

How To Market Your Small Business On Facebook
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How to Setup a Facebook Page for Your Small Business in 7 Steps



Welcome to the How To Market Your Small Business On Facebook Ebook! My name is Dave Waring and I am the Editor-in-Chief at [Fitsmallbusiness.com](http://fitsmallbusiness.com), a website devoted to helping small business owners be more successful. If you have any questions as you go through the guide, feel free to email me at dwaring@fitsmallbusiness.com and I will be happy to help. Let's get started!

In this chapter we are going to discuss how to setup a facebook page for your small business, so you can bring traffic to your site and store from Facebook as well.

Step 1: Create a Facebook Account

Facebook pages for small businesses are always connected to a personal Facebook account. With this in mind, if you do not already have a Facebook account for yourself, then you will need to set one up. You will have the ability to give others the ability to administer your page once it is setup, so you want the page attached to your personal profile in case whomever is in charge of managing the page decides to leave the firm.

Once you have your Facebook account setup, [click here](#) to start creating your new page.

Step 2: Choose the Type of Page You Want

- **Local Business or Place:** If you have a physical store, restaurant or other type of organization where you want customers to visit you, this is the category for you.
- **Company, Organization, or Institution:** If you do not have a physical location or if you have more



than one location (for example a franchise parent company) then this is the category for you.

- **Product or Brand:** For companies whose products are sold through multiple websites and/or stores. Examples would be Nike, Apple, and Coke.
- **Artist, Band, or Public Figure:** For those looking to promote themselves, a band, or another type of artist.
- **Entertainment:** For TV Shows, Books, Radio Stations and Magazines.
- **Cause or Community:** Excluding charities and nonprofits which should use the “company, organization, or institution” page type and choose charity/non-profit as the category.

Once you have selected your page type you will be asked to choose a category from a dropdown list, and then fill in your address information (if applicable). For a more detailed explanation of this step see [this post](#) from Anna Gervai at MarketingGum.com.

Step 3: Setup Your Sub Categories, Description and Links

Depending on the page type you select you may be asked to add additional categories. You can see the available categories by typing terms which are related to your business. For example if you are a real estate agent you will see this option as well as other options such as “vacation home rentals” after starting to type “real estate” in the categories box.

In this same window you can add a description of your business. In addition to giving people a good idea of what it is you do, you also want to keep in mind the terms that your potential customers may be using when they are searching for your products and services. For example a local restaurant would want to include a description of the type of food they offer, as well as local identifying information such as their city and zip code.

Here you can also list your website, as well as links to other pages you would like to promote such as your Twitter account, or [Google Plus Page](#).

Step 4: Upload Your Profile Photo

For most companies this is going to be a picture of your logo. The size should be 180 X 180 pixels. You can resize any digital photo for free using [lunapic.com](#), by going to edit, then resize at the top of the page after uploading your photo.

Step 5: Set Your Facebook Address

In the next window you will be prompted to set your Facebook address. You want to try and get whatever the top search term that you want to show up for in here. For many businesses this will be their business name, but for others they may want to get something like facebook.com/nycplumber.

After completing this step you will be prompted to like your page, and to invite your email contacts to like



your page. While it is fine to go ahead and like your page, do not invite your contacts to like your page yet, as you want your page to be completely setup first.

Step 6: Add Your Facebook Cover Photo

Your Facebook cover photo is going to take up the entire top of your Facebook page, so you want something that really represents your company and/or your brand. Examples would be your most popular dish if you are a restaurant, a picture of your staff, or your most popular products. Previously you were not allowed to include promotional messages in your cover photo. This has recently changed however and now Facebook simply stipulates that your cover photo must not include more than 20% text. With this in mind you may also want to include a call to action such as “come by today and try our new bacon cheeseburger”.

