



FACEBOOK

CREATED FOR ARCHITECTS, ENGINEERS, AND CONSTRUCTION PROFESSIONALS

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Facebook

Setting Up Account/Company Page

1. Log into Facebook. If you don't have an account, create a profile. A profile is an individual page. You must have a profile before creating a Company Page. (No one will know it's you who's posting, so you don't have to publicly be connected to your followers for them to see your posts.)



facebook

Email or Phone

Password

Log In

Forgot account?

Sign Up

It's free and always will be.

First name

Last name

Mobile number or email

New password

Birthday

Aug 22 1999 [Why do I need to provide my birthday?](#)

Female Male

By clicking Create Account, you agree to our [Terms](#) and that you have read our [Data Policy](#), including our [Cookie Use](#). You may receive SMS Notifications from Facebook and can opt out at any time.

[Create Account](#)

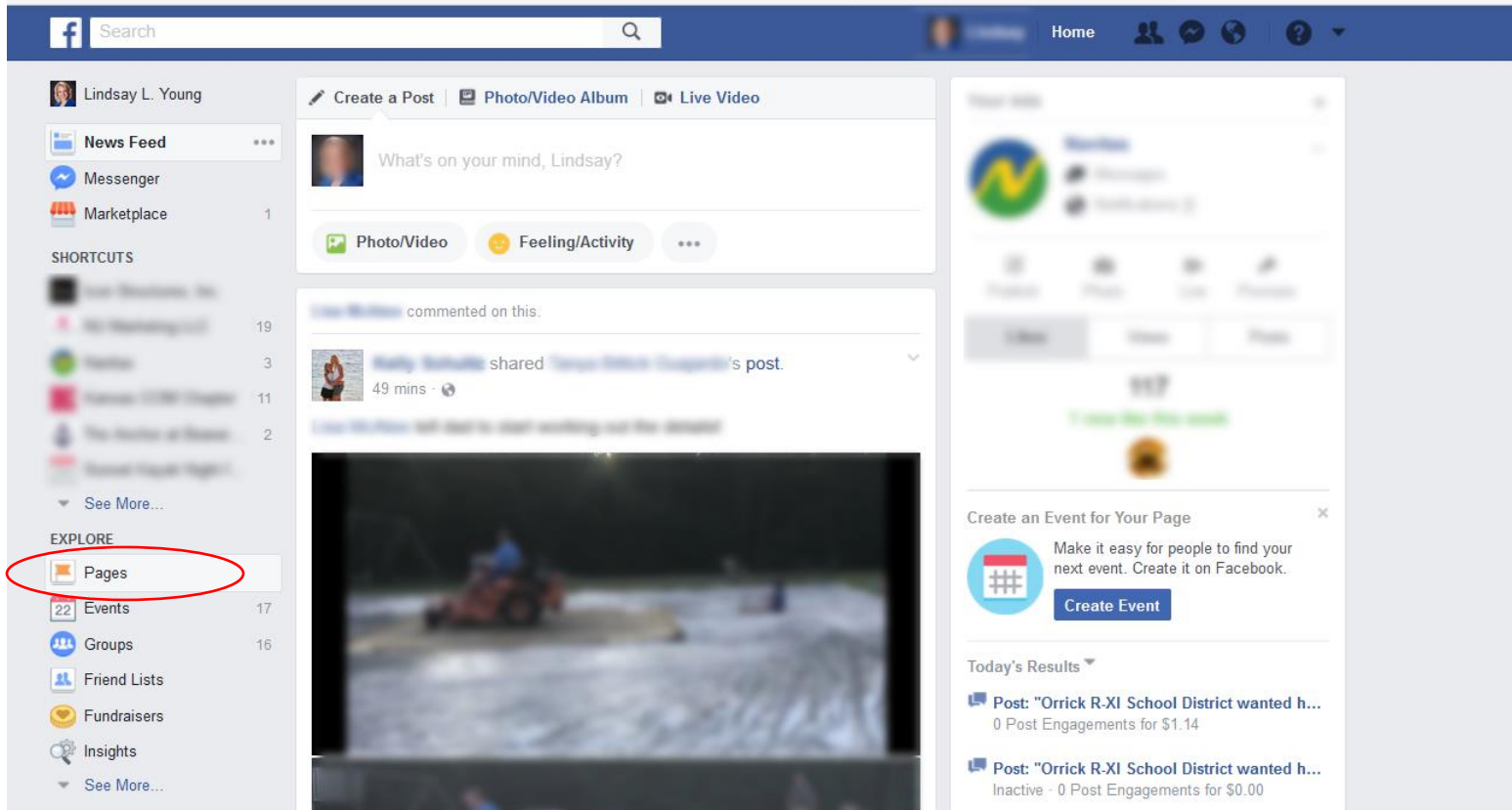
[Create a Page for a celebrity, band or business.](#)

Thanks for stopping by!
We hope to see you again soon.

