



SETTING UP FACEBOOK AND INSTAGRAM FOR YOUR BUSINESS

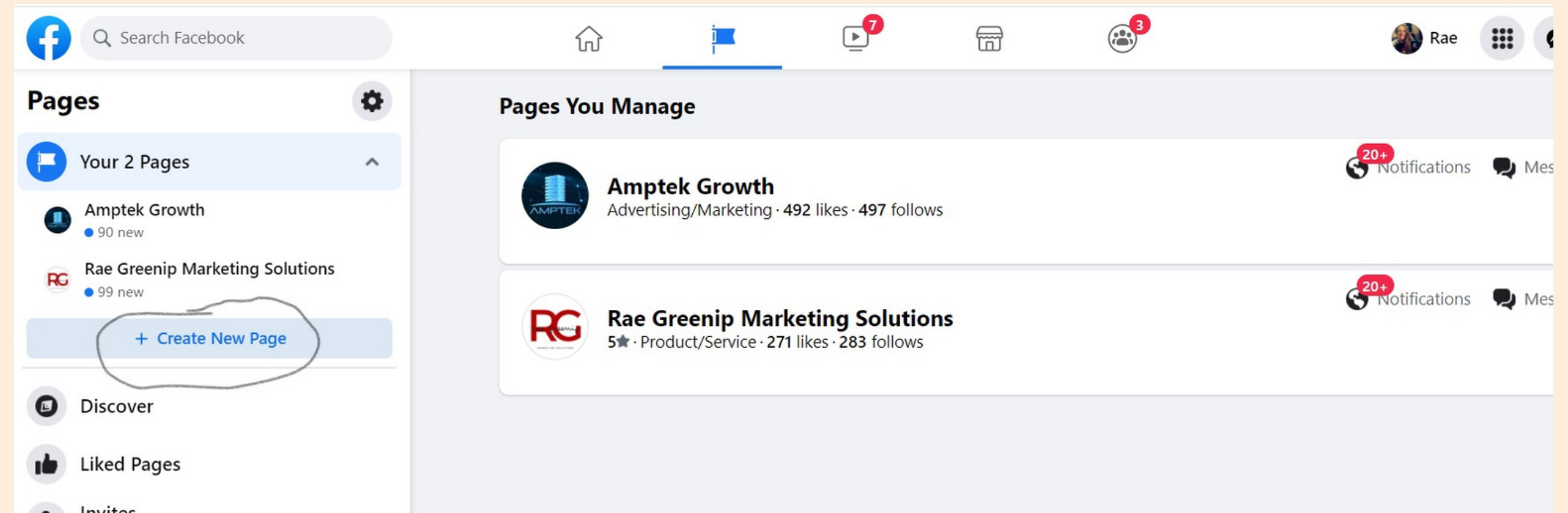
Rae Greenup

THE CUSTOMER RELATIONSHIP SOLUTIONIST

CREATING A FACEBOOK BUSINESS PAGE

Create a Business Page on Facebook by signing into your personal account and going to the “Flag” icon on the top bar. Then in the left column, click “Create New Page.”

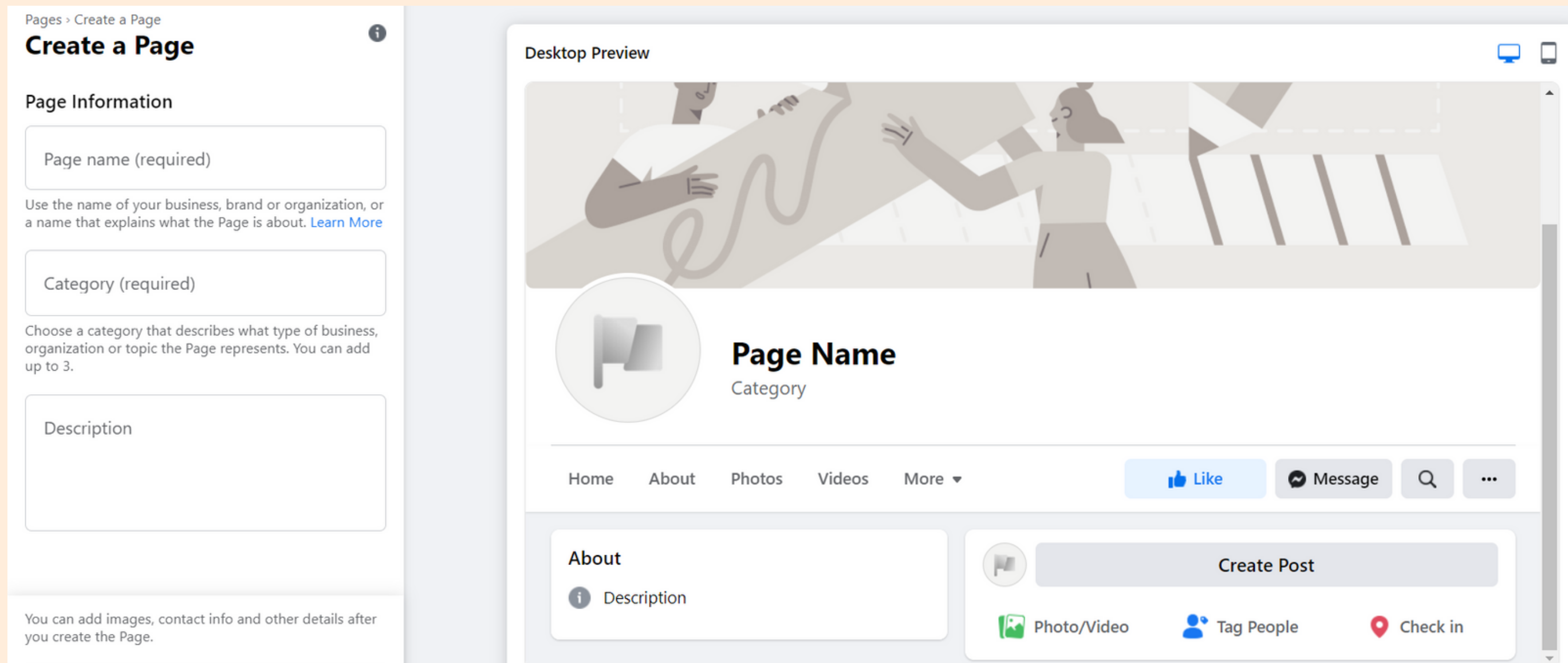
Note: as an owner, you would want to use your own personal account to create the page so that you "own it."



1. Name the Page – the name of your business. It may also be helpful to include the location in the name if there are multiple businesses with the same name (like a Franchise, etc). i.e. John’s Chiropractic Bowling Green

2. In the category, select the appropriate one for your business. For example: “Medical & Health.”

3. In the description, be clear about your services and who you serve. Hit “Create Page.”



Fill out all the info in "About."

About

- Enter location
- Taking a human approach to business relationship building by creating solutions and providing value for small businesses.
- 271 people like this
- 283 people follow this
- <http://raegreenip.com/>
- Promote Website
- (615) 601-1605
- Typically replies within a few hours
Send Message
- rae@raegreenip.com
- Edit business hours
- Product/Service · Marketing Agency · Local Service
- Add Menu

Edit Page Info

Add your logo as the profile picture. Also add a video, slideshow or image as your banner. You may want to use a video that talks about your business. Or possibly a branded infographic that lists your services.

"I make your business my passion!"

