

Digital Marketing Guide

How to Create a Facebook Business Page



How to Create a Facebook Business Page in 10 steps

An optimised Facebook Business Page makes it easier for people to discover and interact with your brand online.

Find out how to set one up.

A Facebook Business Page is a public profile on Facebook intended for businesses, organisations, and public figures to promote themselves.

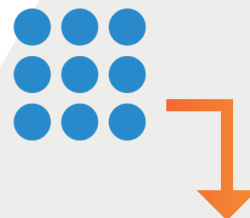
Customers can follow (or “Like”) Facebook Business Pages to see posts, photos, and videos from — and connect with — their favorite brands, companies, and creators.

You need a Facebook Business Page to run Facebook ads, open a Facebook



Choose or create a personal Facebook account.

Facebook Business Pages aren't the same as Facebook profiles or users. They are managed by a personal account. A Page can have more than one administrator.

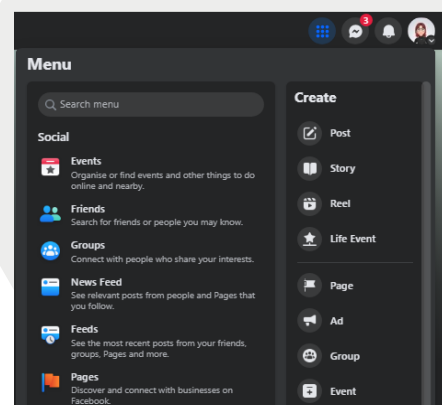


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You can either use your personal Facebook account or create a new one with your work email address if you want to fully separate your personal and work lives.

Log into the account of your choosing, and then **click the 9 dots**, at the top right of your FB menu.

Choose **Create a Page** link



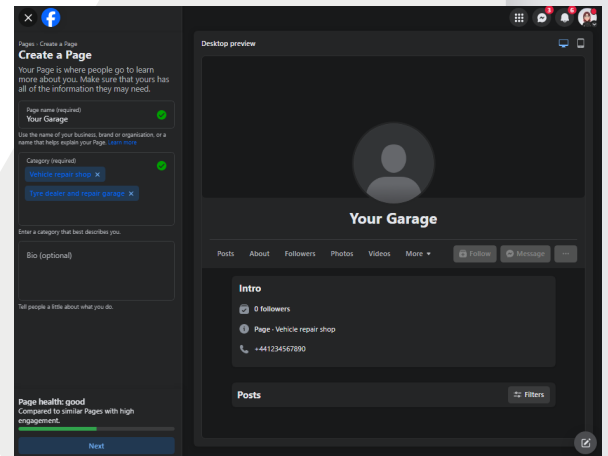
Enter your Business Info

Time to populate your new Facebook business profile with all the essential info. To kick things off, you just need a name for your Page. That probably is just the **name of your business** (Your Garage, say).

You'll also need to fill in what **Category** your business falls under—Tyre Dealer and Repair Garage?, Vehicle Repair Shop? You can choose more than one.

The **Bio** section here is optional, but a good idea to fill out as soon as you can. Consider including keywords to help with your social SEO. (For GSO customers, simply copy your 'about' section from your home page)

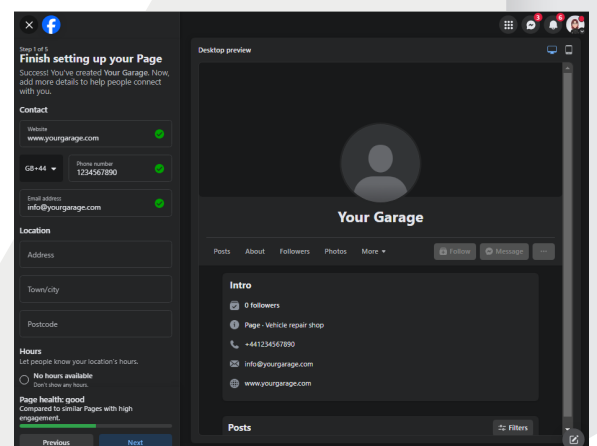
Press the blue **Create Page** button when you're ready to move on to the next step. (You can tweak all of these details later if you need to, so don't stress about it too much.)



