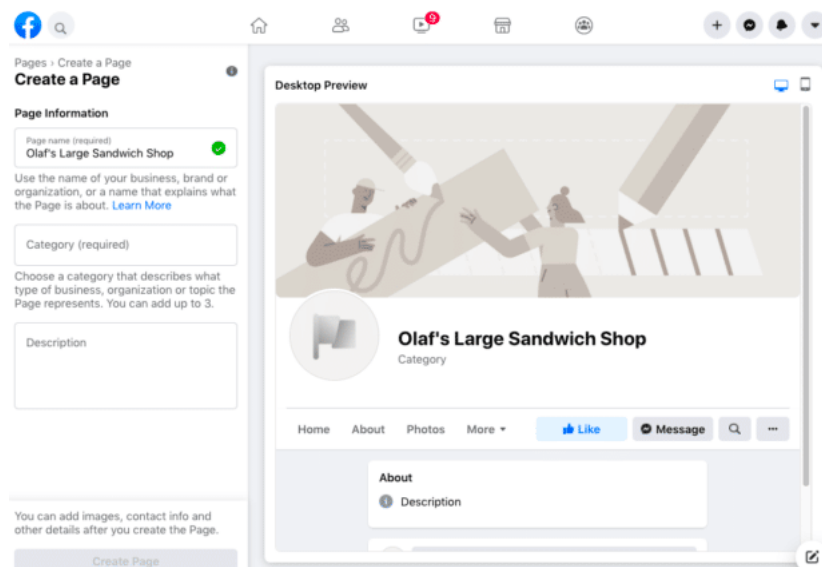
This is simply because every business Page is managed by one or more page administrators. The administrators are people with personal Facebook accounts. Your personal account works like the key to let you into your new business Page. If you have team members helping you with your Page, their personal accounts will also unlock their specific roles and capabilities.

So, if you're not already logged into your personal account, log in now, then dive into the Page creation steps.

Step 1: Sign up

Go to facebook.com/pages/create.

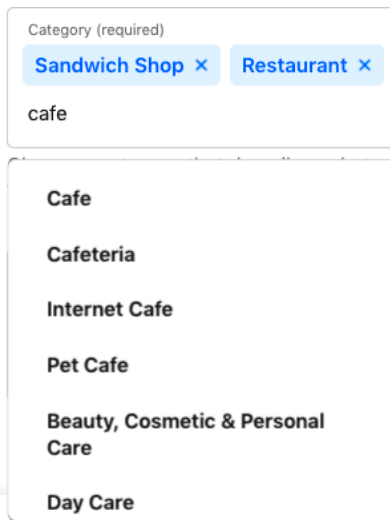
Enter your business information in the panel on the left. As you do so, the page preview will update in real time on the right.



Source: Facebook

For your page name, use your business name or the name people are likely to search for when trying to find your business.

For category, type a word or two that describes your business and Facebook will suggest some options. You can choose up to three of the suggestions.

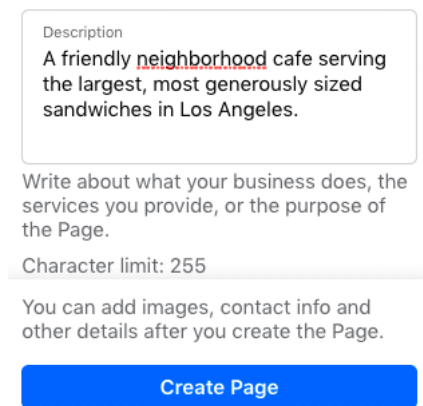


The screenshot shows a 'Category (required)' input field. Two tags are present: 'Sandwich Shop' and 'Restaurant', each with a close button (x). Below the input field, the word 'cafe' is entered. A dropdown menu is open, displaying a list of suggested categories: 'Cafe', 'Cafeteria', 'Internet Cafe', 'Pet Cafe', 'Beauty, Cosmetic & Personal Care', and 'Day Care'.

Source: Facebook

Next, fill in the Description field. This is a short description that appears in search results. It should be just a couple of sentences (maximum 255 characters).

When you're happy with your description, click Create Page.



The screenshot shows a 'Description' field with the text: 'A friendly neighborhood cafe serving the largest, most generously sized sandwiches in Los Angeles.' Below the text, there is a prompt: 'Write about what your business does, the services you provide, or the purpose of the Page.' A character limit of 255 is indicated. At the bottom, there is a blue button labeled 'Create Page'.