Rae Greenip Marketing Solutions
@raegreenipmarketing · Product/Service

Edit

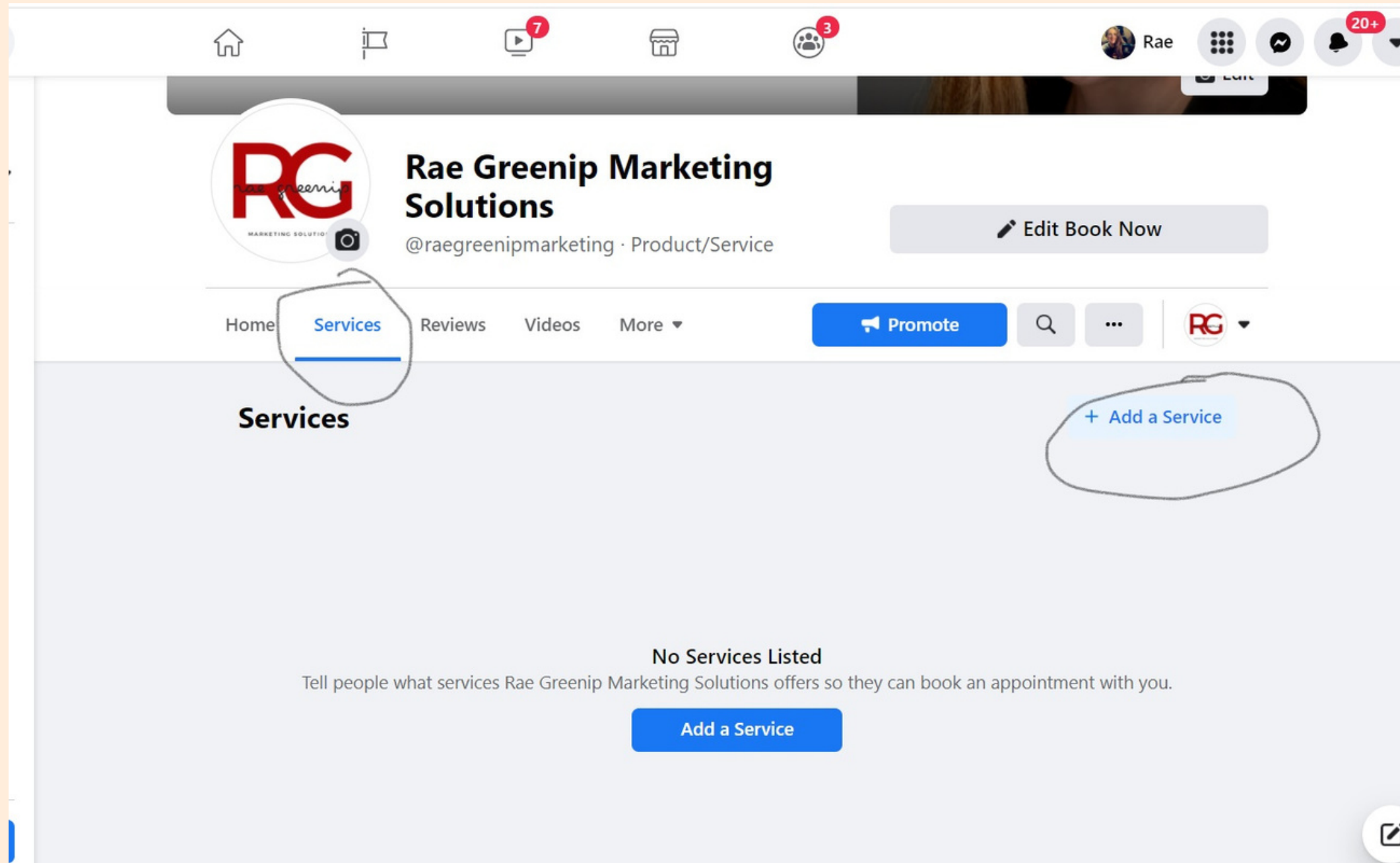
Edit Book Now

Home Services Reviews Videos More

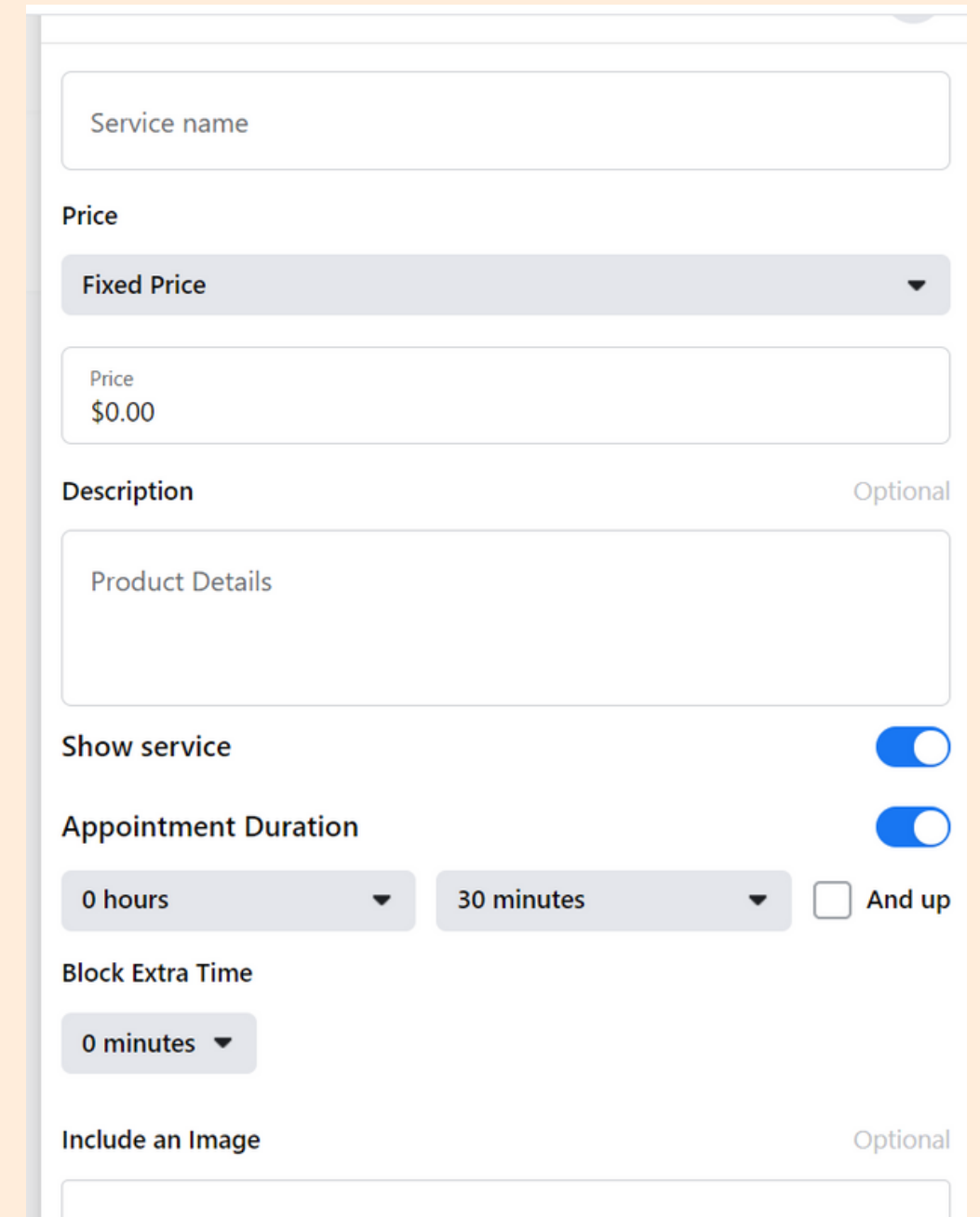
Promote

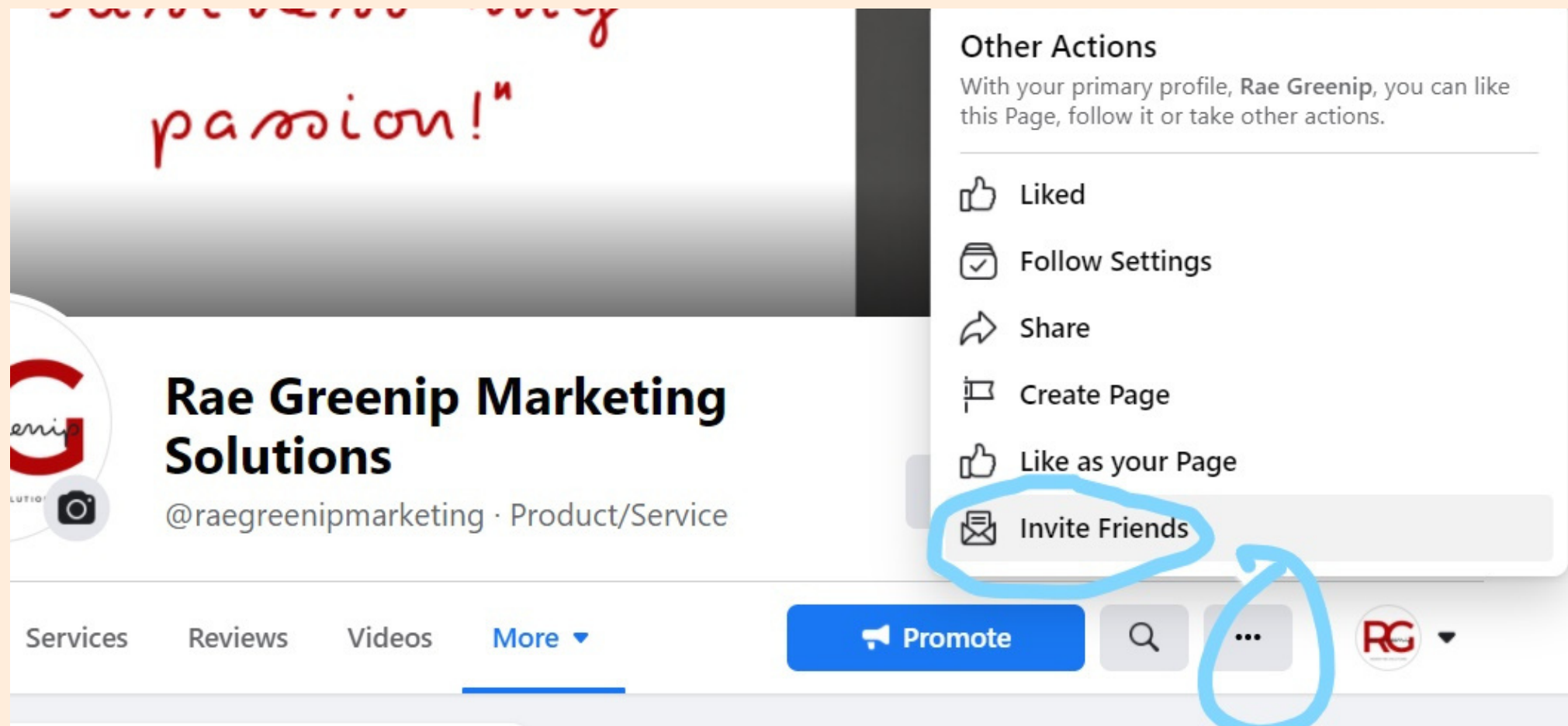
You can also list your services on your business page. Like a mini website!

Click "Services" and + Add a Service



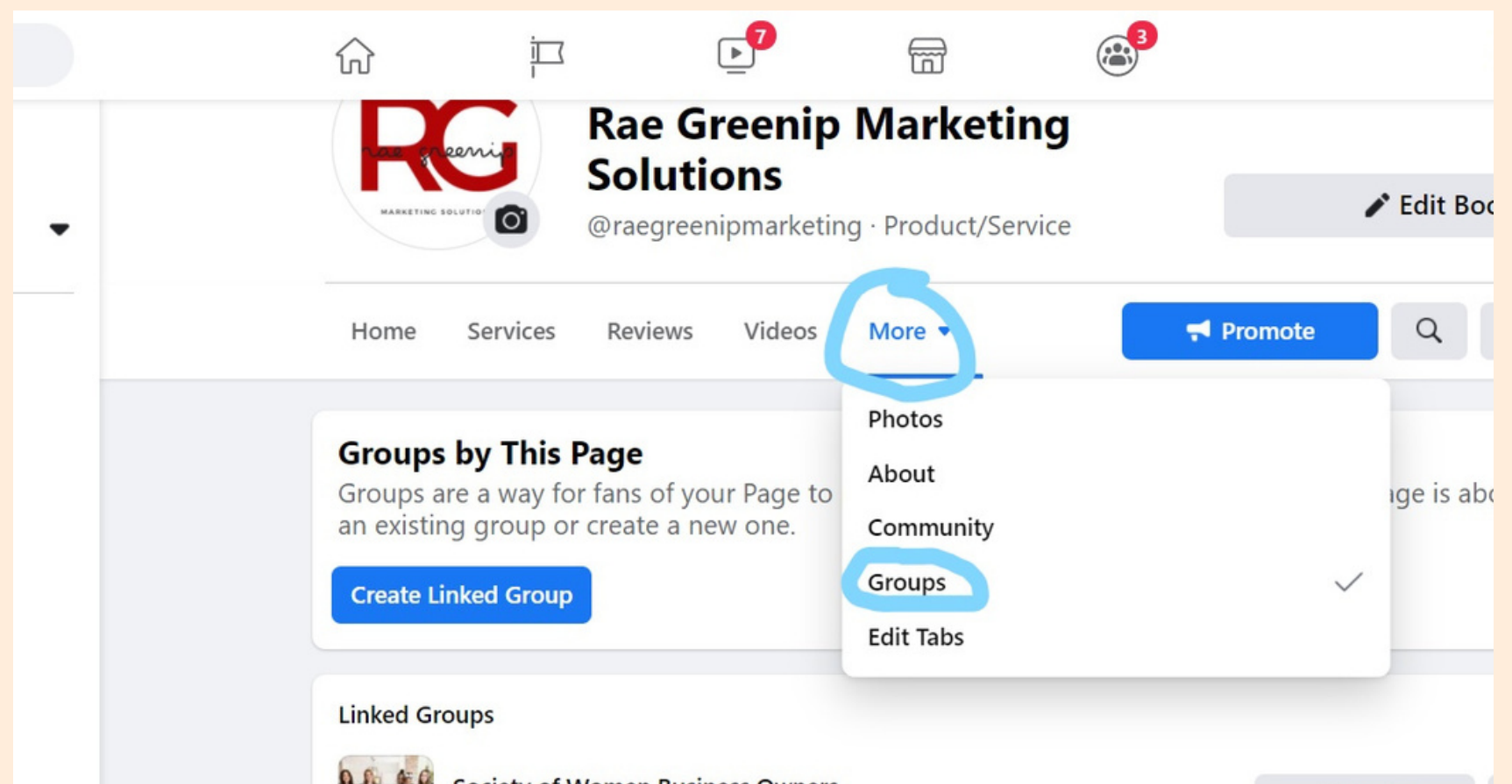
Fill out "info" to add



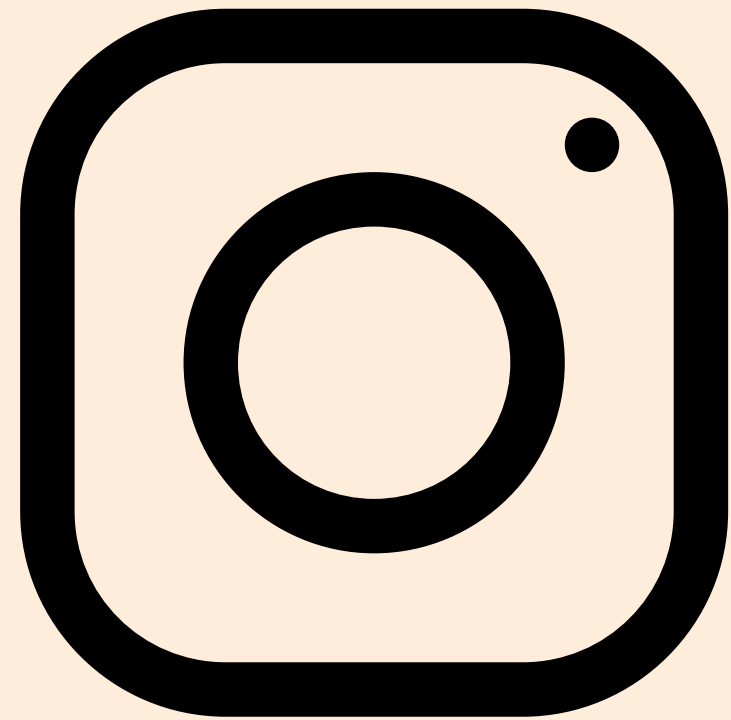


Now that you have your Facebook Business Page ready, Invite friends to like the page and have employees do the same. Go to the 3 buttons on your page and click “invite friends” under other actions.

Join groups. On the page, More and select “Group.” Browse some suggested local groups that would make sense for your business to interact in. Things like a local business group for your location or a networking group, or health and wellness related groups. Make sure the groups are relevant to your business and at least 100 members. When joining a group, make sure to read and adhere to the guidelines. It may not be an appropriate place to blatantly promote your business.