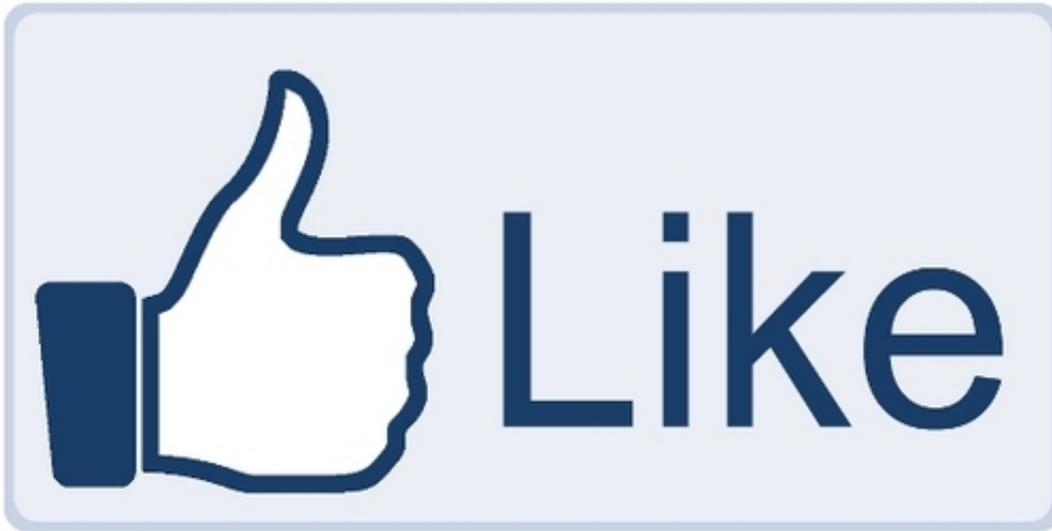
Step 7: Link your personal profile to your fan page.

Now that you have your Facebook page setup, you can add it to the top of your personal Facebook profile. Do this by clicking edit on your personal profile, and then clicking “update info”. If you start typing your small business name in the “add work experience” section your new Facebook page should come up. Add your current position and a short description about your work there, click save, and your Facebook profile will now have a link to your Facebook page.

That’s it! Now that your page is setup its time to start posting some content and attracting customers. For more on how to do that read the next chapter on how to get likes for your Facebook page.



How to Get More Likes for Your Facebook Page



In this chapter I am going to give you a step by step outline of how to get more likes for your Facebook page, so you can start turning those likes into customers for your small business. To make sure you don't miss anything, I have created this [handy checklist](#) you can use as you read through the article.

Step 1: Get your mind right

Facebook marketing is not something that you can put on autopilot, so before starting it is important to get your mind right about the amount of work involved. If you want to be successful, you are going to have to put at least an hour or two into it each week. You also want to have realistic expectations about how long it can take to start getting traction on Facebook, which can take anywhere from 1 to 6 months. The bottom line however, is that Facebook is not going anywhere and with over 1 Billion users however your customers can likely be found on the platform.

Step 2: Look at a competitor's page and see what they are doing successfully.

While you do not want to copy your competitors exactly, there is also no need to reinvent the wheel. If you are a local restaurant for example, there are plenty of local restaurants already using Facebook successfully. Go lookup popular restaurants on Facebook, see what they are doing in terms of the type of content they are posting, how often they are posting, what time of day they are posting, and how they are interacting with their customers on their Facebook page.

Step 3: Come up with a content calendar



The best way to make sure that you have regular content coming out on your Facebook page, is to create a content calendar. Content is king on Facebook, so without regular content being posted to your small business's Facebook page you will not be successful.

When creating your content calendar a good rule of thumb to follow is to make your posts 80% useful/entertaining to your followers, and 20% promotional. While people understand that you are on Facebook to promote your business, nobody wants to be constantly bombarded with promotions. Also when you post to your page, the percentage of the people who have liked your page which see your post, is based on how much interaction your page and your posts are getting. So, if you want your promotional posts to be seen you need to also be posting a lot of stuff that is getting users to click on, comment, and like your posts. For more on how Facebook determines which posts get seen [go here](#).

Here are some other things to keep in mind based on some [great stats by the folks over at KISSmetrics](#):

- Keep the text of the status update short. Posts with 80 Characters or less get 66% more engagement.
- Ask questions with easy yes, no, or other quick answers. "Question" posts get 100% more comments.
- Use Photo's. Photo's get 53% more likes, 104% more comments, and 84% more clickthroughs. If one of your fans is in the picture make sure to tag them which alert them and their Facebook friends to the post.
- Post at least once and at most twice a day. Posting 1 to 2 times a day gets 40% more engagement.
- Post on Saturday and Sunday. Time spent on Facebook goes up for most users over the weekend.
- People love Facebook polls and contests.

For examples of content calendars go [here](#) and [here](#). For more ideas on how to create great Facebook see this great post and info graphic from Facebook marketing expert Mari Smith [here](#).

Step 4: Schedule your content to post according to your schedule.