Pop in your Contact Details

This next stage of creating your Facebook business page involves entering your contact info. **Pop in your URL, phone number, and email.** (Note that this contact information will be publicly available... so make sure you're comfortable with it being published!)

You can enter your physical location (if you have one) at this stage, as well as your operating hours (if you've got 'em). Remember, any of this info can be added, changed, or removed later. Hit next when you're ready to roll.

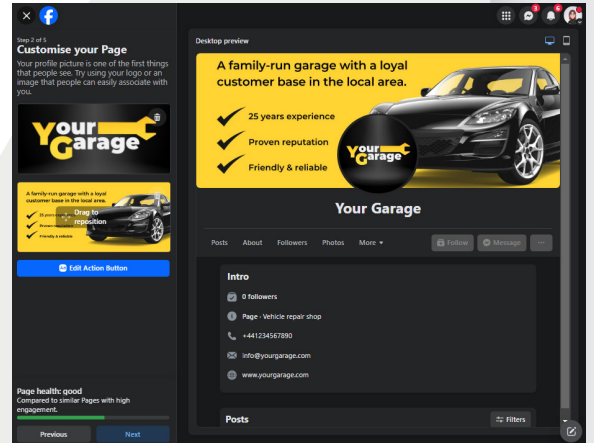


Add Visuals and an Action Button

Time to add a little personalisation. Just like a regular personal Facebook profile, a Facebook Business Page looks best with a profile photo and a cover image.

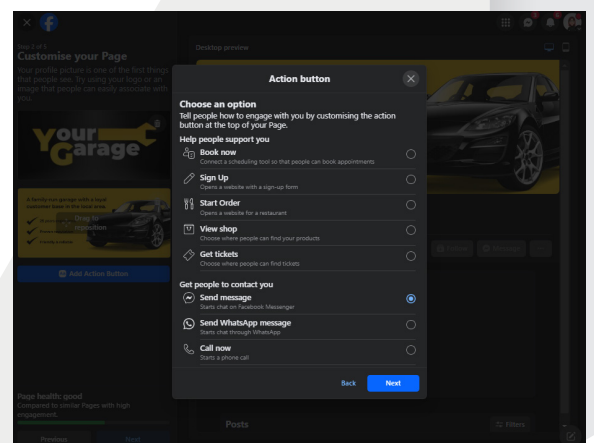
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Use your logo for your profile photo is. This is the image that will show up alongside all of your other Facebook activity (commenting on your posts or other posts inside a Messenger chat), so we highly recommend choosing something that visually represents your brand. Keep in mind that the Facebook profile picture is always cropped to a circle.



Beneath the spots where you upload your images, you'll find the **"Add Action Button"** button. Tap that if you'd like to add a call to action to your Facebook Page.

You'll be prompted to select an option like "Book Now," "Send Message," or "Call Now." Depending on what option you pick, you may be prompted to connect this Facebook Page to your WhatsApp account or GMS of choice.

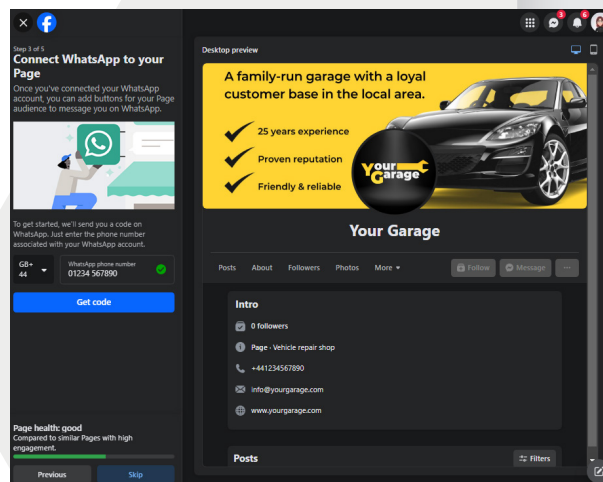


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Connect to WhatsApp if you'd Like

If you'd like to connect with customers using WhatsApp, you'll have the option to add a special **WhatsApp button** at this point. Just pop in your WhatsApp number and get a confirmation code to enter.