Source: Facebook

Step 2: Add pictures

Next, you'll upload a profile and cover images for your Facebook Page. It's important to create a good visual first impression, so choose wisely here. Make sure the photos you choose align with your brand and are easily identifiable with your business.

You'll upload your profile photo first. This image accompanies your business name in search results and when you interact with users. It also appears on the top left of your Facebook Page.

If you have a recognizable brand, using your logo is probably the safest way to go. If you're a celebrity or public figure, a picture of your face will work like a charm. And if you're a local business, try a well-shot image of your signature offering. The important thing is to help a potential follower or customer to recognize your page immediately.

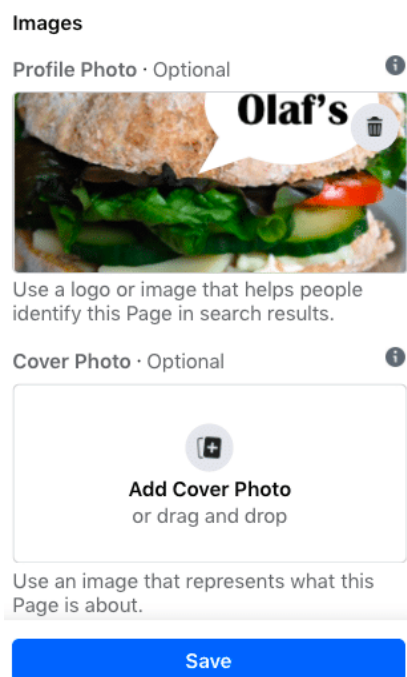
Your profile image should be 170 x 170 pixels. It will be cropped to a circle, so don't put any critical details in the corners.

Once you've chosen a great photo, click Add Profile Picture.

Now it's time to choose your Facebook cover image, the most prominent image on your Page.

This image should capture the essence of your business and convey your business or brand personality. Facebook recommends you choose an image that's 1640 x 856 pixels.

Once you've selected an appropriate image, click Add Cover Photo.



Source: Facebook

After you upload the photos, you can use the buttons in the top right of the preview to toggle between desktop and mobile views. Use these to make sure you're happy with how your images look in both displays. You can drag the images in the left column to adjust their positioning.



Source: Facebook

When you're happy with your selections, click Save.

Ta-da! You have a Facebook Business Page, although it is extremely sparse.

Of course, while the skeleton of the Facebook Page for your business is now in place, you've still got a lot of work to do before you share it with your audience.