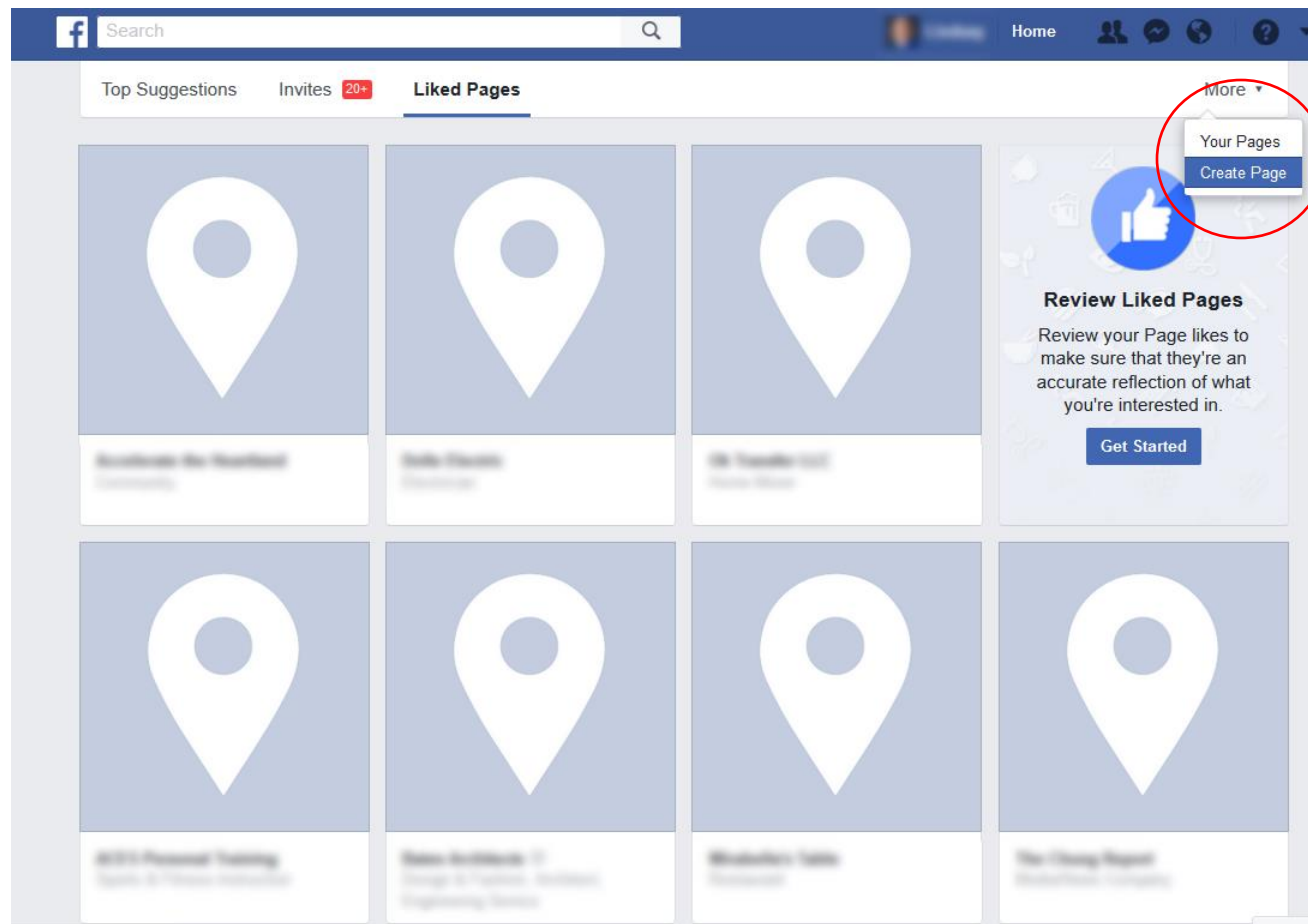
English (US) Español Français (France) 中文(简体) العربية Português (Brasil) Italiano 한국어 Deutsch हिन्दी 日本語 [+](#)

Enter your email address and password to log in.