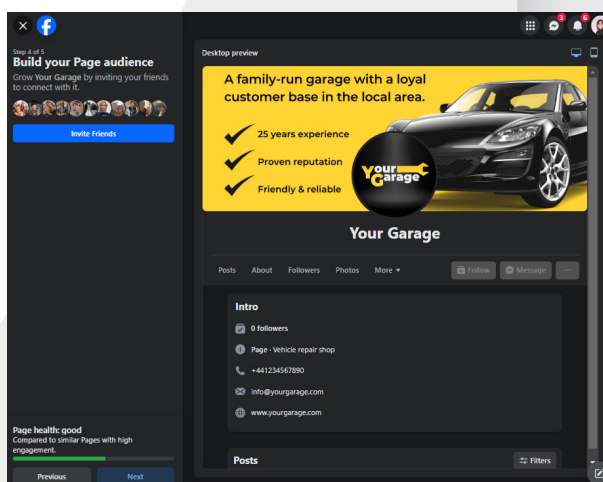
Not a WhatsApp user? Just hit "Skip" to move to the next phase of your incredible Facebook Business Page journey.



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Invite all your Friends to Like your Page!

Obviously, once you're hard at work creating amazing, engaging Facebook content, your follower count will be blasting through the roof. But everyone needs to start somewhere, right? Before you officially launch your Page into the world, you'll have a chance to **invite your Facebook friends to connect** with it. Go on... don't be shy!

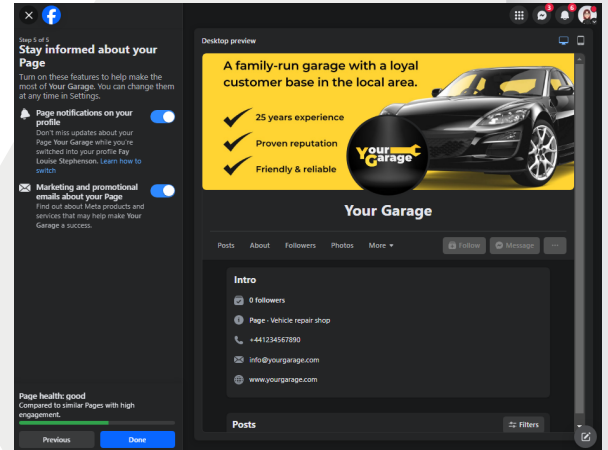


Set your notification preferences

You're going to want to know when the action happens on your page, right? By toggling "Page notifications on your profile" on, you'll receive updates about your Facebook Business Page even when you're logged in to your personal profile.

This is also the spot to opt in or out of marketing and promotional materials and Meta products and services. Who doesn't like getting a little email now and then?!

When that's all set, hit **"Done"**!

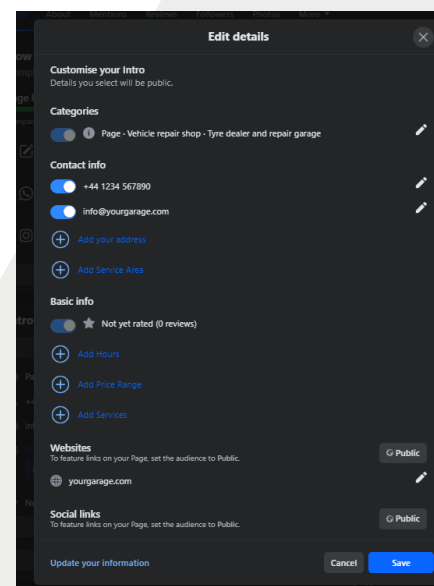


Customize your Facebook Business Page

Okay, even though you just hit "Done" moments ago, there's still a little bit of optional work to do here.

If you click the **"Edit details"** button under **Intro**, you've got the chance to enter in some more info to help let your followers know what you're all about.

You can add more information. You might add in a **price range** or details out what **services you offer**.

