HOW-TO: FACEBOOK BUSINESS PAGE

STEP #1

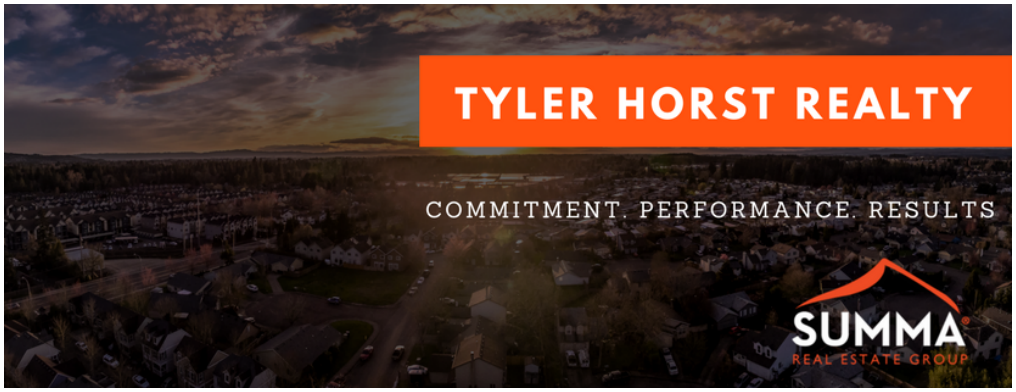
Within your pages tab on Facebook, click on “create page.” Next click on local business or place. You want your page name to be consistent with how you brand your business elsewhere. Then choose “real estate agent” for the page category. You can also use your office address as the street address.

STEP #2

Next add a professional and recognizable profile picture. I believe it’s in your best interest to invest in some professional headshots done by a professional photographer.

STEP #3

Choose an engaging cover photo. The easiest and best way to do this is to go to Canva.com and create a free account. Then you’ll click on “create a design” and then click on “Facebook Cover.” Next you’ll click on uploads and click on “upload your own images,” but first you’ll have to download your branch office’s logo from the marketing center within Basecamp. When you go to upload your own images, you’ll want to upload your branch’s logo or any logos you want to use to brand yourself. Next you’ll want to add a background image and some text that represents you as a business owner. You can either upload your own high resolution photo or download one straight from Canva.



STEP #4

Next you'll want to add a short description about yourself. This needs to be something you wouldn't mind people seeing if they were to search for you online.

STEP #5

Create a username for your page, which should be consistent with your business Twitter and Instagram account.

STEP #6

This step is very important. You must create a call to action by clicking on "Add Button." Next you'll click on "Get in Touch." It's up to you which call to action you choose but "Call Now" and "Send Email" are the most popular.

STEP #7

Next you'll want to make sure to add your website URL where it says "Add Website."

STEP #8

Now you've completed the crucial steps of getting your Facebook business page up and going, you can start browsing the tabs on the left hand side of your page and adding any information you haven't already added.

STEP #9

Once you feel that your Facebook business page is ready to promote, you'll want to start inviting your friends to like your page so that they're consistently seeing your posts and content on a regular basis. This will also generate more reviews for your business page.

STEP #10

Now that you're Facebook business page is complete and ready to promote, it's time to start posting! You can either generate paid or organic impressions (views & engagement) with your posts. Boosting your posts and Facebook ads can be very effective in generating more exposure from your audience. Although, it's important to make sure you really know what you're doing within Facebook advertising realm before you take the leap! I would suggest looking up some Youtube videos on how to successfully implement and manage a Facebook ad before doing so.

EXTRA INFO

Please note that it's important not to just post your listings when you get one but to also post content that is fun, engaging, informative, and stuff people actually want to see!

Content Ideas:

- Your Real Estate Activity
- Market Updates
- Fun informative content targeted to a certain area
- Personal Life Updates (In a Professional Tone of Course)

Once you master the Facebook business platform, I would suggest trying out other social mediums to market yourself! Every listing I get, I make sure to post it on not just Facebook, but also LinkedIn Instagram, Twitter etc.

Hope this helps!