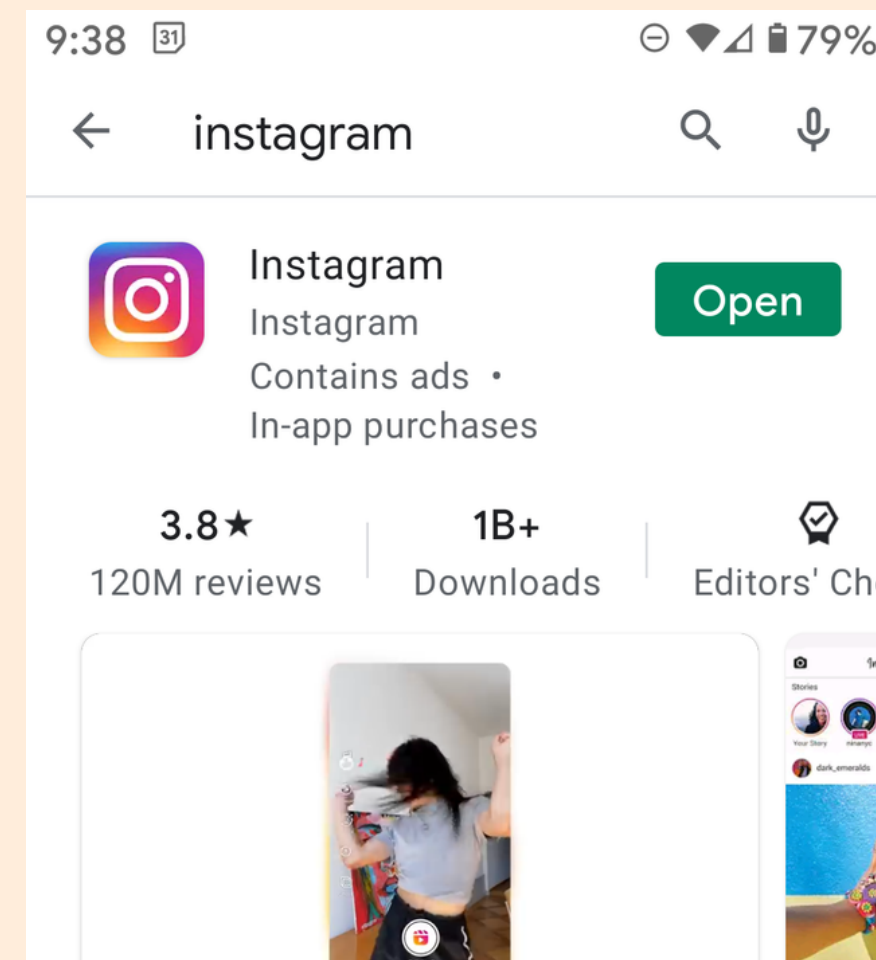


CREATING AN INSTAGRAM ACCOUNT

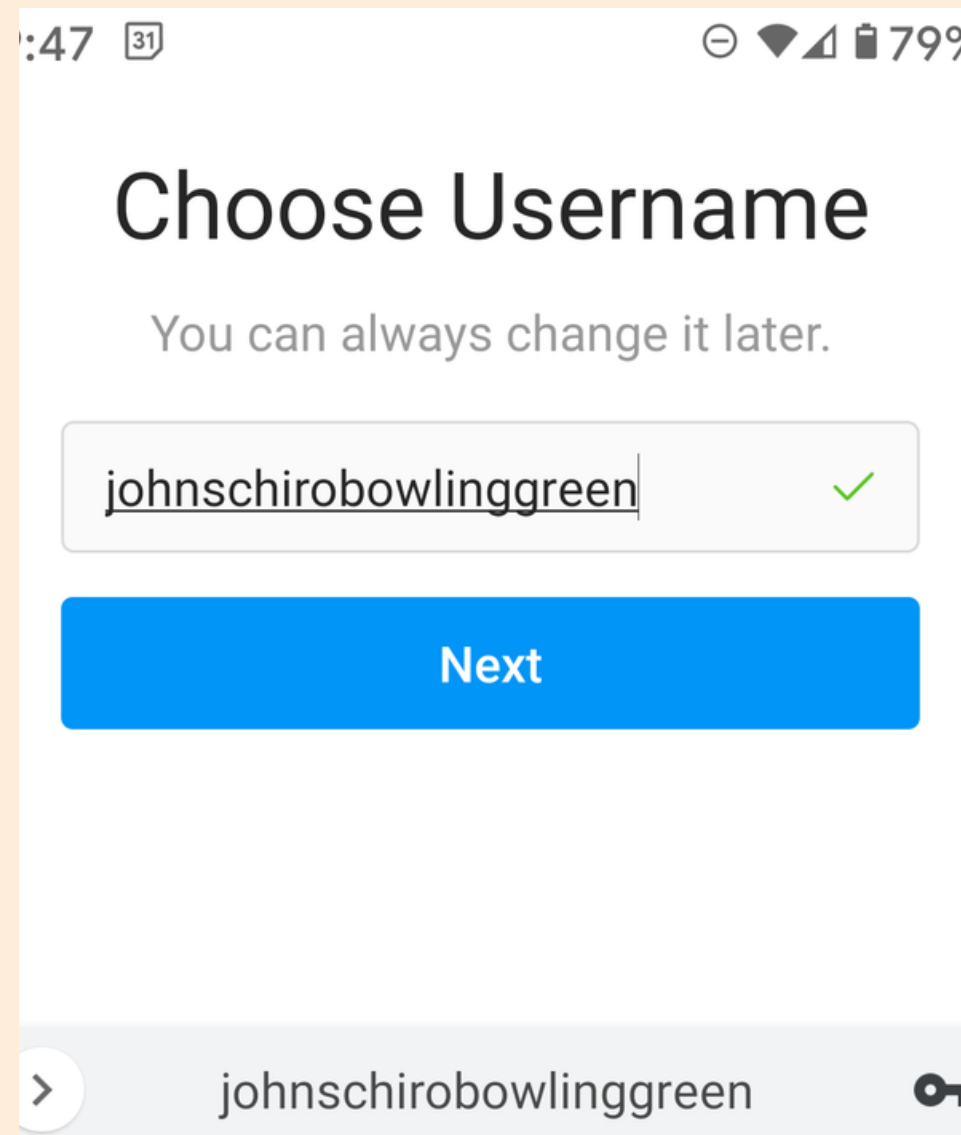


Download the Instagram App on your phone
by searching on Google Play, etc.
Full functionality of the app is only available
on phones.

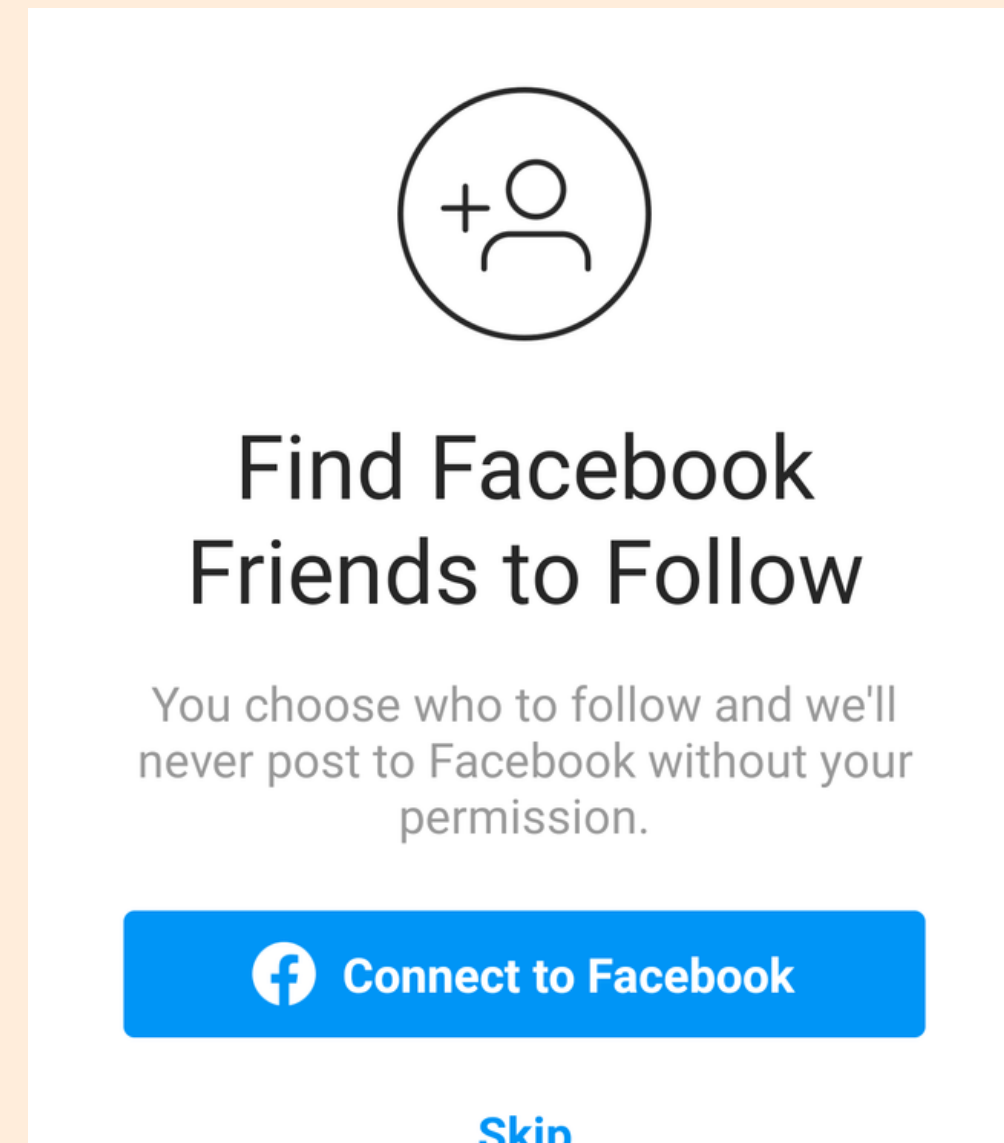
*Reach more of your target audience with a presence on both
Facebook and Instagram for your business.*

