

Building Your Business with Facebook Pages

facebook



The Facebook Mission

Give people the power to
share and make the world
more open and connected

Introduction

So I created a Page...now what?

Every day, over 150 million people in the US visit Facebook to connect with friends and their favorite businesses, brands and organizations. Creating a Page for your business is the first step to building lasting conversations with your customers on Facebook. And it's fast, easy and free!

To get started, download the Facebook Pages Manual and follow the step-by-step instructions for creating a basic Page. If you already have a Page, and want to know more about our recent improvements, visit our Page Upgrade Guide.

Next, follow this guide to begin making connections...Your fans are waiting!

Maximizing Your Facebook Page:

3 Easy Steps

- 1 Start the conversation
- 2 Expand your fan base
- 3 Analyze and optimize

1 Start the conversation



ABOUT US

Jasper's is a unique community destination for ultra-premium prepared foods and catering, free-range meats and poultry, organic and local produce, wild seafood, artisan-baked goods, chocolates and beverages.

OUR BRAND

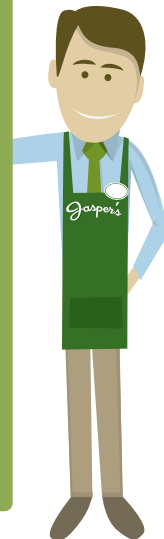
We offer the very best quality locally sourced products and we take great pride in our personal relationships with both our customers and our purveyors. We're really passionate about great food, and we LOVE to share our discoveries. Our brand voice? Warm, genuine and inclusive.

OUR CUSTOMERS

Living in NYC, men and women 24-54, urban, social, love exploring their city and supporting small businesses and local non-profits.

OUR GOALS

We want to build connections and engage our customers on our Facebook Page, and inspire them to shop in our store at least three times per week.



Your Facebook business Page really comes to life when you engage your fans, and it's important to remember that many relationships begin when your posts are published to your fans' News Feeds. Here are some tips for getting started:

Set your strategy

- **Know your business**

What is your unique voice? How can you bring your brand story to life in a compelling, authentic and personal way?

- **Know your customers**

Who are they? How will they want to connect with your brand? What content will be important to them and what will engage them?

- **Know your goals**

What kind of relationship do you want to have with your customers? In addition to building your brand, do you also want to use Facebook to drive immediate sales or in-store traffic? Defining and prioritizing your goals will help you create your Page posting strategy.

Follow best practices for posting

Find the right rhythm

Nobody knows your customers like you do, so decide how often they'll want to hear from you and what content will best engage them.

We're an urban grocery store that serves lots of busy professionals who shop very frequently for food, so it's ok to post to our fans every day with interesting content about our specials and featured menu items.



I check my Facebook Page for five minutes right before I open each morning and just after we close. That way, I can respond to any urgent comments or questions very quickly. People really appreciate it!



Schedule time for Facebook

Set aside 5-10 minutes each day to monitor your Page and post updates.

Keep it human

Be conversational, personal and authentic. Share video and photos of your business, your community and your customers.



Jasper's Market



Soup's on tonight! Drop by after 5 pm for a big bowl of squash soup and a Belgian white ale. We'll throw in warm bread and scintillating conversation!

about an hour ago · Like · Comment · Share

6 8

Write a comment...



Jasper's Market



We are silly for shitakes this week! Our produce buyer, John, recommends showcasing them in a warm quinoa salad with goat cheese after a quick sauté.

1 hour ago · Like · Comment · Share

Rita Fabi and Giselle Schmitz like this.

Write a comment...

Share news and exclusive content

Fans love “sneak-peeks” about new products and news. You should also post photos, videos, recipes and anything else that gets people talking.



Jasper's Market

The best chevre with truffles from Goat Hill has just arrived! It'll sell out fast, so come and get it soon!

15 minutes ago [Like](#) · [Comment](#) · [Share](#)

3 12

Write a comment...



Jasper's Market

We're on TV tonight! Mark Lamberti gives us a shout out in a fun video interview on shopping farm-fresh in the Big Apple!

1 hour ago · [Like](#) · [Comment](#) · [Share](#)

Meg Sloan and Mark Rodgers like this.

Write a comment...

Encourage fan participation

Create fun, engaging conversations with clear calls-to-action. Ask questions and reward responses. If someone posts something you love, repost it and respond personally to them. Allow your fans to post directly to your wall with questions, feedback and compliments.