It's easy to push your Facebook publishing to the back burner as the week wears on. This is why Facebook gives you the ability to schedule your posts which I recommend doing on a Sunday night or Friday afternoon (for the following week). You can specify the exact day and time you want it to go out and it happens automatically. This way you can make sure your page always has freshly updated content.

Step 5: Ask people to like your page

Once you have posted a couple of days worth of content to your page, its time to start inviting people to like your page. People are often hesitant to be the first to do anything, so start by asking your closest friends and family. Then once you have a dozen or so likes go out and send messages to all of your Facebook contacts and politely ask them to like your page (make sure you include the link to your page). You can also find



more people you know on Facebook by click the “friends” button on your profile and then clicking “find friends”.

Tip: Facebook has an “invite all my friends” to like your page option, however I recommend NOT using this method. While it is more time consuming to message people individually, your success rate will be much much higher if you do.

Step 6: Add the Facebook Button to Your Website and Marketing Materials

Next you want to make your Facebook page easy to find by adding a link to your page from your website and other marketing materials. Assuming you are using WordPress there are a number of good plugins that allow you to do this, my favorite is [the social media widget](#) plugin which also allows you to add all your other social media accounts if applicable.

You also want to add your Facebook page to your other marketing materials including business cards, email signature, restaurant menus, and any other collateral that you give out to clients.

Step 7: Participate

Always remember that Facebook is a community so just like in the offline world if you are not participating then people are not going to interact with you either. When people who have liked your page comment on your content, ask questions, lodge a complaint or any other type of interaction, make sure you respond quickly and professionally. You should think about your Facebook page as one of your online storefronts, so just like you would not ignore a customer who came into your offline business location, you shouldn't ignore them on the internet either.

Just as you can network in the offline world you can also network on Facebook. The way to do this is by commenting on other people's pages as your page and including people with the @sign when you are talking about them etc. To help with this process download the page manager app for your smartphone.

Once you have gone through these steps, a great way to quickly increase the number of targeted likes your page receives is through Facebook ads, which will be the topic of the next chapter.



Facebook Advertising: A How to Guide for Small Businesses



In this chapter we are going to talk about how to acquire more clients for your small business using Facebook advertising.

Why Small Businesses Should Use Facebook Advertising

Facebook has a huge edge over other types of advertising, because it has so much detailed information on the over 1 Billion members of its social network. Over the last year or two they have also gotten really good at letting advertisers run super targeted ads. Here are just some of the variables you can use to target your ads:

- Location
- Age
- Gender
- Relationship Status
- Interests
- Connections of Specific People on Facebook
- Fans of other business pages on Facebook
- People who have signed up on Facebook to attend a specific event
- People that work at a certain company or attended a certain school

So for example, if you were a financial planner who wanted to target men who have recently married and live within a specific zip code, that is all possible on Facebook. Similarly if you own a small business and have a competitor with a large Facebook fan base, you can target that company's fans as well.

Like with Google Search Advertising, you can also set up Facebook ads so you only pay when someone clicks on your ad.



Goals When Using Facebook Advertising

Most businesses use Facebook ads to acquire new client's either directly or indirectly. The most popular ways to go about this, and the ways that we recommend starting are as follows:

1. **To get more likes for your Facebook Page.** By using Facebook ads to acquire likes from a targeted audience of your potential clients, you not only build awareness of your business. When people like your Facebook page, they will also see some of the content that you post on your page in their Facebook newsfeed.
2. **To get more exposure to individual posts you make on your Facebook page.** You can also pay to have Facebook show the post to a greater number of your fans, and/or people who are not your fans. As an example, if you posted a coupon on your Facebook page you could use Facebook ads to show that coupon to more of your fans and non fans. In addition to having more people see and hopefully utilize your coupon, this can also increase the interaction with that post and therefore its edge rank. More on edge rank below.
3. **To send traffic to their website.** In addition to sending traffic to your Facebook page and posts, you can also send people to your website's homepage or other pages on your site such as product pages.
4. **To send traffic to custom applications.** Facebook gives you the ability to create sub pages within your Facebook page. This way instead of sending someone to your website (which costs more and makes your potential clients more skeptical) you can send them to a page within facebook that has the same information. Examples of custom applications that can be created and advertised within Facebook are product information pages or an email capture form.

Since you can advertise your website on Facebook, you may question why you would want to use custom applications. There are two primary reasons:

- Generally it is going to cost you more to advertise your website which takes people outside of Facebook than it is to send them to a page within Facebook. Since you can create pretty much any page that you have on your website inside of Facebook, why pay more?
- You lose trust when you send people outside of Facebook. Studies have shown that people are more likely to take a specified action (grab a coupon, sign up for an email list etc) if you keep them inside of Facebook instead of sending them to an external site.