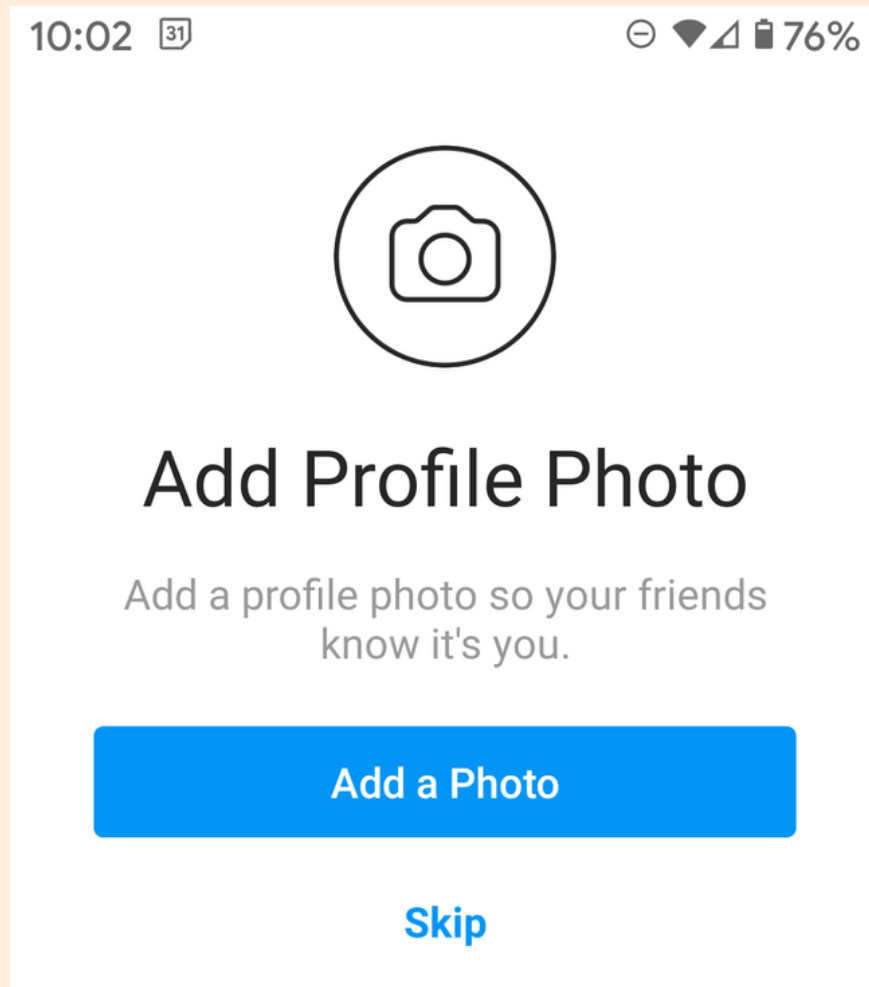


Create an account on Instagram. Use a “handle” or “username” that makes sense for your business. For example “JohnsChiroBowlingGreen.”



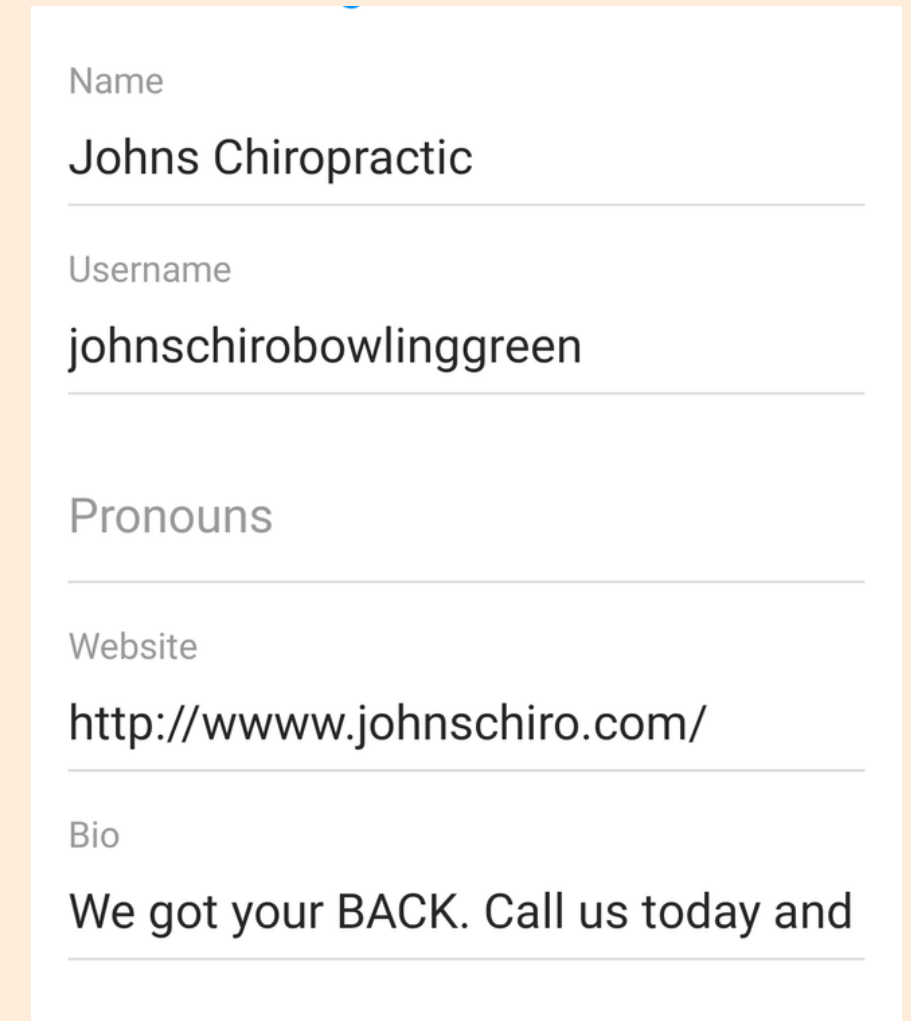
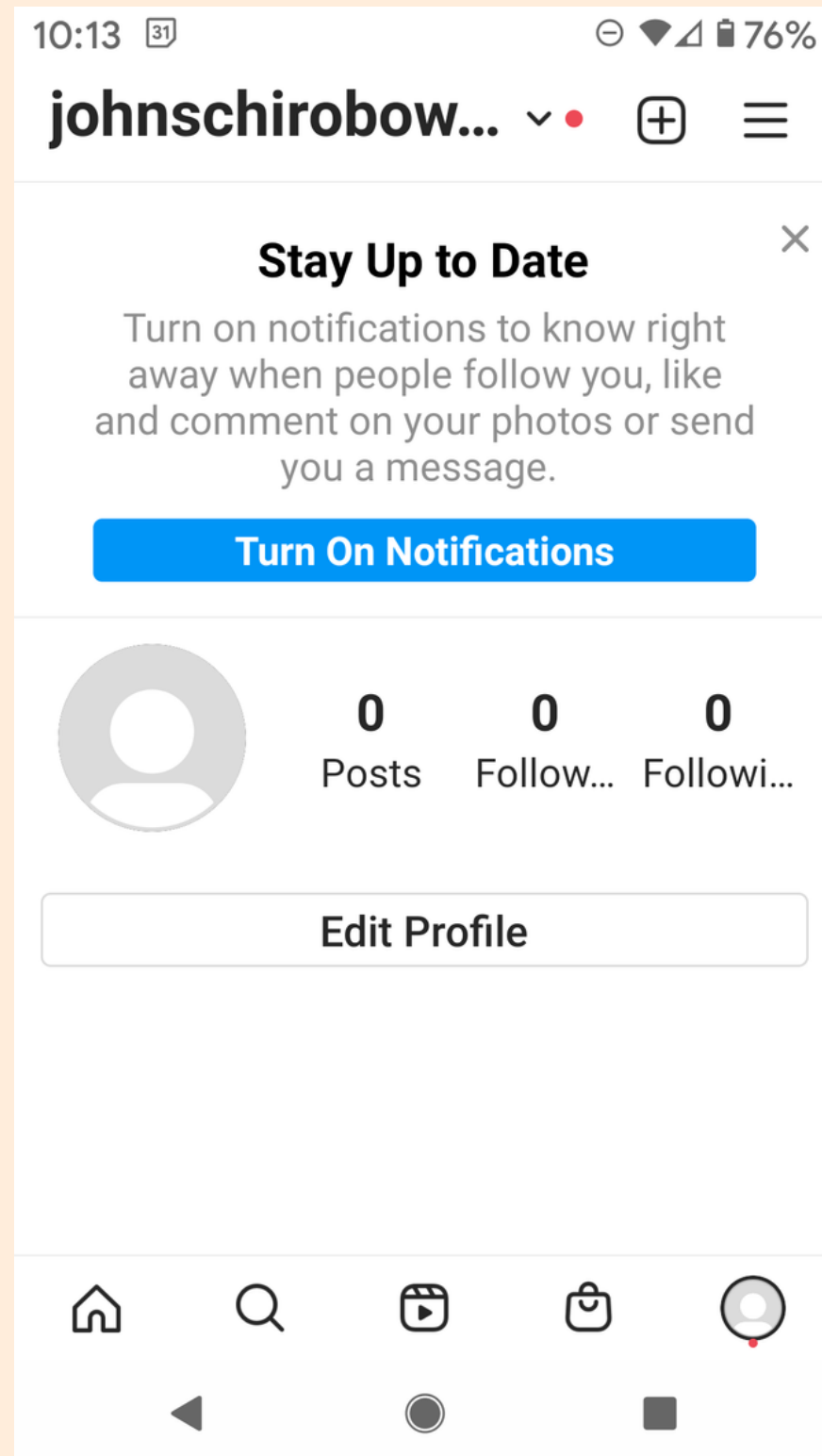
Connect the account to Facebook so that you can easily follow people you know and they will follow you back.



