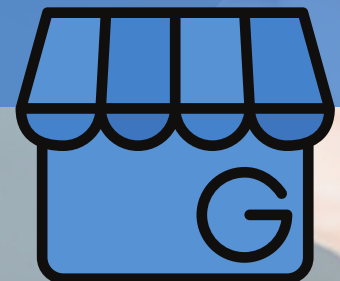


SUCCEED WITH SOCIAL MEDIA:

Simple Tips to Grow Your Business












facebook



- What Type of Business Facebook Page Do You Need
- Building Your Audience
- Tips for Placing Facebook ads
- Best Practices


What Type of Business Page Are You?

 Search 

 Tom  Home     

Create a Page


Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



Business or brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.


Get Started



Community or public figure

Connect and share with people in your community, organisation, team, group or club.

Get Started



Profile



Personal

Invite Friends

Private Individual

Businesses not allowed

Invite and Maintain **Friends**

Only **Friends** can view

No Advertising

Create **Pages** and **Groups**

Page



Business

Invite Likes

Official Presence for Business

Admin can be shared

Gain **Likes** (was Fans)

Anybody can view & 'Like'

Nobody needs to ask permission to 'Like'

Advertising Allowed

Pay to promote Posts

Group



Club

Invite Members

Discussion Forum or Community for Club, Cause or Specific Purpose

Business & Adverts allowed*

Invite and Maintain **Members**

Do not have to be Friends

Only **Profile** can join or post

A **Page** cannot join or post

Open, Closed, Secret options

* Check individual rules of Group

INVITE From Your Business Page

The image shows a screenshot of a Facebook Business Page for "Media Venue". The page header includes navigation icons (Home, Profile, Events, Videos, Marketplace) and notification counts (9+, 7, 20+). The cover photo features a calendar and a laptop with the text "Enhance your marketing investment." and an "Edit" button. The profile picture is a logo with the letters "MV". The name "Media Venue" and the description "@mediavenueinc · Advertising Agency" are displayed. A red box highlights the menu icon (three horizontal lines) next to the "Promote" button. Below the page header, there are tabs for "Home", "Services", "Reviews", "Shop", and "More". A "Promote" button is visible. A notification banner at the bottom left says "Help more people discover your website by promoting it; your Page" with a "Promote Website" button. A "Tips" section on the left suggests "Find the Right Customers" with a "See How" button. On the right, there are buttons for "Create Post in Creator Studio" and "Create Post in Facebook", followed by icons for "Photo/Video", "Get Messages", and "Feeling/Activity". A large blue Facebook logo is overlaid on the bottom left corner.

Media Venue
@mediavenueinc · Advertising Agency

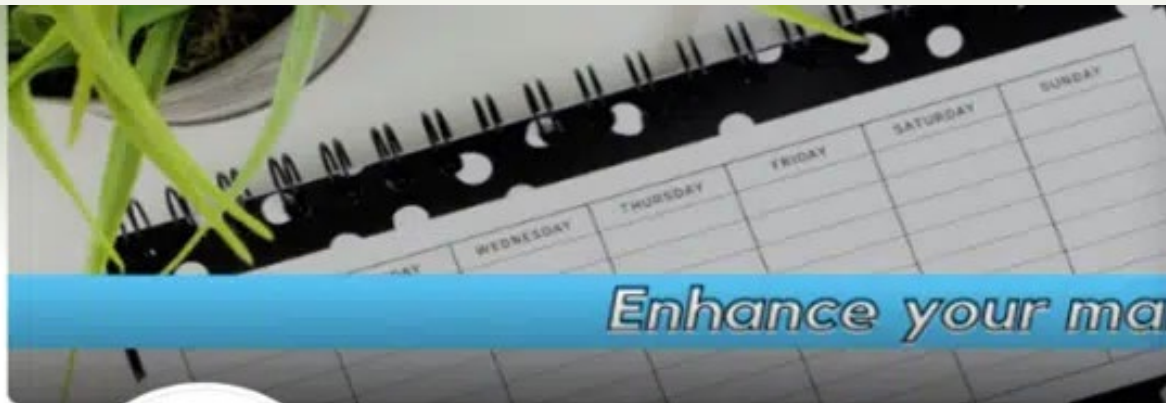
Home Services Reviews Shop More

Promote

Help more people discover your website by promoting it; your Page
Promote Website

Tips
Find the Right Customers
Reach people who are already interested in your business.
See How

Create Post in Creator Studio
Create Post in Facebook
Photo/Video Get Messages Feeling/Activity



Media Venue

@mediavenueinc · Advertising Agency

Other Actions

With your primary profile, Weeks Smith, you can like this Page, follow it or take other actions.