For more on how to create custom apps see [this post](#) from Andrea Vahl at SocialMediaExaminer.com.

An Important Note On Edge Rank

When you post to your Facebook page, not everyone who has liked your page sees that post. According to Facebook, only 16% of your fans on average will see a post that you make to your page. However, the more people that interact with your post by clicking on it, liking it, leaving comments, or sharing it the higher the number of fans that will see your post. Also the more that someone interacts with your posts and your Facebook page, the more often that individual will see your posts.



This is another reason small businesses will use Facebook ads to send traffic to individual posts to try and increase their edge rank and the chances that they will show up more often in the newsfeeds of their fans. For more on Edge Rank see [this post](#) by Mike at Postrocket.com.

How to Set Up Facebook Ads for Your Small Business

Now that you hopefully have a general understanding of how Facebook advertising works, its time to setup your ads. There are many different options which are constantly changing so for the purposes of this article we are going to focus on the options we feel will be the most effective for your small business.

When you are logged into your Facebook account and click on the Facebook page for your small business, you will see an “ads manager” button in the upper right hand corner of your screen. After clicking that button you will be taken to the Facebook ads dashboard where you will first be asked what you want to advertise.

Here is how to setup ads to accomplish each of the 4 goals we outlined above:

How to Advertise Your Facebook Page to Get More Likes

After clicking “create an ad” you will be taken to a page which asks you what you want to advertise and gives you a dropdown list. You should see your Facebook page listed here, and after clicking on it the rest of the dashboard for creating your ad will automatically populate the page.

First it is going to ask you what your goal with the ad is. In this case the default is to get more likes which is what we want. However if you select this you do not have the opportunity to pay by the click. To get this option select the “see advanced options” button.

How to Write a Good Facebook Ad

Next you want to create a headline and text for your ad. By default its your page name and description, which is generally not what you want to go with. You want to think about the people who you are targeting and what is likely to get them to click. Small tweaks in an ad’s headline, text, and image can have dramatic affects on the number of people that click the ad. Here are some things to keep in mind:

- With any type of ad you want to have a call to action, and Facebook ads are no exception. Ask people to click LIKE.
- You want your target audience to identify with whatever your ad says.
- Questions work really well.
- Belonger statements also work really well. Example: “Click LIKE if you think Myrtle Beach is the greatest place on Earth.”
- Giving people stuff also works well. Click LIKE to get our latest coupons.
- Always choose an eye catching photo that will resonate with your audience.



For more on how to write a good Facebook ad as well as 10 examples of ads that have worked for others see [this article](#) from Dan Slagen at Hubspot.

Sponsored Stories

Although this option will be going away towards the end of the year, Facebook currently gives you the option to have your ad show in the newsfeed of friends, when they like or comment on your page. This is the next option which they give you the option to deselect. Whether you leave those boxes checked or not really depends on how targeted you want to be with your ad. If you only want your ad to show to people that fit your targeting criteria then de select this box.

Targeting Your Facebook Ads

In the next section of the page you will have the ability to target your ads to users based on their location, age, and gender. By clicking the advanced targeting options button you can also target further based on interests, connections, relationship status, languages, education, and workplaces.

As you select targeting options the number of people that your ad has the potential to show to is displayed in the upper right hand corner of the ads dashboard. While you want to get targeted here keep in mind that only a very small percentage of the people who see an ad will click on it, so you want to make sure that your ad gets seen by enough people to get clicks.

CPM vs. CPC

CPM stands for cost per thousand impressions, which means you pay for how many times people see your ad. A CPM of 5 for example would mean you pay \$5 per 1000 people your ad is shown to. CPC stands for cost per click. If your CPC is \$1 then that means you are paying \$1 each time someone clicks on your ad.

In the next section you will be able to choose whether you want Facebook to Optimize your ad spend so you get the greatest amounts of likes, clicks (CPC) or impressions (CPM) for your ad. By default Facebook will optimize your ad campaign so you get the most amount of likes for your budget. If you are new to Facebook advertising and are willing to pay a little more for your likes in order to save time by not having to manually optimize your ads then going with the default is fine. For those who want to spend a bit more time optimizing their campaigns and perhaps save some money doing so, we recommend going with the CPC option.