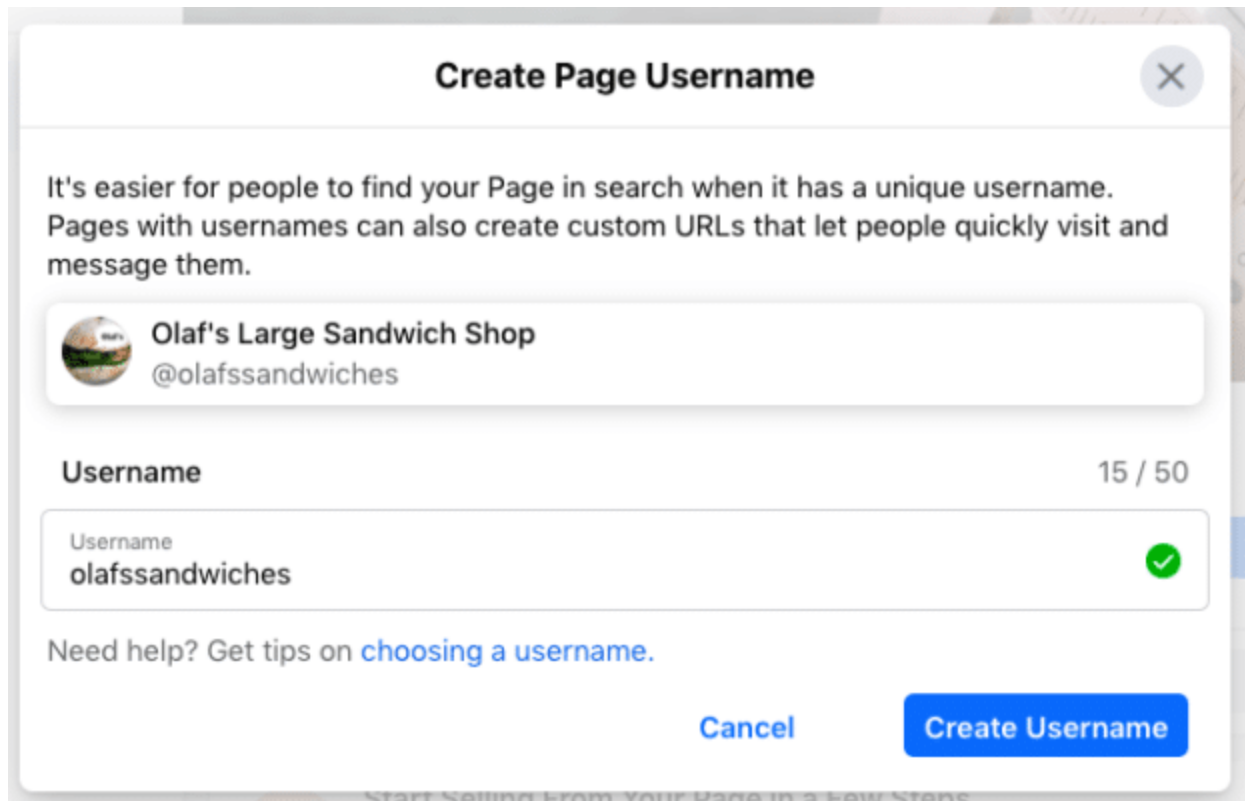
Step 3: Create your username

Your username, also called your vanity URL, is how you tell people where to find you on Facebook.

Your username can be up to 50 characters long, but don't use extra characters just because you can. You want it to be easy to type and easy to remember. Your business name or some obvious variation of it is a safe bet.

To create your username, click Create Username on the Page preview.

Enter the name you want to use. Facebook will let you know if it's available. If you get a green checkmark, you're good to go. Click Create Username.



Source: Facebook

You'll get a confirmation pop-up. Just click Done.

Step 4: Add your business details

While you might be tempted to leave the details for later, it's important to fill out all the fields in your Facebook Page's About section right from the start.

As Facebook is often the very first place a customer goes to get information about you, having it all there is important. For example, if someone is looking for a business that's open till 9, they want to confirm this information on your Page. If they can't find it, they'll surely keep looking until they find another place that's more forthcoming.

Fortunately, Facebook makes this very easy to complete. Simply scroll down on your Page view to the section called Set Your Page Up for Success and expand the item called Provide Info and Preferences.

Set Your Page up for Success
Finish setting up your Page so people on Facebook know you're a credible business.
5 of 14 steps completed

COMPLETED
Establish Your Page's Identity

7 STEPS LEFT
Provide Info and Preferences

Website
Does your business already have a website?

[Add Website](#) [More](#)

Location info
Do you want your Page to display a business address or service area?

[Add Location Info](#) [More](#)

Business hours
Do you want people to see business hours on your Page?

[Add Hours](#) [More](#)

Source: Facebook

Fill in the appropriate details here, starting with your website.

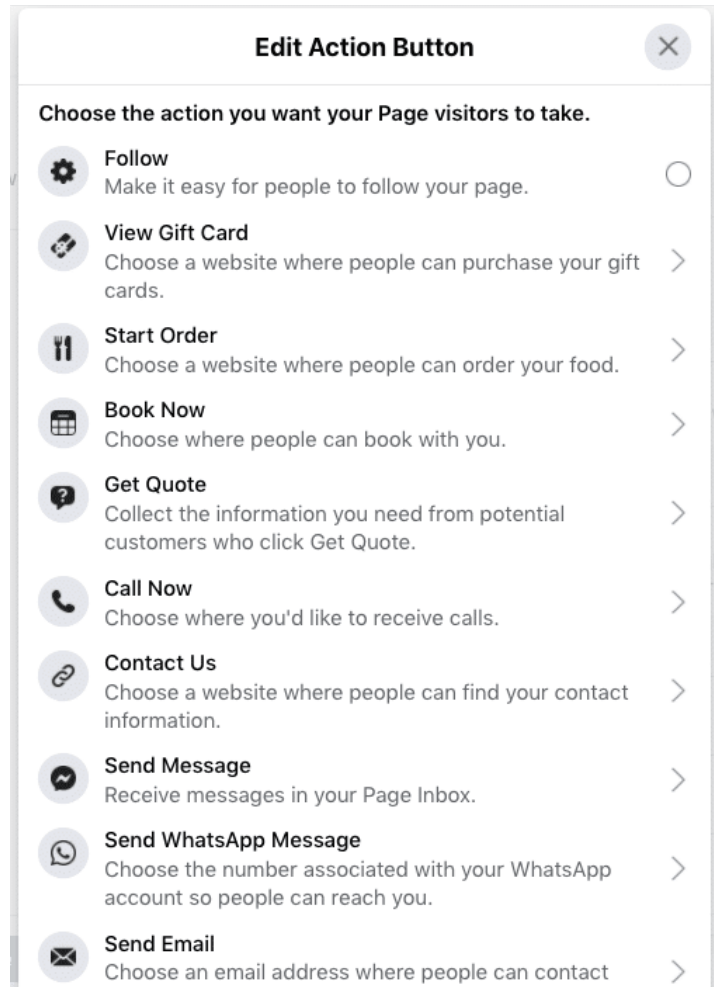
If your business is open to the public during specific hours, make sure to enter those here. This information appears in search results.

