

Why should I have a Facebook page for my business?

- You can learn more about your target market by utilizing the insights feature to learn about demographics and activity. ([Click here](#) for more details on what insights are and how to use them)
- Interact and get feedback from potential customers interested in your business. This includes reading their comments, replying to their comments, sending and receive private messages with customers, reading the reviews people leave on your business, and seeing when people share your posts to their pages.
- Free advertising is as good as it gets and it doesn't cost anything to have a page or to post things.
- A Facebook page is a great alternative if you don't have a website.
- Increase traffic to your website by directing your Facebook visitors to your website.
- Learn more about your competition and keep tabs on what they're doing.
- There are over 2 billion users on Facebook and being able to reach those people easily without paying for it is invaluable.
- Get new leads! Having contests or giveaways on your page that require people to sign up for an email list or like your page helps you gain new followers and leads for future promotions!
- You're able to customize your page with images and descriptions to fit your business. Things like your profile picture, cover photo, business hours and other business information like an address and phone number, a link to your website, and about section are great places to start.
- If you're hosting an open house or a special anniversary sale, you can create specific "events" that people can RSVP to on Facebook. Not only will this get the word out, you can get a good guess of how many people to plan for based on the responses! Need help setting up an event? [Click here](#).

For even more detailed answers, [check out Facebook's helpful article](#) on why your business needs a page

But I already have a personal page, can't I just tell customers to add me as a friend?

- Having a page for your business is different than a personal page. On a personal page, people have to request to be your friend in order to see what you post. On a business page, anyone can see your posts and learn about your business without getting your permission first.
- You want a sense of privacy. Customers who ordered wedding invitations from you a year ago aren't the same people you want seeing your personal vacation photos.
- It's not the most professional. People come to expect businesses to have a Facebook page and finding a business who doesn't use Facebook correctly might be a factor that makes that customer take their business somewhere else.

I have my page set up, now what? How do I use it to grow my business?

- Get the word out! Tell in-store visitors about your page, set goals (like 100 likes) and have giveaways to increase your page likes.
- Post frequently! Posting 2-3 times a week or more will ensure that people don't forget about you! Switch up the types of posts to keep things interesting. Sneak peeks of new items, communication on business hours or closures, and on-going sales going are all good examples. Also, including pictures or videos with your posts will make them stand out!
- Interact with customers! If someone comments on a post of yours, reply! Answer questions and reply to private messages as quickly as possible. Read the reviews people leave and thank them for the good ones and respond to the negative ones resolving any issues or asking how you could improve.
- Seeing what people comment on and what they like the most is a great way to decide on what to post in the future.
- You can create paid-for campaigns. Choose the goal of the campaign (increased web traffic, post engagement, page likes, etc.) and choose what types of people see these posts (age, location, gender, certain jobs or interests, etc.). You can also choose how long the ads run and how much you'd like to spend on each ad. For more information on the how and why of Facebook Ad's, [click here](#).

Need help getting your page started?

Facebook has a very useful Help Center that can help you set up and customize your page. [Visit Facebook Help Center](#) for assistance in getting started.