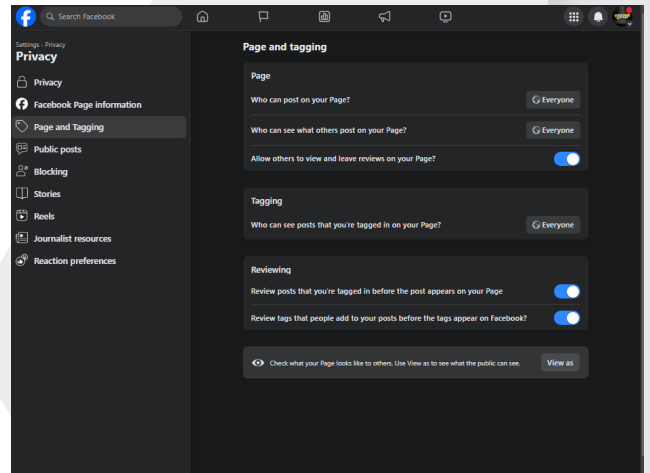


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Adjust your privacy settings

On the left-hand side of the page, select **Settings** and then **Privacy**. Here, you'll be able to tweak your privacy settings to your heart's content. Do you want to allow others to post on your page willy-nilly? Are you OK if followers leave reviews of your business?

These are settings you can toggle on and off at any given time, but it's good to think about your comfort level before you really get going.



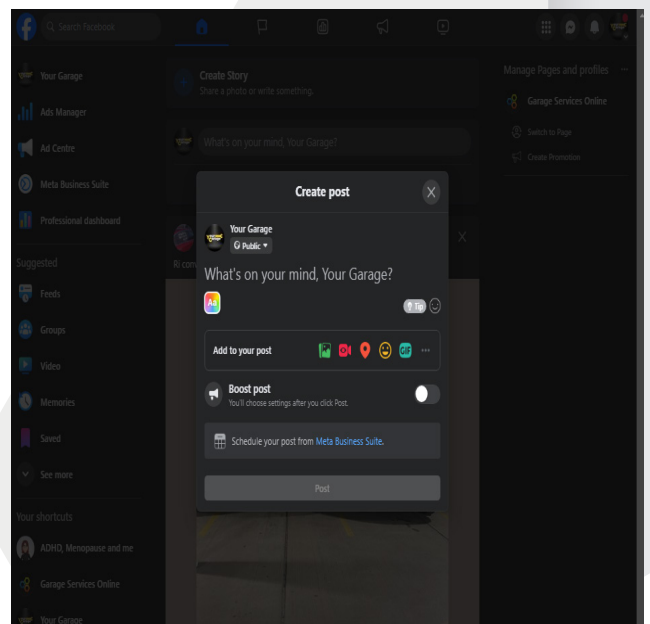
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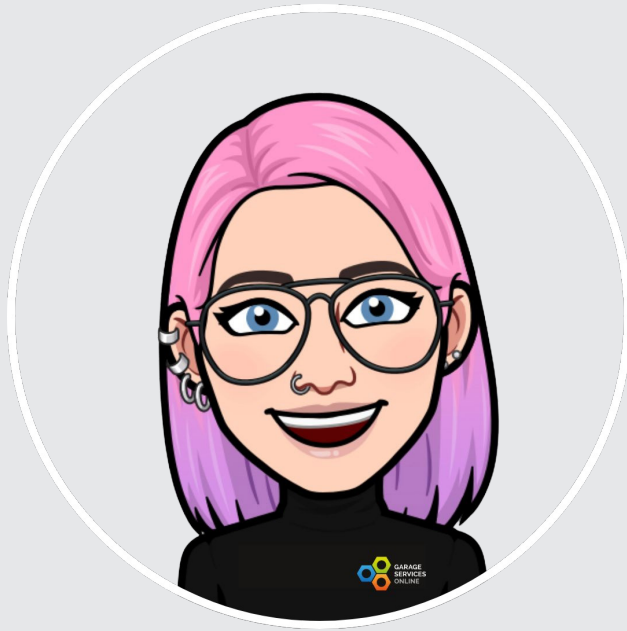
Start posting!

Your dreams have come true. You've created a **Facebook Business Page**. And now it's time to actually (surprise!) post some content on it.

You can post on a Page just like you would on your own profile. Use text, add photos, share links, conduct polls, or go Live if you dare.

Aim to entertain, inform and/or educate.





Any questions...

If you have any questions at all about Social Media or digital marketing in general please feel free to call us on 01423 855902 or email

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