When selecting the CPC option its best to start towards the middle of Facebook's suggested range and then lower or raise your bids to get your desired results.

How to Use Facebook Advertising to Get More Exposure to Posts

To advertise a specific post on Facebook, you still want to go to the advanced options section of your



Facebook page just as you did above. The difference this time is that you want to select “choose an existing page post”. Here you can either select the post that you want to promote or create a new post for your page to promote. The thing to keep in mind here is that you do not have any flexibility to change the content of the ad, so you want to make sure everything is how you want it in the ad when you make the post.

All of the targeting and ad spend optimization options work exactly the same as above.

How to Advertise Your Website or Custom App on Facebook

To advertise your website or custom app on Facebook, click the create ad button and then select “search by url”. Then you can enter in the url of the website or custom app you would like to advertise. The rest of the ad setup in terms of how to write a good ad, how to target that ad, and how to optimize your ad spend is the same as above.

In our next chapter we will discuss how much you can expect to pay to advertise your business on Facebook.



How Much Does Facebook Advertising Cost?



In this chapter we are going to discuss how much Facebook advertising will cost your business.

Facebook Advertising Costs: Maximum and Minimum Spends

The Maximum Spend For Facebook Advertising

Facebook provides great of control over advertising spending. A small business can set the maximum dollar budget per day or maximum dollar budget for the lifetime of an advertising campaign. However, you cannot have a maximum daily spend and lifetime campaign budget. To use the lifetime campaign budget option, you will need to know the run dates of your advertising campaign. Facebook will try to evenly allocate the budget through the life of the campaign.

- **Hint 1:** A single Facebook account can have more than 1 advertising campaign associated with it. You can set-up an account spend cap for your entire facebook account.
- **Hint 2:** A campaign with a daily budget limit will run forever and Facebook will keep charging your credit card until the campaign is turned off. A better idea is to figure out how much you want to spend over a month and create a lifetime campaign limit. As the month comes to an end, you can extend the campaign dates and add to the budget. When you reset the budget, the new budget starts from that moment with none of the past spending counting against the budget.

The Minimum Spend For Facebook Advertising

The minimum daily advertising spend on Facebook is a \$1.00 per day. The minimum cost per click is 1 cent, however, you are unlikely to see any clicks if you bid that low.



How much is my Facebook advertising going to cost and what results should I expect?

With Facebook, you get to choose what you want to pay for advertising. You will never pay more than the maximum amount that you bid to have your ad appear or be clicked on. However, the bidding process is competitive. If you bid too low, your ad will never be seen. When you start an advertising campaign, Facebook will give you a range of what you should be bidding and default your campaign to the highest amount in the range.

US advertisers on average will have to pay \$24.00 to get 100 people to click on their advertisement or will have to pay \$24.00 to get their ad shown 36,364 times.

- Data From Facebook Ads Benchmark Report From Salesforce Marketing Cloud

There are two ways in which Facebook allows you to bid for ads: cost per click (CPC) or cost per 1,000 ad views (CPM). When setting up your ad campaign, you can choose which option you want. In the United States, the average click costs advertisers \$0.24 and the average CPM cost \$0.66. However, these numbers varied greatly from advertiser to advertiser based on a number of factors.

One Factor Is Type Of Business

Retail stores (like Target) typically have to pay a very high CPM or CPC compared to the average food and beverage company. The average CPC cost was \$0.31 cents and the CPM was \$1.39 for retail stores. On the other, Food & Beverage companies (like Coca-Cola) paid an average CPC of \$0.21 and CPM of \$0.65.

Why Facebook advertising might cost you a lot more if you're advertising a local business

If you're a local business, let's say a restaurant, the audience that you want to reach is much smaller than the entire country. It may be limited to a city or even a neighborhood within a city. The great news is that Facebook enables you to target right down to the city or even zip codes. Your advertising will not be wasted on people that live 100 miles away from your business, like it might be with television, radio or a regional paper. The bad news is that a small local audience may have many other local firms bidding for it, in addition to national advertisers that want everyone. In other words, you shouldn't be surprised if your costs are closer to \$1.00 CPC or near \$2.00 per CPM.

Also, there is another reason why a local business may have a higher CPC than a national advertiser. Big advertisers spend a tremendous amount of time testing and optimizing their ads. If an ad's not working well, they try another one. This increases their performance and brings their cost per click down over time.

What is my Facebook advertising cost for buying likes for my page?