Jasper's Market

What's the single most amazing food you've savored at Jasper's? Vote for your favorite answer and we'll serve it in our store all season long!

2 hours ago [Like](#) · [Comment](#)

12 people likes this.



Rita Fabil That's easy... It was your organic grilled pizza! I'll never forget that delicious crispy crust!

3 minutes ago · [Like](#)

Write a comment...



Lisa Carey

Many thanks to Jasper's amazing bakers! Your Chocolate Truffle Torte is unbelievable.

15 minutes ago [Like](#) · [Comment](#)



Jasper's Market Lisa, we're so glad. We love that torte too!

5 minutes ago · [Like](#) · 2 people

Write a comment...

Reward your fans

Post special offers just for your Facebook fans, like discount codes and exclusives on new products. Offer a special code and/or create a Facebook Check-in Deal that can only be redeemed in your store.

Handling negative feedback

When you engage your fans in a genuine dialogue, transparency is very important. Remember this is a conversation, so listen and respond, and address negative feedback honestly and openly.



Jasper's Market

Happy Valentine's Day, Facebook fans! Stop by tomorrow from 10 am – 1pm for a special chocolate treat when you say the secret code "willy wonka". We'll also offer 20% off all purchases through our special Facebook Check-in Deal.

1 hour ago [Like](#) · [Comment](#) · [Share](#)

35 people likes this.



Mike Fretto What an incredible deal! I'll be stopping by during my lunch break.

15 minutes ago · [Like](#) · 2 people

Write a comment...



Tip

Get updates on your page's activity

Stay connected to your Page with on-site notifications and emails of fan activity. To customize your settings, visit your page, click the "Edit Page" button in the top right corner, and select "Your Settings" from the left column menu.

Develop a conversational calendar

Create a schedule and a regular rhythm for your postings and consider posting at specific times when engagement is highest. You can also create weekly features that encourage participation. (See the sample conversational calendars at the end of this guide.)



Jasper's Market



It's Cheesemonger Monday! When you're entertaining, what else is on your cheese plate besides crackers? One lucky respondent will win a generous wedge of bleu cheese fresh off the farm – Sperry Farms, that is. Yum!

3 hours ago [Like](#) · [Comment](#)

4 people like this

[View all 6 Comments](#)



Lauryn Hale A guest favorite at my house has always been Jasper's Olive Dip and organic gluten-free crackers. Delicious!!!

15 minutes ago · [Like](#) · 2 people

Write a comment...

Begin building your connections

Start with who you know

Use your existing email lists, direct mail and personal contacts to promote your Page and begin building your fan base. Ask your contacts to like your Facebook Page to stay connected to your business for updates.

Leverage your existing marketing

Add a Facebook logo with a call to action on your in-store signs, newsletters, emails, fliers, menus and business cards. Install social plug-ins which are buttons you can place on your website to encourage interactions and Page likes



Tip

Keep your Facebook posts fresh too! Download the Facebook app for your smartphone, and update your business page when you're away from your computer.

2 Expand Your Fan Base

Encourage visitors to like your Page

Encourage visitors to like your Page by working with a developer to create a special landing page tab.



Partner with other brands or local organizations

Partner with other brands or local organizations to create co-promotions and encourage viral sharing with incentives.



Jasper's Market



Enter for a chance to win a \$100 NY wine shopping spree from Jasper's and the NY Wine Group!

Click on the "Win Wine" tab at the top of either page to enter. Invite your friends and receive additional entries. Contest ends next Friday, so enter now!

1 hour ago [Like](#) · [Comment](#) · [Share](#)

Expand the reach of your posts

When you mention a person or organization you are connected to in a post on Facebook, type the @ symbol, begin typing the name, and then choose them from the dropdown menu. Your post will automatically post to their Wall.



Jasper's Market

Congratulations to [@greateats](#) for a fabulous charity event on Friday night. Shout out to our team for yet another amazing burrata and heirloom tomato creation!