Don't forget to complete the Add an action button section.

Facebook's built-in call-to-action button makes it very easy to give the consumer what they're looking for and it allows them to engage with your business in real time.

The right CTA button will encourage visitors to learn more about your business, shop, download your app, or book an appointment.

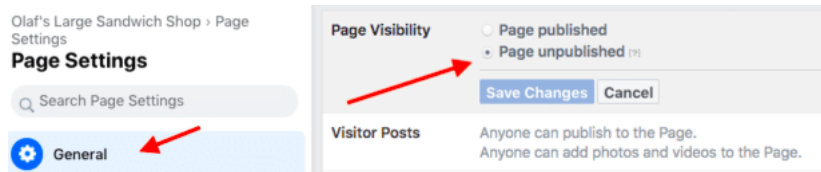
To add your CTA, click the blue box that says Add Button, then choose which kind of button you want.



Source: Facebook

If you don't want to complete all these steps now, you can always access them later. In the Manage Page menu on the left, just scroll down to Edit Page Info.

If at any time you want to take your Facebook Business Page offline while you work on the details, you can choose to unpublished your page. From the Manage Page menu, click Settings, then General. Click Page Visibility and change the status to Page unpublished.

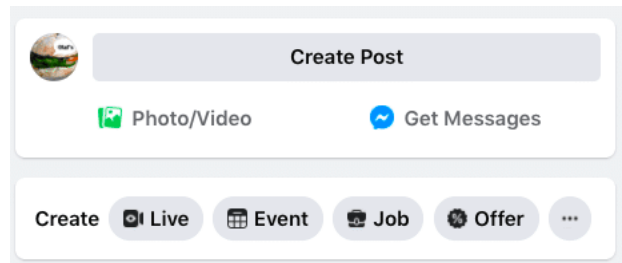


Source: Facebook

Follow the same steps to republish your page when you're ready.

Step 5: Create your first post

Before you start inviting people to like the Facebook Page for your business, you should post some valuable content. You can create your own posts or share relevant content from thought leaders in your industry.



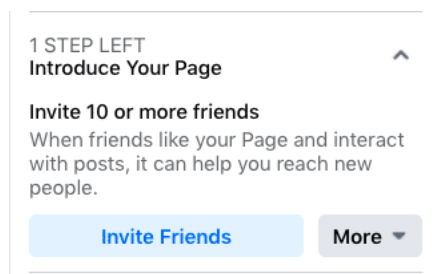
Source: Facebook

Make sure that whatever you post offers value for your visitors when they arrive at your Facebook Business Page, so they'll be inclined to stick around.

Your Facebook Business Page now represents a robust online presence that will make potential customers and fans feel comfortable interacting with you.

Now you need to get some followers!

Start by inviting your existing Facebook friends to like your Page. To do so, just scroll down to the bottom of the Set Your Page up for Success box and expand the section called Introduce Your Page.



Source: Facebook

Click the blue Invite Friends button to bring up a list of your personal Facebook friends. Select which friends you want to invite, then click Send Invites.

Use your other channels, like your website and Twitter, to promote your new page. Add “follow us” logos on your promotional materials and email signature. If you're comfortable doing so, you can ask your customers to review you on Facebook, too.

Now that you know how to create a Facebook Page for business, you're ready to link your page to Remine's Marketing Center for Ad creation and management.