- Like
- Follow Settings
- Share
- Create Page
- Like as your Page
- Unlike As Your Page
- Invite Friends

Home

Services

Reviews

Shop

More ▾

Promote



Help more people discover your website by promoting it: your Page



Promote Website

Tips

See All (1)

Find the Right Customers



Reach people who are already interested in your business.

See How

Create Post in Creator Studio

Create Post in Facebook



Photo/Video



Get Messages



Feeling/Activity



Invite your friends to like Media Venue

All Friends

Not Invited (89)Selected (0)Invited (0)

Search in All Friends

Search

Select All

☐ Also send each invite in Messenger

Send Invites

Invite your friends to like Media Venue

All Friends

Not Invited (89)Selected (89)Invited (0)

Search in All Friends

Search

Unselect All

☐ Also send each invite in Messenger

Send Invites



INVITE from Content Audience 'Reacts' to



148
People Reached

20
Engagements

Boost Post

21 1

22

3 Comments

ross Jilien

Invited



Agus Santoso

Invite



Herve Mandembo

Invite



Naimul Hasan Naim

Invite



Čhả Bẹl

Invite



Payton Ealtd

Invite



Leidy Jho

Invite

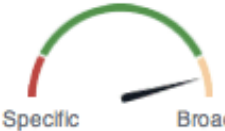


Narrow Your Audience & Maximize Your Ad Spend

Here are some of the ways you can target your ads on Facebook:

- Custom audiences
- Location
- Gender
- Interests
- Behaviors
- Connections

Audience Definition



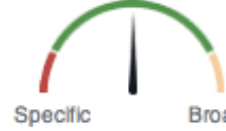
Your audience selection is broad. This requires a large budget.

Potential Reach: 180,000,000 people

Your ad targets people:

- Who live in United States

Audience Definition



Your audience has been defined.

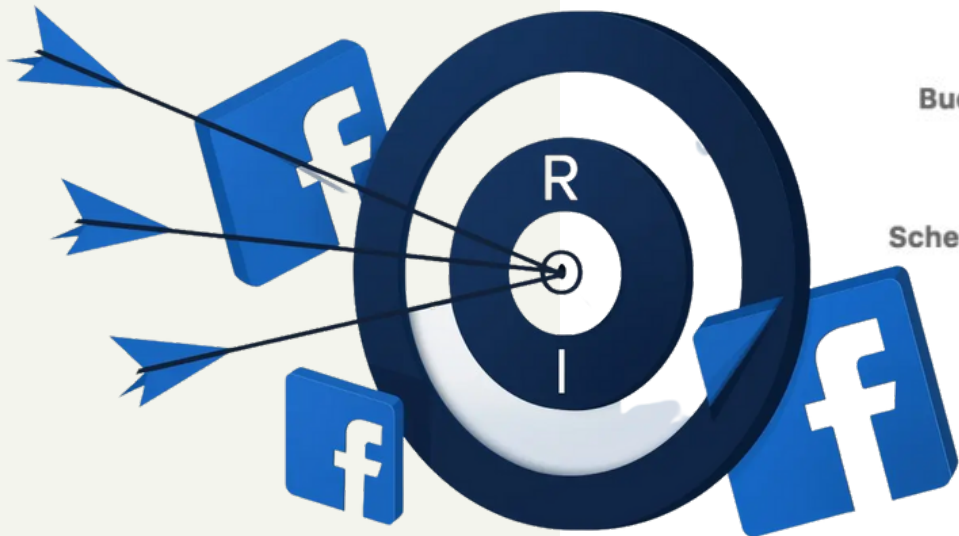
Potential Reach: 30,000,000 people

Your ad targets people:

- Who live in United States
- age exactly 30 and older
- Who are female
- Who like Fitness and wellness

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.



