



Helping One More Entrepreneur

FACEBOOK FOR BUSINESS

What you
need to know!

74% of Facebook users visit it daily
(2.1 Billion)

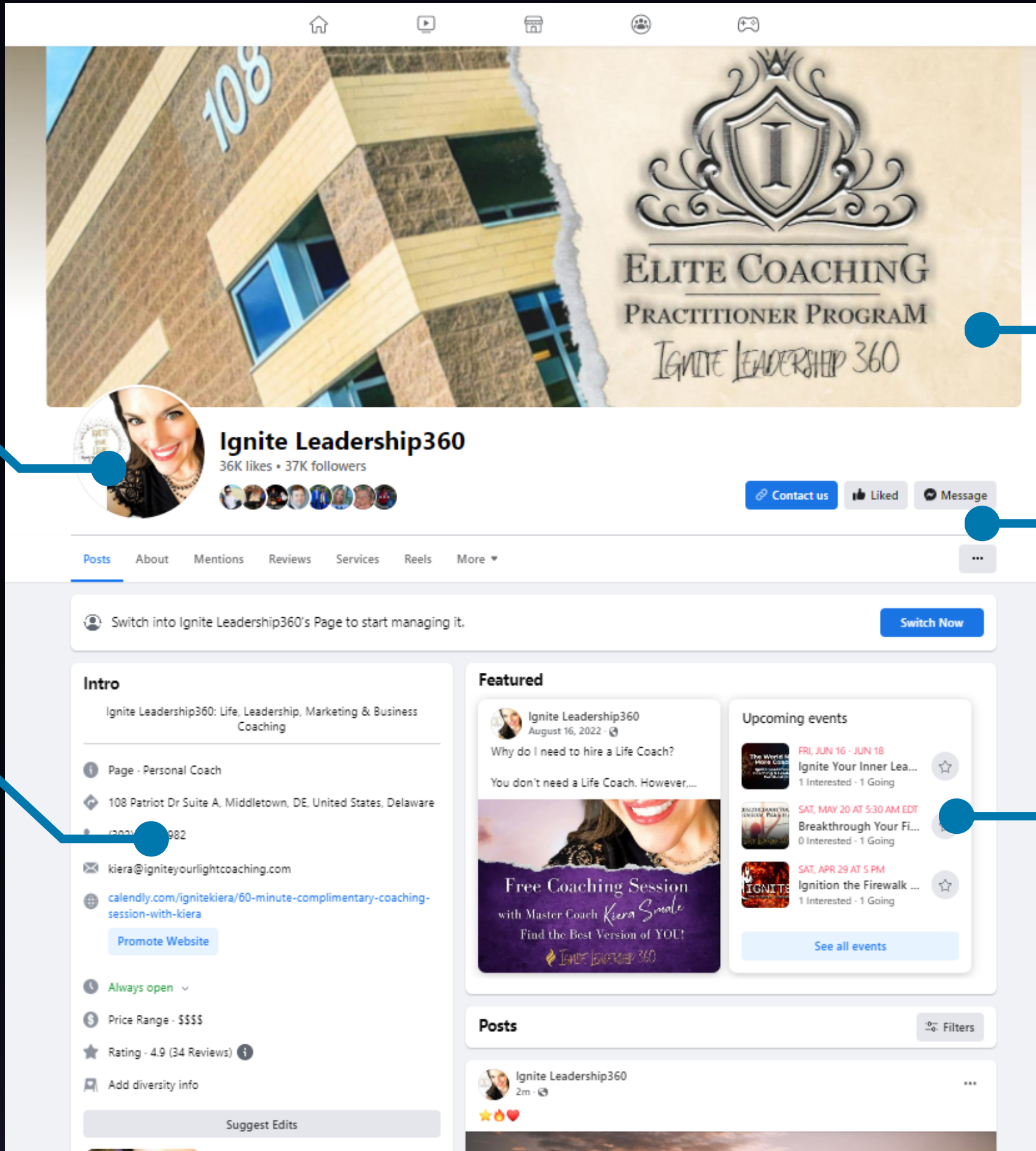
75% of major brands pay to
promote on Facebook

46% of marketer use video in their
Facebook strategy

Effective Facebook Strategy for Your Small Business

- Define your goals and target customers.
- Know the different media platforms.
- Get your content figured out.
- Quality Content.
- Maintain, maintain, maintain.

Great Profile Pic



Infomational Cover

Call to Action

Completed Info

Use Events!

Page Customization

- Claim your custom URL ("facebook.com/username")
- Control Who Gets to See Your Page
- Control What Content Appears on Your Page
- Add a Call-to-Action Button
- Adding big, bold photos and images for cover & pins
- Customize Your Page's Tabs
- Add Ratings & Reviews to Your Page

Reels

- Great Tiktok alternative
- Major. Major focus for Facebook
- Reaches your followers in different ways
- Increases followers by reaching new audiences
- Content discoverable to a much larger audience
- Increases engagement
- Product or service promotions quick and easy

Facebook Live

Facebook Live engagement is 178% higher than average post engagement.

Viewers watch Facebook Live's 4 times longer than regular video.

Video Is Still King

In 2022 video accounted for over 70% of internet traffic. 15 times higher than it was in 2017.

Facebook videos get 135% more organic reach than images.

8 billion views are generated from Facebook videos each day.

Almost 50% of time on Facebook is spent watching videos.

61% of millennials report binge-watching Facebook videos.

More Paid Ad Spending

Your customers spend most of their time on Facebook

- 80% of all Internet users use Facebook. Even 65% of adults over the age of 65 use Facebook.

Facebook advertising is the most targeted form of advertising

Facebook advertising is the cheapest form of advertising

Facebook advertising increases website traffic

Facebook advertising is very measurable

Social Media Management Software

- HubSpot Marketing
- Facebook Pages Manager
- monday.com
- Zoho Social
- HootSuite

Questions?



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