Facebook provides the illusion that you can buy likes. When you click on the "Get More Page Likes" option,



you are actually being charged for the number of impressions being shown (a CPM rate). However, Facebook is testing and trying to find the best audience to show the ads that will produce the most number of likes for the lowest cost. (Want to learn how to get likes for free? [Go here.](#))

Many people say buying likes or clicks to one's Facebook page is cheaper than buying clicks to a website that is off the Facebook site. The difference in price by some estimates is as much as 30%. There could be two reasons for this price difference. Facebook prefers that its audience to stay on its site and provides a financial incentive to advertiser to make that choice. The second reason is audience doesn't want to leave Facebook and may be more likely to click on ads which will keep them there.

How much will a like end up costing? The same report mentioned above indicated that the cost of advertising per like worked out to be in the 50 to 80 cent range per like.

In our next and final chapter we will talk about where you can get a Facebook advertising coupon, so you can start advertising on Facebook today!



How to Get a Free Facebook Ad Coupon



Can you get free advertising on Facebook, Google, or Bing?

The answer is “sorta” yes. All the companies just mentioned want to encourage new companies to start advertising and, from time to time, run promotional campaign which offer free advertising credits. There seems to be a trend towards reducing the amount of the free advertising credit or requiring some spend on the part of the new advertiser to use the credit. (Want to know more about Facebook advertising? [Go here.](#))

Before we discuss how to get a free Facebook Ad Coupon or Adwords coupons, lets discuss the limitations of using these coupons:

- Coupons range in value from \$25 to \$100.
- You can only use one coupon per account. In other words, if you have five \$50 coupons, you will not be able spend \$250 advertising one website.
- If you been advertising for a while, for example a few weeks, generally speaking the companies will not allow you to apply the credit to your account.

There are three main ways in which you can get free advertising:

1. Directly from the companies.
2. Through your website hosting company.
3. Via resellers on sites like Fiverr

Google and Yahoo! / Bing Both Directly Offer Free Advertising Credits

The free adwords advertising credit is very generous at \$75. However, there is one small catch. You need



spend \$25 of your own money to get the credit. For more on how to advertise your business on Google [go here](#).

[Free \\$75 Google Adwords Credit](#)

Yahoo! and Bing sell their search advertising product together. They do offer a free small advertising credit of \$25.

[Free \\$25 Yahoo! / Bing Search Advertising Credit](#)

Currently, I am not aware of any program offered directly by Facebook.

Most Major Hosting Companies Have Deals With Google, Facebook, and Bing!

If you already have a website and are paying for hosting services, then you probably are eligible to receive credit for free online advertising. Your hosting company will provide you with a Facebook ad coupon code and adwords coupon code, which will you will be able to redeem for an advertising credit.

While the deals change from time to time, here are one that are currently being offered:

- Google – \$100 Adwords Credit Which Becomes Active When You Spend \$25
- Facebook – Free \$50 Facebook Ad Coupon
- Yahoo! and Bing – Free \$25 Ad Coupon

If you have not yet chosen a hosting company we recommend [Godaddy](#).

Other Methods For Getting Free Facebook Ad Coupons

Facebook has issued thousands, maybe hundreds of thousands of coupons in the past. Many of them were not actually redeemed and are available for sale on sites like Fiverr for a small amount, like \$5 for a \$50 coupon. When a buy a coupon, there is a risk the Facebook coupon may have expired or have been used by too many people, and as a result, you want to be careful who you buy the code from.

[Here is a list of quality sellers](#) from IM Promocoders.

How To Redeem A Facebook Ad Coupon

1. In the settings of your Facebook account, click on on “Manage Ads”
2. On the left hand navigation, click on “Billing” then “Funding Source”
3. In the upper right hand corner of the screen, click on “Add New Funding Source” and click on “Facebook Ad Coupon” and input your Facebook ad code.



To use the Facebook Ad Coupon credit, you will need to enter credit card information. Facebook will always first use the advertising credit up fully before charging your credit card.

Here are [Facebook's F.A.Q.s](#) regarding ad coupons if you have further questions.

That wraps up this chapter and the How To Market Your Business On Facebook Ebook. Hopefully after reading this guide you have the information you need to get started leveraging Facebook to drive more traffic to your business today! If you have any questions about how to implement any of the material in this Ebook or about anything else related to Facebook marketing or how to make your small business more successful feel free to email me at dwaring@fitsmallbusiness.com. I would love to hear from you!

Best Regards,

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