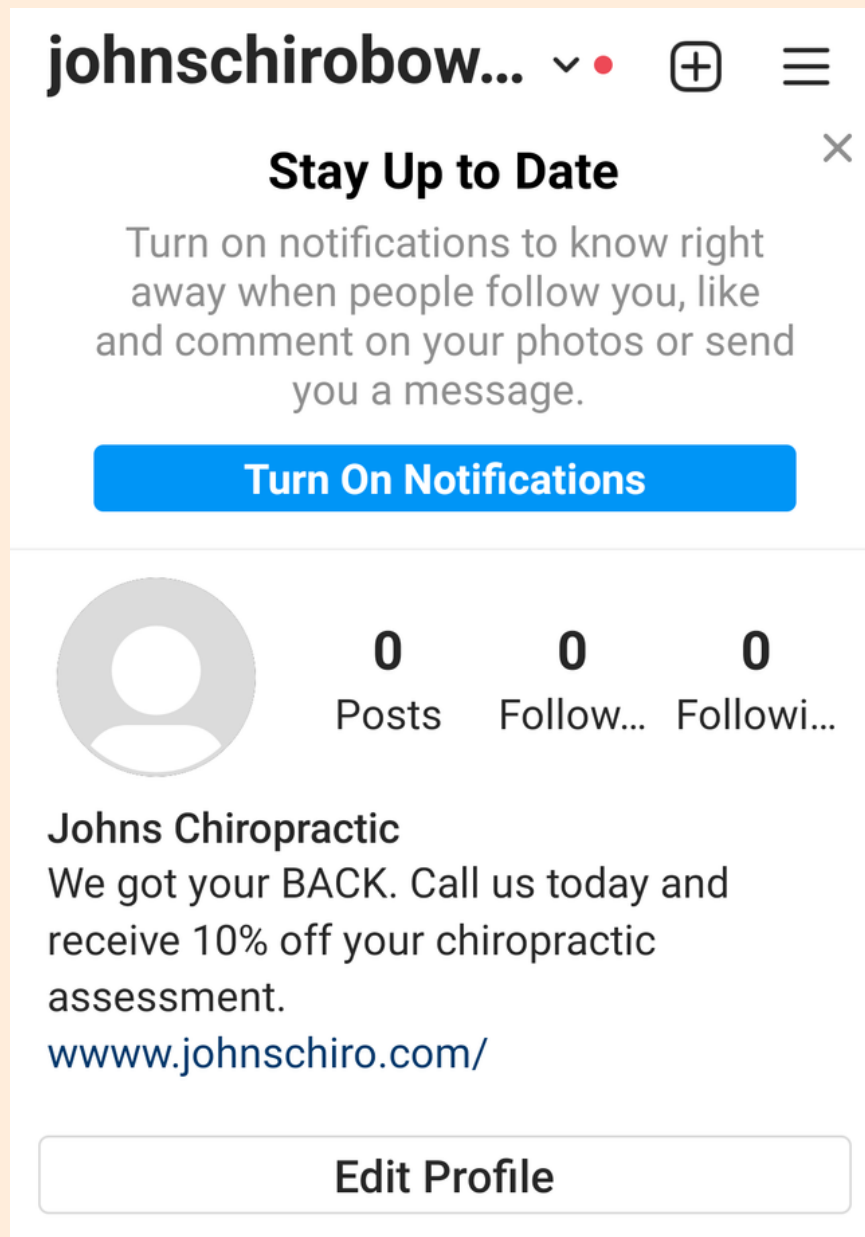


Add your logo as a profile photo.

Add profile Info by going to "Edit Profile."