Budget ⓘ

Lifetime Budget ▼

\$350.00

\$350.00 USD

Schedule ⓘ

Start

Jan 20, 2019

6:00AM

End

Feb 20, 2019

6:00AM

(Pacific Time)

Your ad will run until **Wednesday, February 20, 2019.**

You'll spend up to **\$350.00** total.

Old Navy
Sponsored · ✱

Get moving in style...



All Performance Active On Sale Up to 50% Off

Now happening: ALL Old Navy Performance Active is on sale, starting from \$5

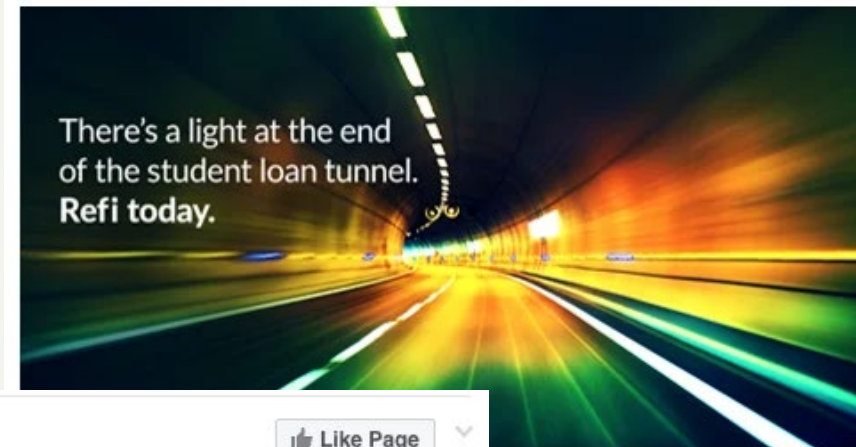
AD.DOUBLECLICK.NET

Learn More

SoFi
Sponsored · 🌐

Like Page

Good news! When you refi student loans at a lower rate you can pay them off sooner.



There's a light at the end
of the student loan tunnel.
Refi today.

Honda

Sponsored · 🌐

Like Page

2016 CRV LX 4Dr For Only \$199 Per Month Plus Tax

.. Get there faster when you refi stu...

Apply Now



Ball Honda

\$3,200 due at lease signing when financed through AHFS for 36 months, on approved credit, 12,000 miles per year, \$.15 excess mileage fee. No security deposit. Residual value at end of lease term: \$12, 773.25. Offer expires 7/5/2016

WWW.BALLHONDA.COM

Shop Now

What Do You Want Your
Audience To Do?

Call To Action





High Quality
Creative

If you can't create it,
Find it. Copy it. Use it.



Make it
Actionable

What do you want
your audience to do?

KEEP IT SIMPLE

Keep it
Simple

People's attention
spans are short. If you
don't engage them,
they will keep
scrolling.

facebook

Try [Canva](#) to create your graphics!



