

Quick Business Owner Guide To Facebook Marketing



**QUICK BUSINESS OWNER
GUIDE TO...**

FACEBOOK TIMELINE



social media
PLR PACK

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Your Name

Introduction

Welcome to a special short guide on Facebook marketing and how it can help your business.

Facebook has 800 million members and it has grown over the last 5 years. The rise of Facebook and its popularity has enabled many businesses to market their product and services on the world's biggest social networking site.

In this guide I am going to show you why you should use Facebook and how it can benefit your business.

By the end of this guide you should have a good overview on Facebook. If you have any questions please do not hesitate to call me on xxx-xxx-xxx or send me an email to myemail@domain.com for a FREE consultation on Facebook marketing.

Some stats on Facebook

Here are some stats on Facebook.

Facebook has over 845 active monthly users.

Content on Facebook gets over **2.7 million** likes everyday.

425 users are mobile users

There are an average of **43%** males who use Facebook and **57%** females.

The average time spent on Facebook is **20 minutes**.

89% of agencies said they would use Facebook to advertise for their clients in 2012 – either by purchasing ads, creating pages, or other methods of engagement

Posts from Facebook pages with 10,000 fans reach 30 %to 40% of their fans, posts from pages with 100,000 fans reach 20% to 30% of their fans and posts from pages with 1,000,000 or more fans reach 10 percent of their fans

I am sure you agree that the above stats are pretty impressive.

Not bad for a site that started in 2004!

In the next section of this guide I am going to show you how to go about creating your own Facebook brand Timeline page.

Facebook Timeline Page

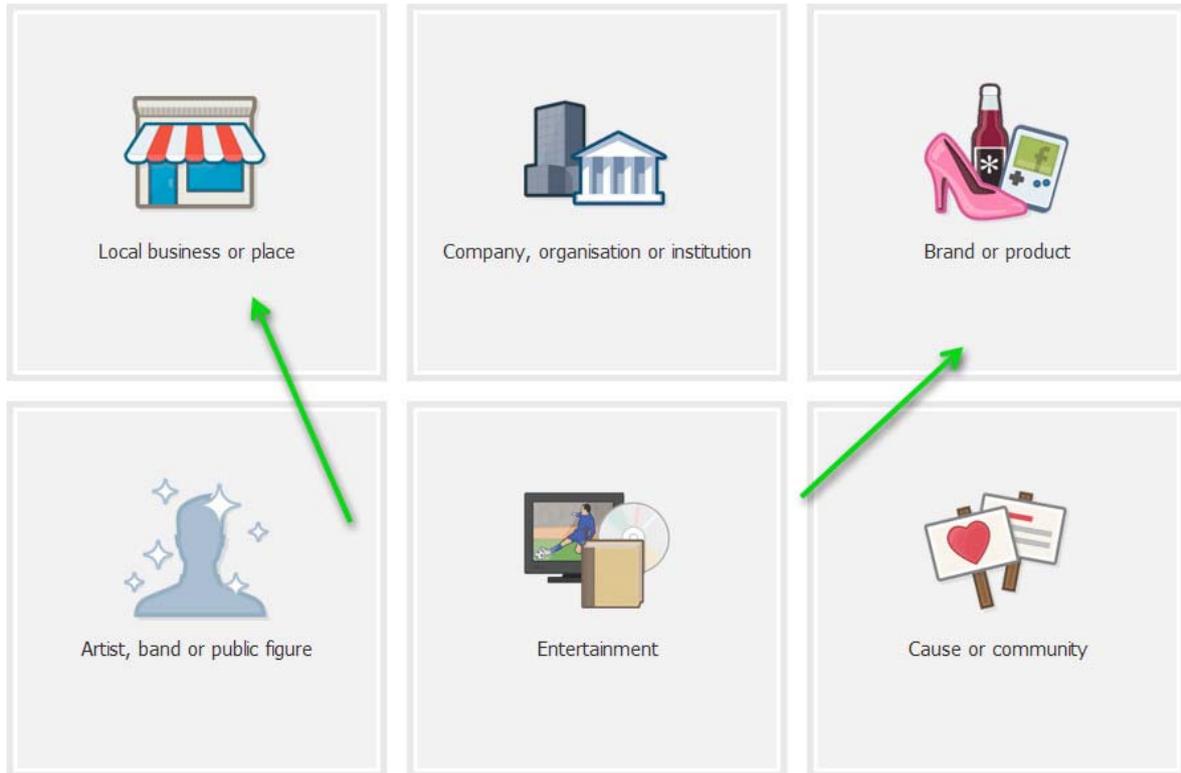
Many businesses who choose to market on Facebook are creating their own Facebook brand page.