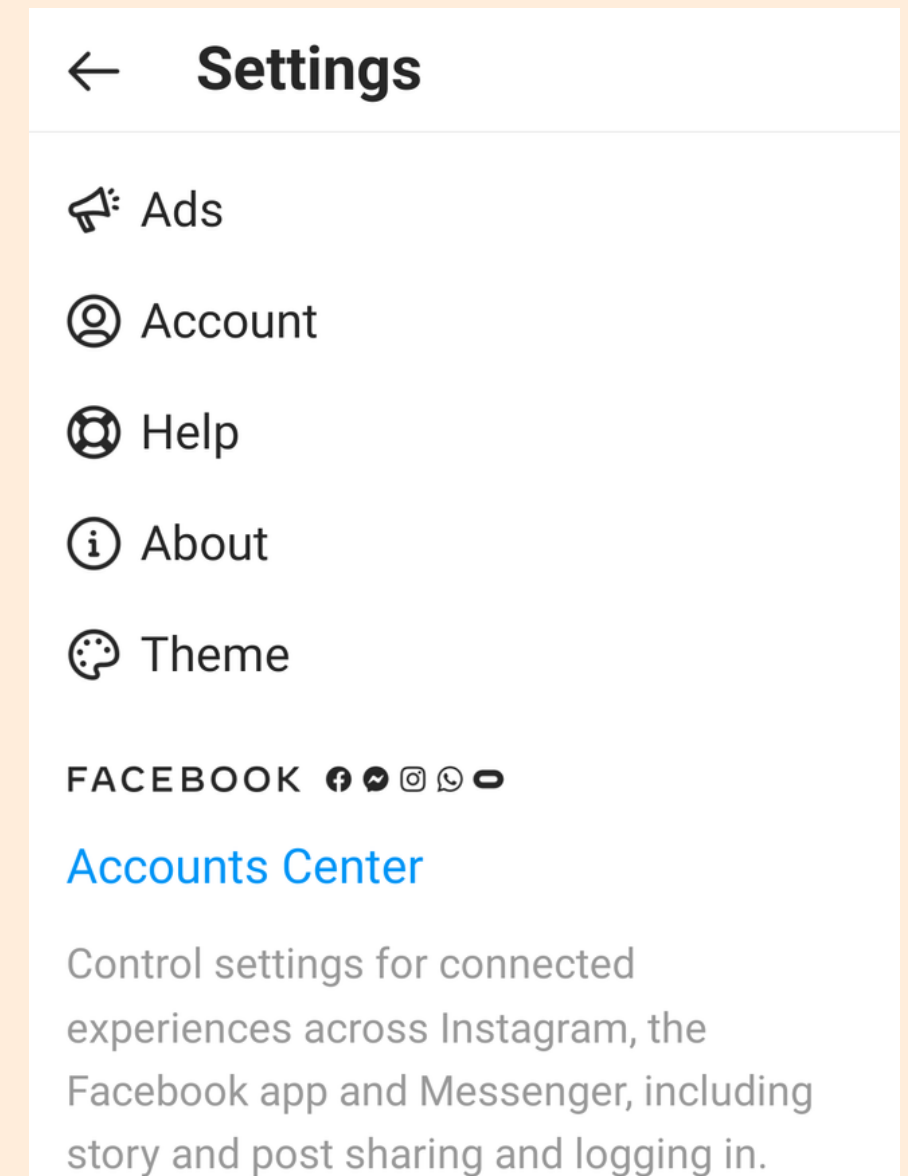
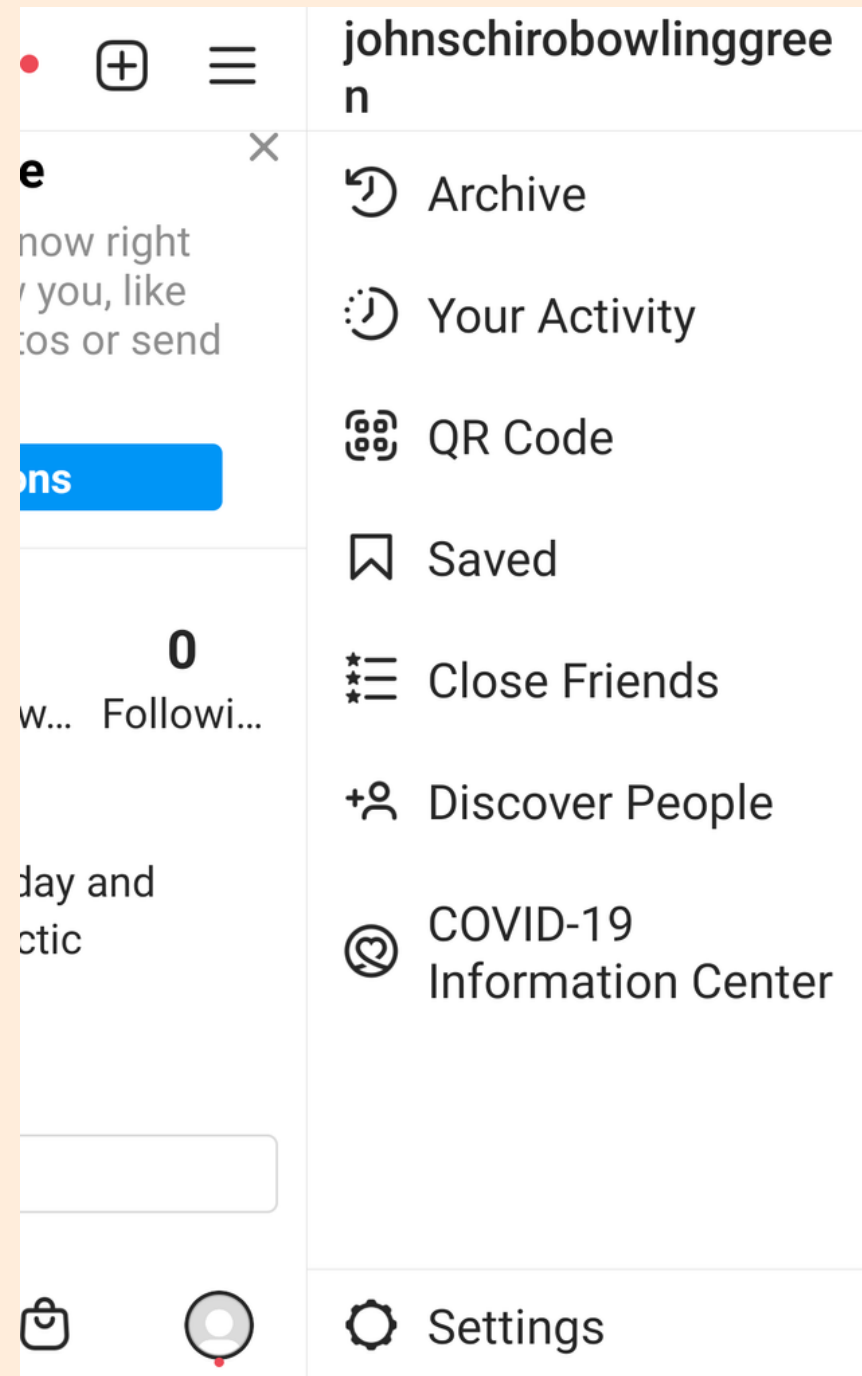


In the "Bio" include a tagline for your business with a call to action. For example: "We got YOUR BACK" Call us today and receive 10% off your first appointment! (555)555-5555.



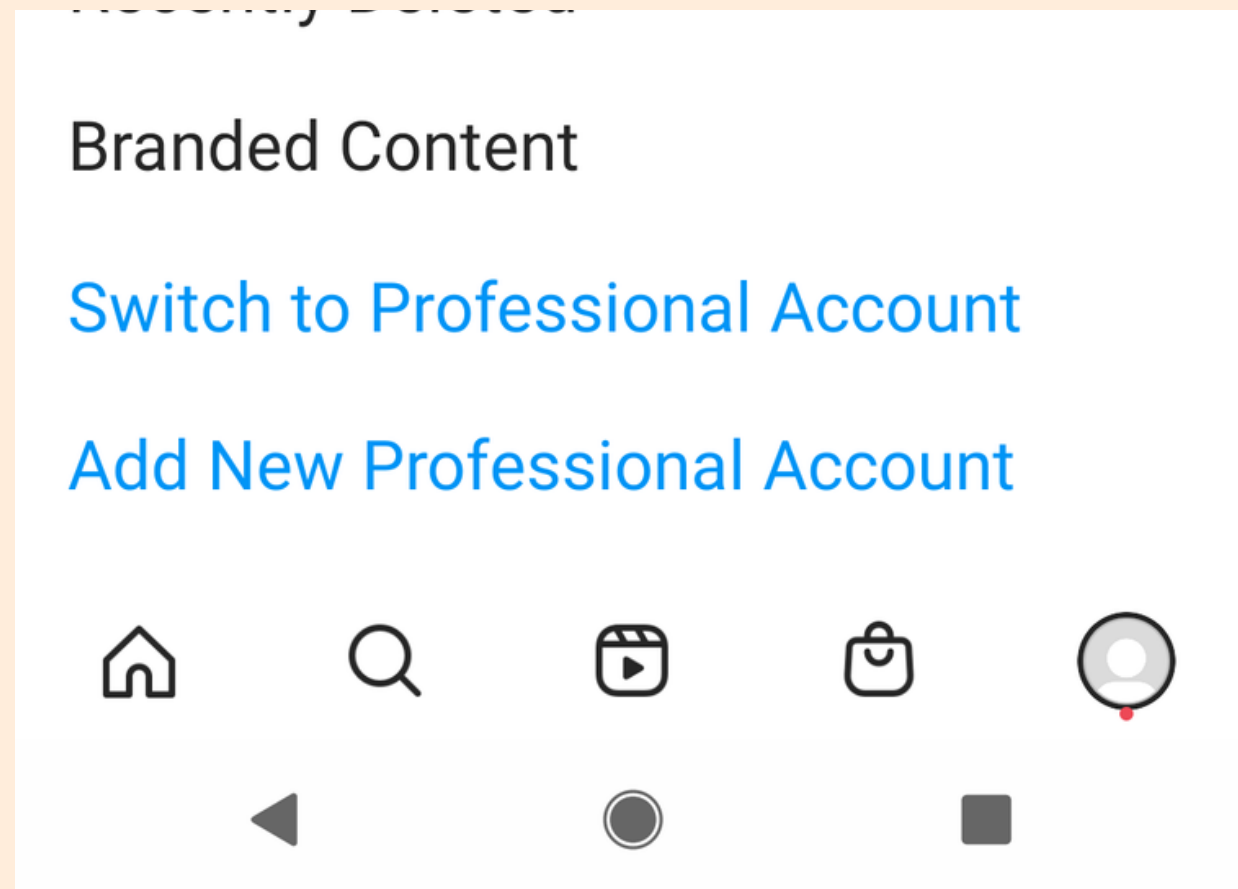
Click on the 3 lines on top right corner from your home profile screen.