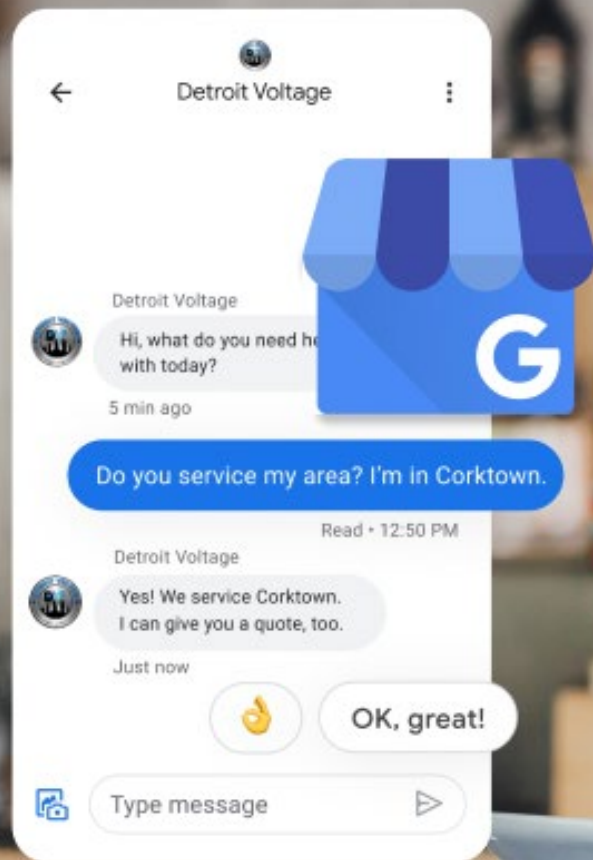
facebook Events

- Easy To Make
- Better Visibility than a Post
- Understand the Audience's Needs
- Constant Reminders in News Feeds
- Searchable to People that Don't Follow You
- Easy to Share, Invite and Engage Others

facebook

Questions before
moving on?





- Claim Your Business
- Maintain & Control Your Information
- Ask for Reviews & Engage with Customers
- Highlight Your Business
- Gain Insights

Google
BUSINESS
PROFILE

How To Know If Your Business Is Claimed?



J. Fitzgerald Group

Website

Directions

Save

Call

5.0 ★★★★★ 6 Google reviews

Advertising agency in Lockport, New York

Address: 12 W Main St, Lockport, NY 14094


Hours: Open · Closes 5PM ▼

Phone: (716) 433-7688



Hours or services may differ

[Suggest an edit](#) [Own this business?](#)

- ≡ Home
- ≡ Posts
- ≡ Info
- ≡ Insights
- ≡ Reviews
- ≡ Messages
-  **Photos**
- ≡ Products
- ≡ Services

Overview

Video

At work

Team

Identity



Cover

Your cover photo should showcase the personality of your business. It is your preferred photo to be shown on your listing in Search and Maps.

Choose photo















Video

Use a video to tell the story of your business and what makes it unique.

Add videos

Restaurants

| | | | |
|--|--|--|--|
| <div><div>Hwy 55 Burgers Shakes & Fries</div><div>1517 Glenn School Rd Durham, NC 27704</div></div> <div><div><div></div><div>Home</div></div><div><div></div><div>Posts</div></div><div><div></div><div>Info</div></div><div><div></div><div>Insights</div></div><div><div></div><div>Reviews</div></div><div><div></div><div>Messaging</div></div><div><div></div><div>Photos</div></div></div> | | <div><div></div><div>(919) 688-2112</div><div></div></div> <div><div></div><div>Website http://hwy55.com</div><div></div></div> <div><div>Menu URL Add URL</div></div> <div><div>Order ahead URL Add URL</div></div> <div><div>Reservations URL Add URL</div></div> <div><div></div><div>Menu Add or edit items</div></div> | |
|--|--|--|--|

📍 564 Forbes Ave #810, Pittsburgh, PA 15219, USA

🕒 Open 24 hours ▾

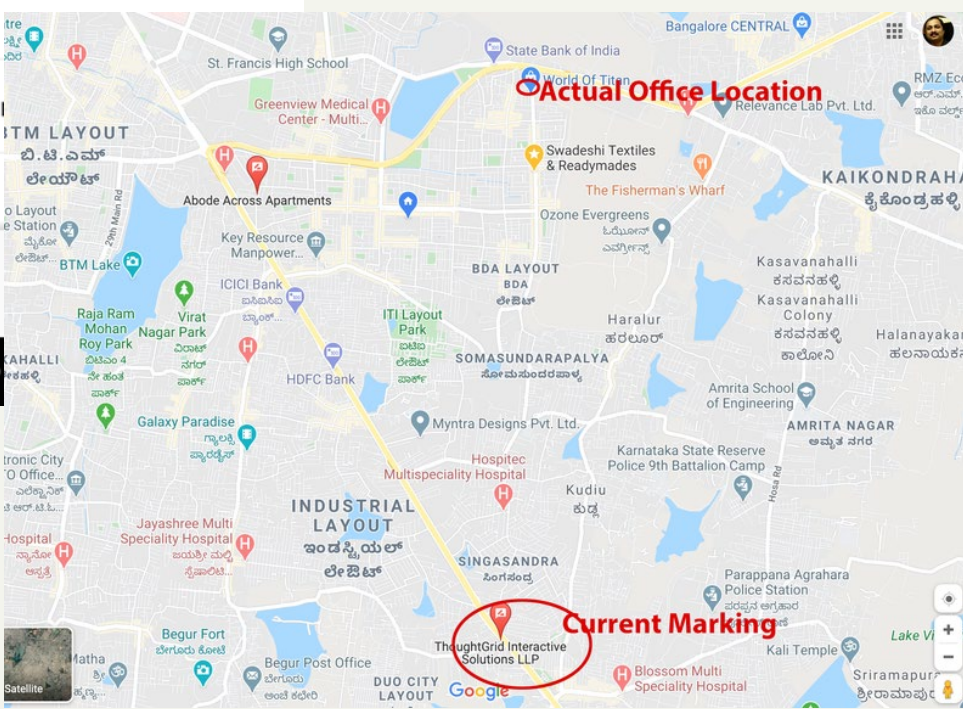
Someone suggested these hours
Mon–Fri, 8:00 AM–9:30 AM
Sat–Sun, Closed >