If you don't know what a Facebook page is then quite simply it is a page that allows business owners to share their content, upload photos, and connect with their audience. They can also use their page to advertise and gain new customers.

Want to know how to go about in creating one?

Just go to

<https://www.facebook.com/pages/create.php>



What you then need to do is click on the right category.

So for example, if you are a business owner then you will click “Local business or place”.

Local business or place
Join your fans on Facebook.

Local business

fictious address

12 fictious address

Birmingham

B5 6DQ

098889878 **Get started**

I agree to Facebook Pages terms

Company, organisation or institution

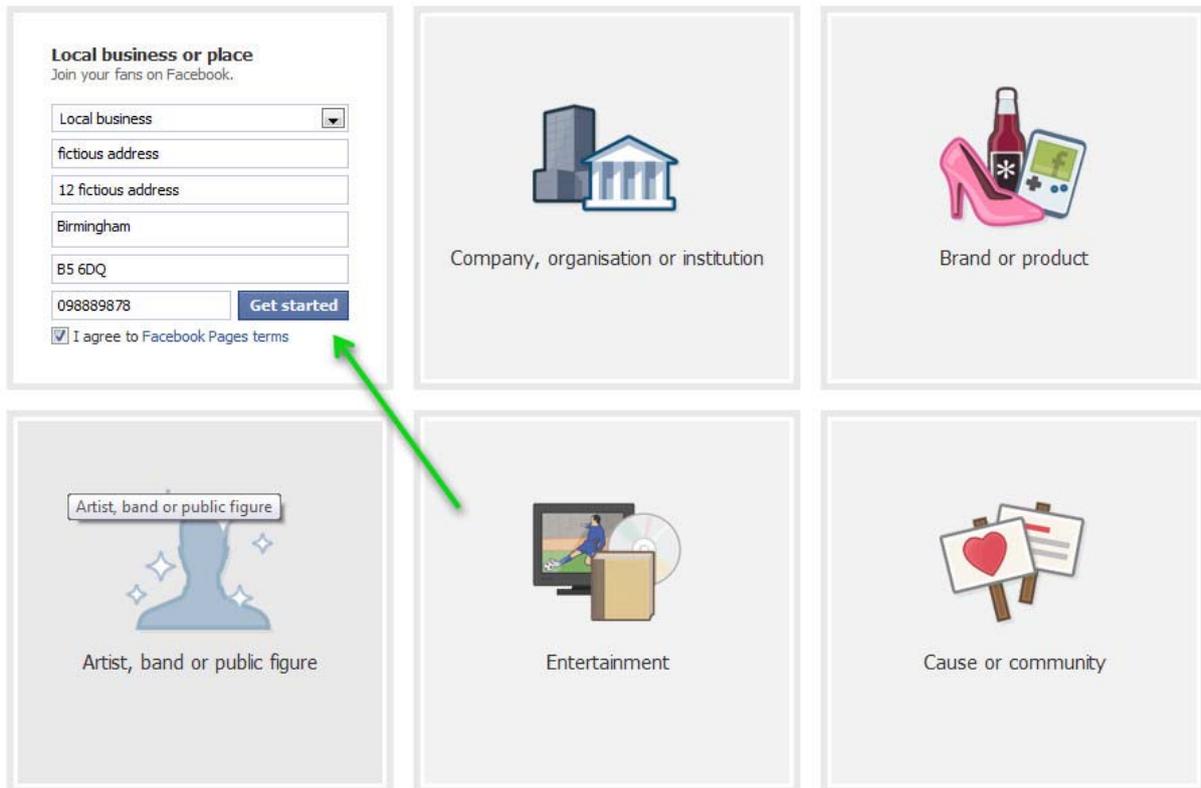
Brand or product

Artist, band or public figure

Artist, band or public figure

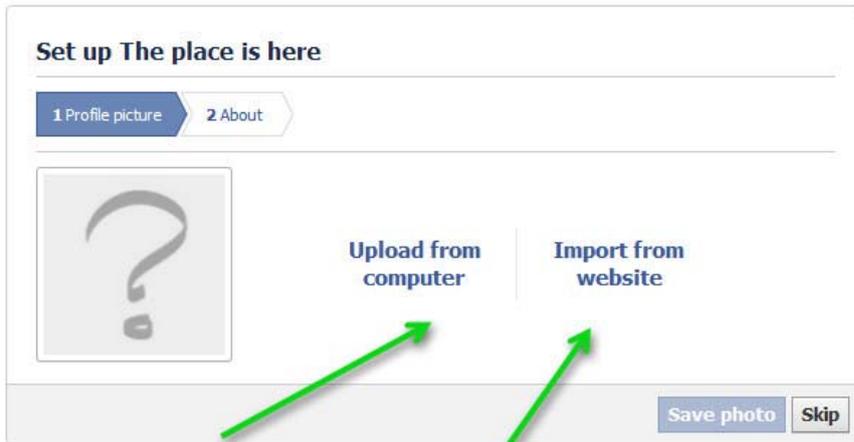
Entertainment

Cause or community



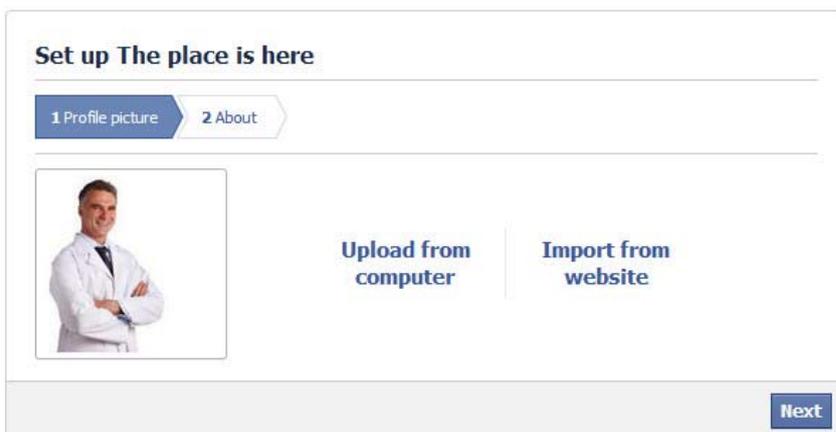
Fill out the information and then click on “Get started”.

Facebook will then give you a series of options to choose from.



You can upload your company logo or profile picture here.

If you have a website you can choose to import images from your site.



Then click “Next” once you have found an image you would like to use.

Enter a bit of information on your business.

The screenshot shows a form titled "Set up The place is here" with two steps: "1 Profile picture" and "2 About". The "About" step is active. A text box contains the placeholder text "We are the best dentist in the world. Please visit our website." Below this is a field for a website link with the example "For example: your website, Twitter page or Yelp link" and a button "Add another site". At the bottom right are "Save Info" and "Skip" buttons.

[About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

Click “Save Info” once this has been done.

