



## THE KLIXO GUIDE TO GETTING STARTED ON FACEBOOK

Facebook is all about building relationships. A Facebook Page for your business can help you build relationships with your existing customers, and put your name in front of more than one billion potential customers.

### STEP 1 – CREATE A PERSONAL ACCOUNT AND LOG IN TO FACEBOOK

If you don't already have one, the best way to start is by creating a personal Facebook profile for yourself by going to [www.facebook.com](http://www.facebook.com) and signing up. Even if you don't want a personal Facebook page, it's best to have one as there are several limitations you'll encounter with a "business only" page. None of your personal profile information will appear on your business Page and vice versa. Your business account will be 'tied' to your Facebook account, but the information on each will remain completely separate.

### STEP 2 – CREATE A PAGE FOR YOUR BUSINESS

Once you're signed in to your personal Facebook account, go to <http://www.facebook.com/pages/create.php> and follow the instructions to set up the Page for your business. As part of this process you'll need to:

- choose a Page name and a category to represent your business
- upload a logo or another image to use as a profile picture
- write a sentence about what your business does
- come up with a memorable web address for your Facebook page
- upload a cover photo that will showcase your products/services

### STEP 3 – START CONNECTING WITH PEOPLE

Now that you've created your Page, you can tell people about it!

- 'post' something on your Page that will be seen by anyone who 'Likes' your Page
- Invite your friends, family, contacts and customers to 'Like' your Page – you can do this by:
  - o Using the 'Build Audience' button on your admin panel
  - o Inviting your email contacts by uploading their addresses and sending a bulk message
  - o Adding your Page's web address to your marketing material
  - o Consider creating paid Facebook Ads



### STEP 4 – KEEP YOUR AUDIENCE ENGAGED

By keeping the content on your page interesting and informative, you can build better relationships with your customers and generate new sales.

- update your page at least once or twice a week
- make your posts relevant, conversational and not too long
- try and include images or videos where possible (people tend to pay more attention to these)
- seek feedback from your customers to show you value their opinions
- make sure you respond to all comments and private messages (positive and negative) in a timely fashion
- think about reaching customers with an Offer
- Use 'Page Insights' to find out what's working

**No time to get yourself sorted? Let us help your business succeed on Facebook!**

**[Contact Klixo](http://www.klixo.co.nz) on 07 307 2660 today.**