📞 +1 412-521-2628

🌐 <http://www.pittsbu>

✎ Suggest an edit

📍 SHOW MAP



Controlling Your Info



Special hours

Enter hours for days when this business has an irregular schedule

| | | |
|----------------|------------|---------------|
| Christmas Eve | 24/12/2021 | Confirm hours |
| Christmas Day | 25/12/2021 | Confirm hours |
| Boxing Day | 26/12/2021 | Confirm hours |
| Christmas Day | 27/12/2021 | Confirm hours |
| Boxing Day | 28/12/2021 | Confirm hours |
| New Year's Day | 01/01/2022 | Confirm hours |
| New Year's Day | 03/01/2022 | Confirm hours |

Add new date

computer repair - Google Search

google.com/search?ei=b3rJXsOwB9GvytMPmK-bmAo&q=computer+r

Google

computer repair

All Maps Shopping Images News More Settings Tools

About 2,980,000,000 results (0.57 seconds)

Ad · www.homeadvisor.com/local/pros · (866) 351-9453

Computer Fixing Pros | Don't Overpay, Compare Pros

Hire The Right Computer Fixer For The Job. Enter Your Zip & Compare Pros Fast! Find Background-Checked Pros You Can Trust. Fix it Up Today. Flexible Scheduling. 24/7 Project Support. 24/7 Phone Support. 140,000+ Professionals. Free & Easy.

★★★★★ Rating for homeadvisor.com: 4.8 - 1,210 reviews

Project Cost Guide
Plan Your Home Improvement Project
Get Free Bids From Contractors Now!

Official HomeAdvisor Site
Find Trusted Home Improvement Pros
At The Official HomeAdvisor Site.

Hours ▾

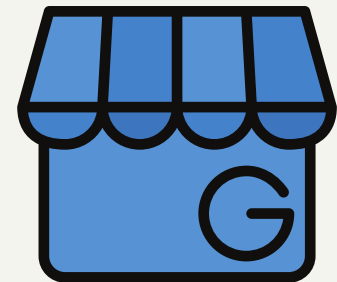
Geek Squad
4.7 ★★★★★ (6) · \$\$ · Computer repair service
200 Westgate Dr
Open · Closes 6PM · (508) 587-5294
WEBSITE DIRECTIONS

South Shore Computer Repairs
4.0 ★★★★★ (1) · Computer repair service
Closed · Opens 11AM Sun · (508) 521-9356
WEBSITE

Truly Unlimited LLC
5.0 ★★★★★ (27) · Computer repair service
741 Washington St
Open · Closes 6PM · (857) 264-0131
SCHEDULE WEBSITE DIRECTIONS
"Paulo did an excellent job fixing my computer."

More places

Google My Business
Helps you
optimize your
Business
Profile to
show up in
the coveted
3-Pack.





Asking for Reviews

- Ask in person
 - Have a QR code at the checkout customers can scan
- Ask in marketing materials
 - Receipts, emails, coupons, texts, etc.

