

PUSH  
**YOUR**  
BRAND **ON** Facebook

# Kit out your business page

Nobody wants to see a profile that is full of pixelated images, from profile image to cover image - having high res imagery that clearly shows the brand installs an element of trust in your audience.

- Make sure your logo and cover image are not blurry!
- Add info about your business that informs your audience who you are and what you do
- Show your methods of contact
- Include links to your other social platforms
- Add a shop (if relevant)
- Link your website!
- Consider using ad tools to push your offering

If someone looks at your page, make it easy for them to follow you on other platforms.

Ads are an additional tool you should utilise to push your business/brand in a more direct way.

# General Facebook tips

Facebook is a great way to showcase and advertise your business via a business page.

Here you will find some general tips and tricks that you can use to develop your Facebook page - make sure you keep up to date with new features!

## Value Proposition

Keep your posts valuable to your audience - for example, freshen up your posting style with some testimonials or some news links.

## Thought Provoking

Ask a question to your audience, or inspire those who want to hear from you with an inspirational quote that relates to your industry, or you as a person.

## Shop

If you have set up a shop on your profile (or you're looking to), then make sure in posts that feature that product, you tag it! This can link people directly to that product!

## Stories

Connect your Instagram and Facebook business accounts to share your Instagram Stories directly to your business page.

## Content Types

Attaching visuals to your posts will help this be more visible for those scanning through their daily feed. If a post only has text, this has a greater opportunity to get missed.

## Invite Tool

Don't forget to invite your friends, but also, when someone who doesn't like your page, but liked one of your posts, you can use the 'Invite' button to send them a direct invitation to like your page.

## Features

Make sure to explore and utilise all of Facebook's tools and features that are relevant to your business. For example, you can add appointment bookings, display your services, post jobs or host paid online events, etc.



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