Click "Settings" on the bottom.

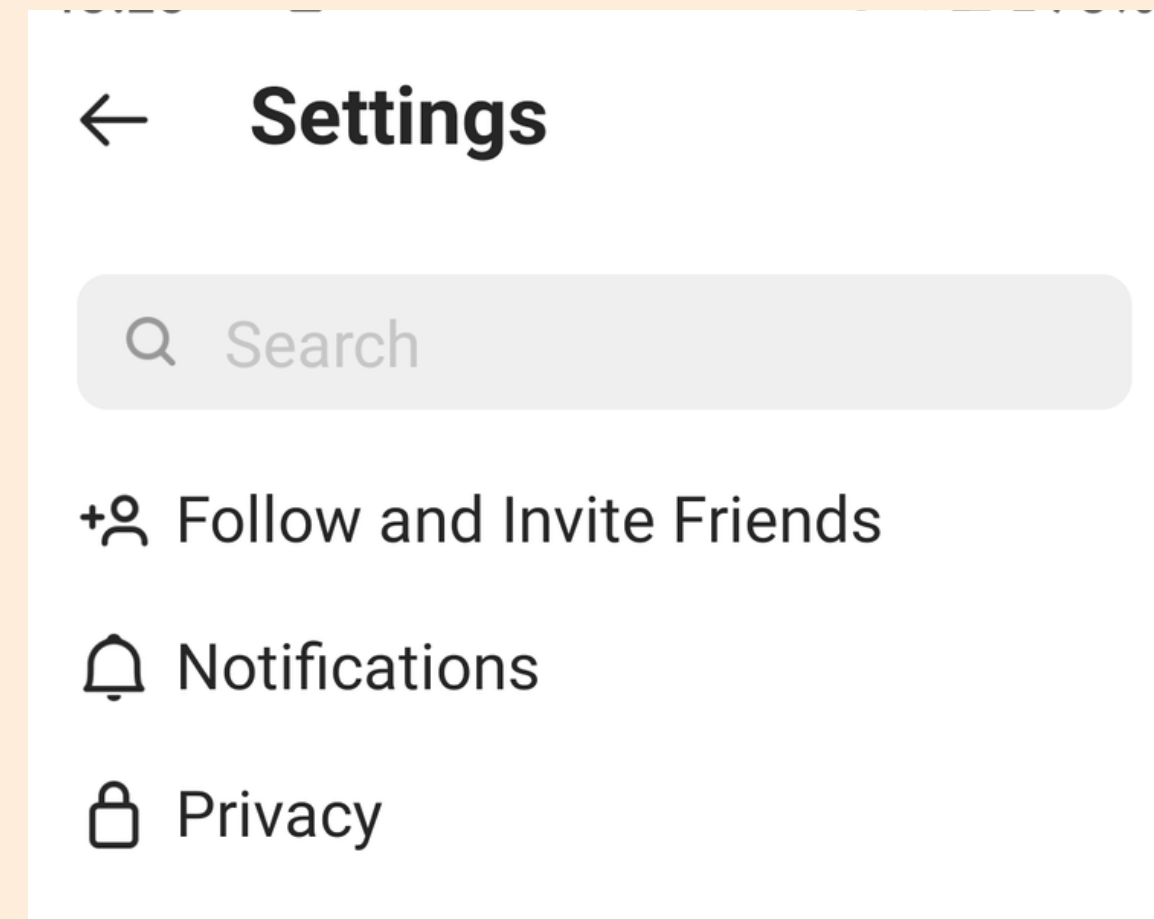


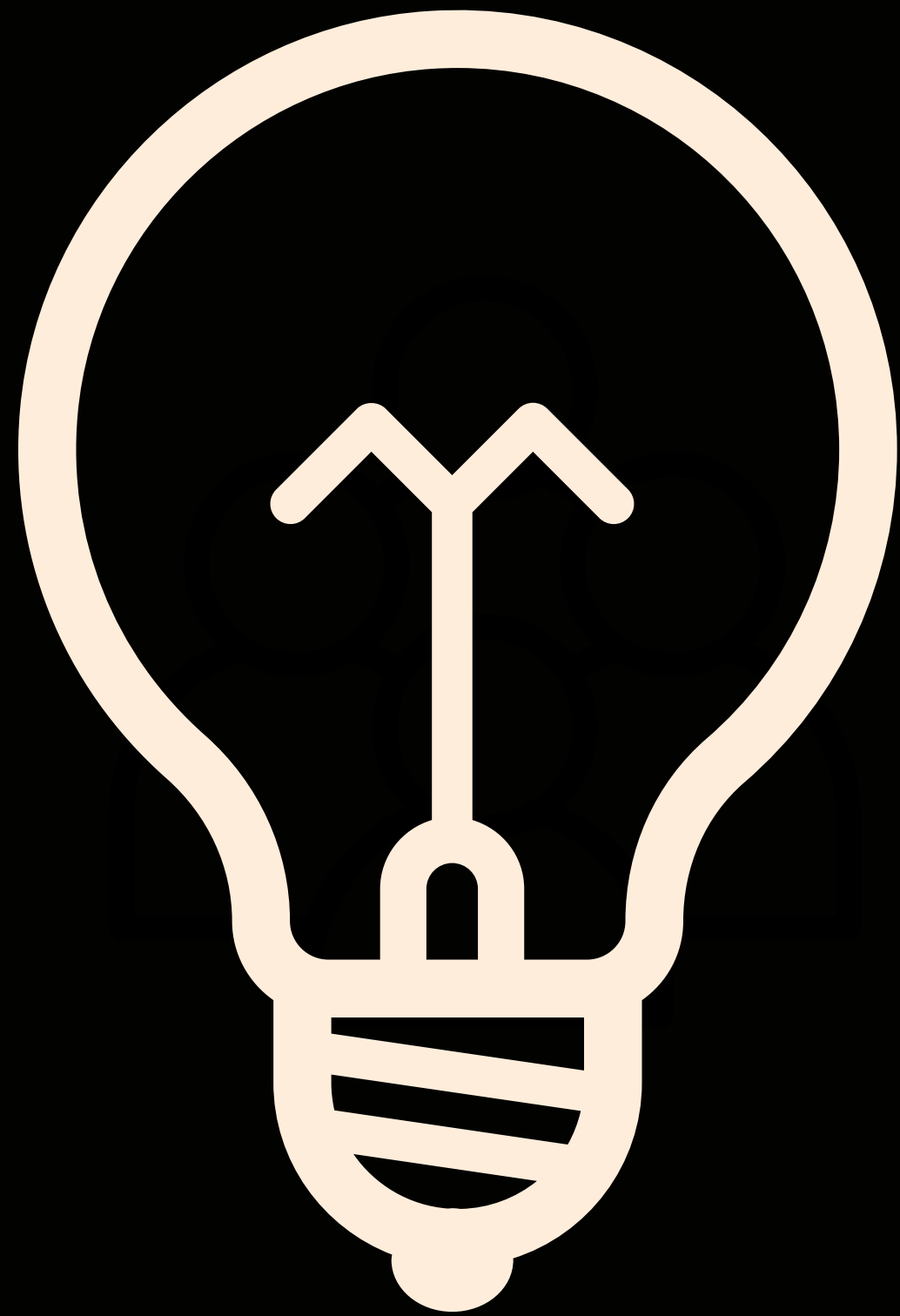
Go to the "Accounts Center" in blue and connect your IG account to your FB Business Page.

Go back to Settings and click "Switch to Professional Account" in blue. This enables IG to treat your account as a business.



Go back to settings and click "follow and invite friends" to follow more accounts that would likely follow your business back.





ADDITIONAL THOUGHTS



Implement a process in your customer journey where you instruct customers to like and follow your Facebook page and follow your business on Instagram to receive business updates, wellness education, etc.

You can use your Facebook Business Page as a place where customers can leave reviews. This is especially helpful if your business is either not on Google or not easily found on Google. Implement a process in your customer journey where you ask for feedback via review and include a link to your page.