The screenshot shows a Facebook business page for a dentist. The page includes a profile picture of a man in a white coat, a cover photo, and a bio section titled "The place is here" with the text "Be the first person to like this." Below the bio are fields for "Local business", address, phone number, and "Add Your Hours". There are also "Like" and "Message" buttons. Two blue sticky notes with red pushpins are overlaid on the page. The top note says "You can add a cover to brand your business" with a green arrow pointing to the "Add a Cover" button. The bottom note says "This allows potential clients to contact you" with a green arrow pointing to the "Message" button. A notification at the bottom right says "The place is here joined Facebook. 15 minutes ago".

Your page should then be created. It only takes 5 minutes to create a Facebook page. Isn't that easy?

Once your page is created you then need to optimise it –so you can engage your clients and get people to like your page.

The first thing you need to do is upload your own “cover” on Facebook.

Here are some examples of Facebook covers that have been created.

You should note that the cover runs horizontally across the Facebook page.

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TRADITIONAL ALES | GREAT HOSPITALITY | ROOM SERVICE

THE BRITANNIA INN
Elterwater
015394 37210

The Britannia Inn, Elterwater, Great Langdale
679 likes · 55 talking about this · 618 were here

Bar
Elterwater, Ambleside, .
0 153.943.7210
Open until 23:00.

About

Photos

Likes **679**

Map

facebook Search The New Body Temple Gym

WATERFOOT GYM
WEIGHTS & WELLNESS
BODY TEMPLE

The New Body Temple Gym
20 likes · 19 talking about this

Sport/Recreation/Activities
Unit 6 Dale Mill, BB4 9HU Rawtenstall, United Kingdom
0 170.622.2235

About

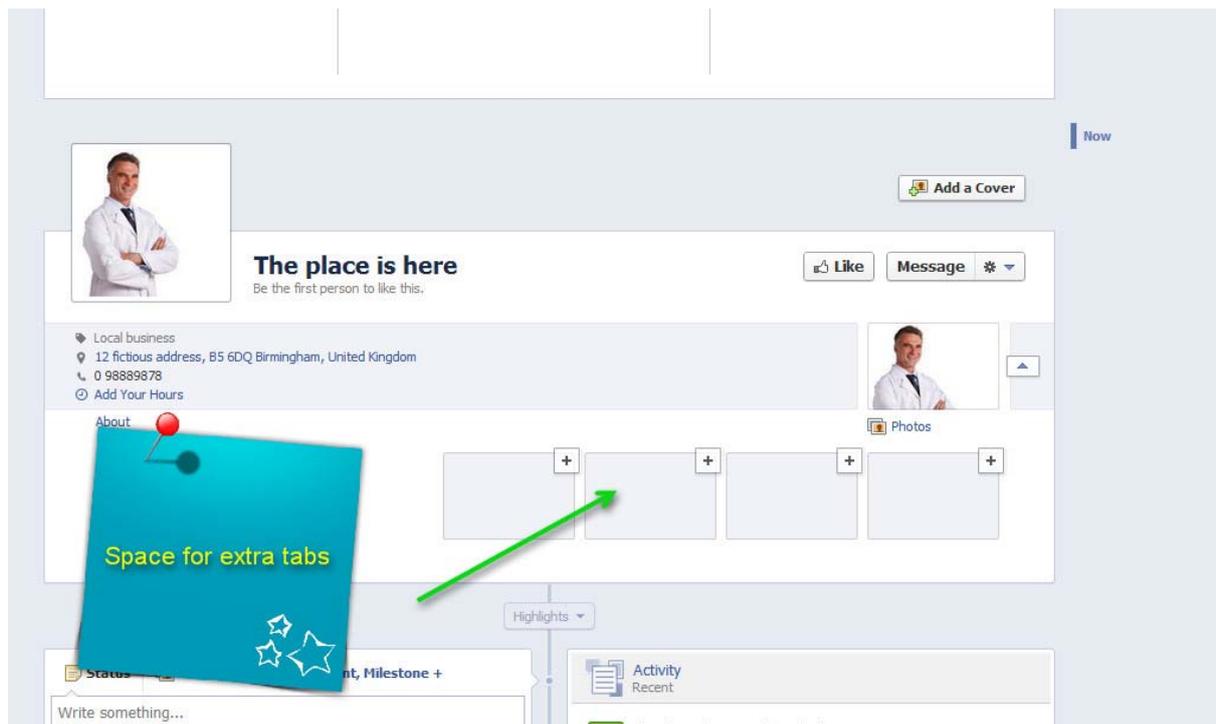
Photos

Likes **20**



So how do you go about getting a great looking cover created for your business?