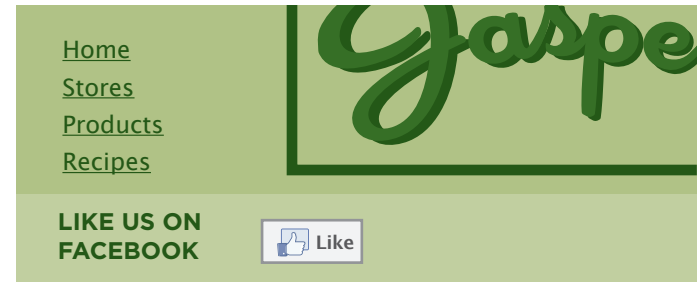
15 minutes ago [Like](#) · [Comment](#) · [Share](#)

[Jim Renauld](#) and 5 others like this.

Write a comment...

Use social plug-Ins on your website

Install a Like box on your homepage and a link on your newsletters and emails to drive people to your Facebook Page.



Encourage physical check-ins at your business

When people check-in at your business, the post will appear in their friends' News Feeds and provide additional exposure for your business.



Promote with ads and Sponsored Stories

Facebook Ads are the best way to build awareness of your Page and drive new fans. **Sponsored Stories** harness the power of recommendations, and they're a great way to spread your content further. Stories are served to friends of those who have liked your Page or your content.



3 Analyze and Optimize

Facebook offers tools to help you analyze what's happening on your Facebook Page so you can monitor key metrics, get insights about who visits your Page and what they do on it, and develop a plan to get more fans and increase interactions. Download the Facebook Insights Guide for an in-depth look at how to use the free tools available to you on Facebook.



Resources

Now you have the tools and knowledge you need to make the most of your Facebook business Page. So start connecting with your customers today! For more detailed information on creating your Page or marketing on Facebook in general, visit our Facebook Pages Manual and Facebook Marketing Solution Guide to Facebook Ads.

Sample Conversational Calendar: The Bridge concert hall

To keep your Facebook fans engaged with your Page, create a posting plan, or Conversational Calendar. Here's how a local concert venue might approach it:

THE BRIDGE

We have been Austin's premier concert hall for almost 100 years, attracting legendary talent from all over the globe, and enthusiastic music fans from all over the local Austin area.

OUR GOALS

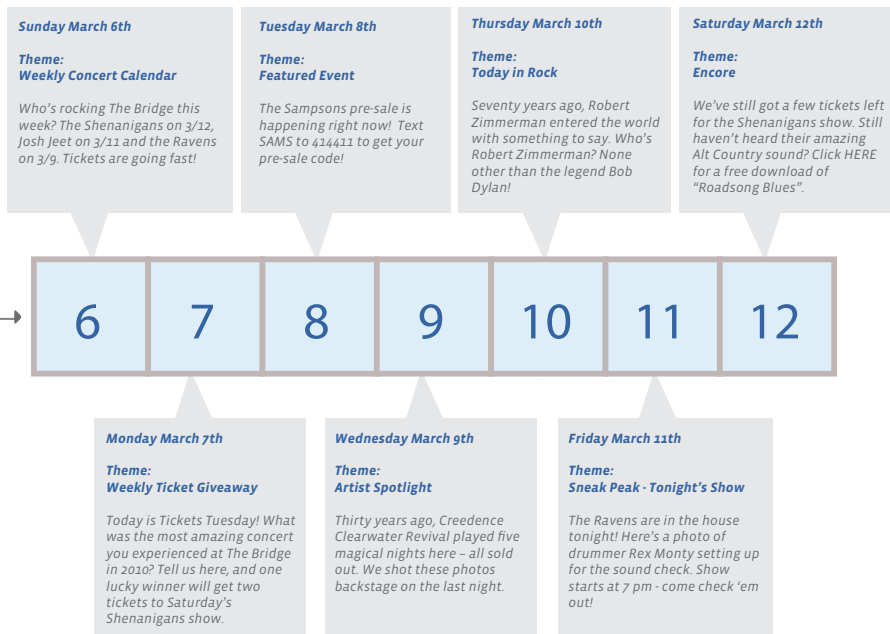
Reinforce our position as the premier music venue in Austin and share daily music inspiration with our fans.

OUR APPROACH

Promote our events and featured performers, offer special discounts and free tickets to our fans and showcase The Bridge's unique history & historic performances.

THE BRIDGE

March 2011						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Theme: Concert Calendar	Theme: Ticket Giveaway	Theme: Featured Event	Theme: Artist Spotlight	Theme: Today in Rock	Theme: Sneak Peak	Theme: Encore
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Sample Conversational Calendar: Home by Design online retailer

To keep your Facebook fans engaged with your Page, create a posting plan, or Conversational Calendar. Here's how an online retailer might approach it:

HOME by DESIGN (online retailer)

We are an online retailer that sells modern housewares. From ergonomic OXO kitchen tools to luxurious linens inspired by global travels and avant garde artists, Home by Design makes it easy to shop outside of the aisles and create a unique and thoroughly modern habitat.