If you're looking for ways to phrase your request, you might say:

- "Please support us with your reviews and photos on Google."
- "Thanks for being a valued customer! We'd love to hear about your experience. Please leave us a review on Google."
- "Reviews are really important to us. We'd love to hear about your experience."

Middlebury, VT

HomeSmith Services, LLC

[Write a review](#)

4.9 ★★★★★ 18 reviews ?

Sort by: Most relevant ▾

All report 9 professional 8 home inspection 8 information 3

Yeasin Bhuiyan
4 reviews · 1 photo
★★★★★ 3 months ago
Positive: Punctuality, Quality, Responsiveness, Value

I just received the report and gone through it. This report looks really thorough and beyond I expected. Dutton was very helpful answering my questions during inspection. He included the details in the report as I expected. The information ... [More](#)

👍 Like

Response from the owner 3 months ago
Thank you Yeasin! You asked a lot of good questions so I'm sure you got more out of it. Glad you liked the report!

Morgan Brown
8 reviews
★★★★★ 4 days ago - 🚩

Positive: Professionalism, Punctuality, Quality, Responsiveness, Value

We were incredibly pleased with our home inspection done by Dutton. He is very thorough and inspected things in our soon to be house that I didn't even know could be inspected! Dutton also brings a lot of experience and knowledge to the ... [More](#)

👍 Like

Response from the owner 3 days ago
That is a great review Morgan! Thanks for your kind words. It was great to meet you and best of luck with the rest of your purchase process.

Pam Love
3 reviews
★★★★★ 6 months ago

Stark Window Inspection Co. Advanced Property National Property Criterion...

Get a FREE MARKETING KIT

Free stickers,
posters, social
posts, and more –
from your
Business Profile
on Google

Enter Business Name

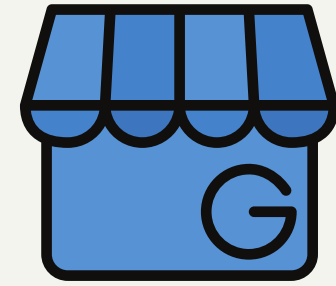




Responding to **Negative** Reviews

- Respond in a timely manner. Customers will appreciate a prompt response.
- Stay professional and courteous. Never lash out and avoid taking the review personally.
- Understand your customer's experience with your business before responding. If someone mentions a problem with a product or service, investigate to see what may have gone wrong. Be honest about mistakes made and steps you've taken (or will take) to remedy the situation.
- Apologize when appropriate but don't take responsibility for things that weren't your fault. Show compassion and empathy for the customer.
- Offer to talk it over. If this is the first you're hearing of the complaint, invite the customer to email or call so that you can try to sort out the matter with them.
- Show that you're authentic and genuine. Sign off with your name or initials to show you're taking the matter seriously and that a real person is listening.
- Take it 'offline' when necessary. Encourage the reviewer to contact the business directly so that if action must be taken to resolve an issue it can take place accordingly.

Google Insights



Google My Business

- Home
- Posts
- Info
- Insights**
- Reviews
- Messaging
- Photos
- Services
- Website
- Users

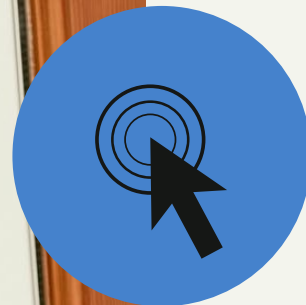
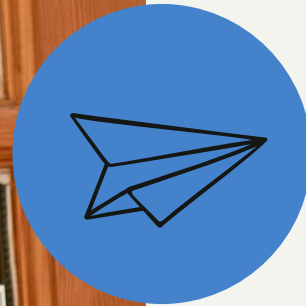
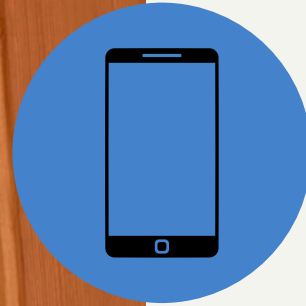
Customer actions

The most common actions that customers take on your listing

1 month

Total actions 31





Questions?

THANK YOU

Laura Qualey

Laura.qualey@cedausa.com

651-329-5116

Community & Business
Development Specialist