We can do that for an affordable price. All you need to do is contact us on the number at the end of this guide and we can create you a nice looking cover for your business.



We can also add extra tabs for your page that will help people navigate your special offers etc.

We can integrate your website onto your Facebook page – which means people can browse your entire website without leaving Facebook!

We can also add a facility that will allow you to capture leads. This is important as this will allow you to keep in touch with existing and potential new customers.

Get more from your business with Facebook Ads

You can also advertise your business to millions and millions of potential customers on Facebook.

Here are businesses on Facebook advertising their products and services.

All Recently viewed Sponsored stories

<p>Been Refused a Contract? bestbetmobiles.co.uk</p>  <p>We accept all applications for free pay monthly mobiles! Even those refused before or with bad credit! Click here to apply now!</p>	<p>Hot tamales!</p>  <p>Gangs, guns and good-time gals – find them all in Gangs of Boomtown. Play now!</p>	<p>Free ice cream?</p>  <p>It's all yours with a Toby carvery. (As long as you clear your plate.) Click for a voucher.</p>
<p>WIN A PHOTO SHOOT! thefactorycoventgarden.co.uk</p>  <p>Win an amazing professional make over and photo shoot experience.</p>	<p>Your business can be on here!</p> <p>Rated 4.5/5</p> <p>Join UK's leading Home Improvement Page - Keep up to date with all latest home improvement news from around the world!</p> <p>Like us Now!</p> <p>Like · 7,323 people like this.</p>	<p>Kia Motors</p>  <p>Can you dance to Dubstep? Show us your moves and win a trip to Euro2012!</p> <p>Like · 1,868,251 people like this.</p>
<p>Dell Home UK</p>  <p>Thoughtful design that goes beyond just beauty. The new XPS 13 Ultrabook.</p> <p>Like · 61,976 people like this.</p>	<p>Drive an R8 to Le Mans audi.co.uk</p>  <p>Star in our Le Mans fan video and we'll give you an Audi R8 for the race weekend</p>	<p>Fly with bmi</p>  <p>Fly to UK destinations from just £39 with bmi. Book online now!</p>
<p>Loyalli</p>  <p>WIN the NEW iPad 3! Unlock rewards at your favourite places with Loyalli. Just tell us you</p> <p>Like · 683 people like this.</p>	<p>Time for an eye test?</p> <p>FACT COMPUTER USE STRAINS EYES</p> <p>At Specsavers, we know the importance of regular eye tests. That's why our examinations are always thorough. Click for more.</p>	<p>Start your business here businessinyou.bis.gov.uk</p>  <p>Get the inspiration, advice and practical support you need to turn your idea into reality. The business in you says go for it.</p>

You can target your services to millions and millions of targeted customers. Do you want to jump on this bandwagon and get one step ahead of your competition?

Did you know by the end of 2011, Facebook's ad revenue was 22 times larger than Twitter's \$139.5 million?

In 2011 Facebook served 175 billion ad impressions.

You can literally start advertising your business on Facebook today and increase your profits for your business.

We know you are a busy person so I am going to cut to the chase here.

For a FREE Facebook consultation please call xxx-xxx-xxx and I will walk you through your Facebook page (if you already have one).

If you don't already have a Facebook page then I will guide you on the best strategy to take.

Please give me a call now at xxx-xxx for a FREE consultation or send me an email to email@domain.com

If your not marketing your business on Facebook then you are leaving a lot of profits on the table!

Your Name