Our Goals

Inspire a community of design passionates and open their eyes to the possibilities for home improvement.

Our Approach

Inspire ongoing home design, and create a steady retail drumbeat for promotions, design-related articles/content and sales.

HOME by DESIGN



December 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Theme: Announce Products	Theme: Design Inspiration	Theme: New Markdowns	Theme: Giveaway	Theme: Last Days to Save	Theme: Seasonal	Theme: DIY Inspiration
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Sunday December 6th

Theme: Announce New Products...

Want to bring some panache to your pho?! We love the elegance and simplicity of these stainless steel chopsticks our buyers found in downtown Hanoi. Get 'em while they last!

Tuesday December 8th

Theme: New Markdowns!!!

Spring Cleaning? Everyone deserves sparkle in the kitchen! Just this week, all of our kitchen gadgets are 20% off, with free shipping. Start shopping!

Thursday December 10th

Theme: Last Days to Save

Last Day to save an additional 10% on all clearance items during our Clear the Decks Sale. Use code RHCD112 at checkout.

Saturday December 12th

Theme: DIY Design Inspiration

What are your best decorating tips for the holiday table? Our favorite response will win a handcrafted folk candelabra from Scandinavia Designs.

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Monday December 7th

Theme: Design Inspiration

Recognize these patterns? They're all ikat prints, the crux of our newest home collection. Ikat's date back centuries and are created by tying and dying lengths of yarn before weaving. Beautiful!

Wednesday December 9th

Theme: Giveaway Wednesday

Fan exclusive! It's Giveaway Wednesday, so weigh in to win. Which room in your house is most in need of a makeover? We'll choose one lucky winner for a \$500 Home by Design gift certificate.

Friday December 11th

Theme: Seasonal

If you're lucky enough to be plotting a warm-weather getaway, don't pack those bags until you see the thoroughly modern luggage we love. Through Saturday, shipping is free on all luggage!

Sample Conversational Calendar: Smiling Buddha yoga studio

To keep your Facebook fans engaged with your Page, create a posting plan, or Conversational Calendar. Here's how a local yoga studio might approach it:

SMILING BUDDHA YOGA STUDIO

We are a local yoga studio that offers Denver's best Vinyasa yoga instructors in a peaceful, clean, supportive studio.



SMILING BUDDHA YOGA STUDIO

March 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Theme: Mind Body & Spirit	Theme: Power up your week	Theme: Fight the Blahs	Theme: Weekly Giveaway	Theme: Friday Inspiration	
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Monday March 14th

Theme: Mind Body and Spirit

"When the power of love overcomes the love of power, the world will know peace." - Jimi Hendrix. Wind down your weekend with joyful reflection at Candlelight Flow Yoga tonight at 7 pm.

Wednesday March 16th

Theme: Fight the Mid-Week Blahs

Valentine's Day contest - Write a haiku about someone you love. The 5 haikus with the most "likes" win a free yoga class!

Friday March 18th

Theme: Friday Inspiration

Question: Happy Full Moon Friday! What (or who) inspires you? Our favorite post gets free yoga all weekend.

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Tuesday March 15th

Theme: Power up your week!

Back to the mat - Join us TODAY @ 4:30p for an inspired practice of movement and community. See you there!

Thursday March 17th

Theme: Weekly Groovin' Giveaway

What do you like to wear on your mat? One lucky yogi will win the amazing new Caribbean music mix our own Karen Smith just created for today's lunchtime stretch class.

Additional Resources:

Manage your existing ads:

www.facebook.com/ads/manage

Advertising guidelines & policies:

www.facebook.com/ads_guidelines.php

Guide to Facebook Ads:

www.facebook.com/adsmarketing

Receive ongoing tips:

www.facebook.com/facebookads

Create a Facebook Page:

www.facebook.com/pages/create.php

Use social plug-ins:

www.developers.facebook.com/plugins

Advertising help center:

www.facebook.com/adshelp

Facebook Page Promotion Guidelines:

www.facebook.com/promotions_guidelines.php