2. Once logged into Facebook, go to the left menu bar and click “Pages.”



3. On the upper right hand side, click on the down arrow by “More.” Select “Create Page.”



4. Click on “Local Business or Place.” Fill out all the information on this screen.
 - a. Page Name (Business Name)
 - b. Page Category
 - c. Street Address of Business
 - d. City of Business
 - e. Zip Code of Business
 - f. Business Phone Number

Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.
It's free to set up. Just choose a Page type to get started.

Local Business or Place

Page Name, for example, Pat's Cafe

Page Category, for example, Coffee Shop

Street Address


City/State

Zip Code


Phone

By clicking Get Started, you agree to the [Facebook Pages Terms](#).


Get Started Local Business or Place




Company, Organization or Institution




Brand or Product



Artist, Band or Public Figure



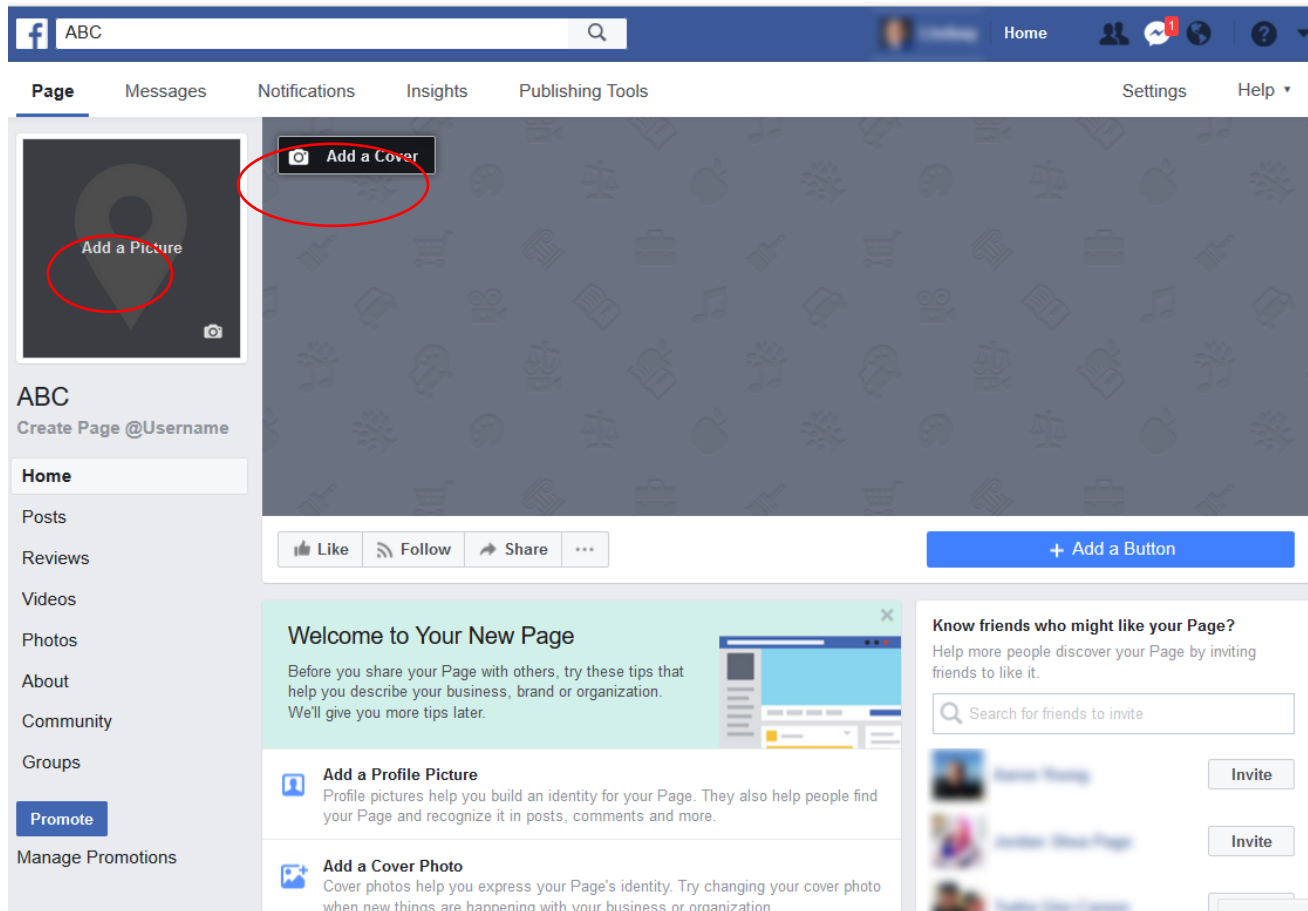
Entertainment



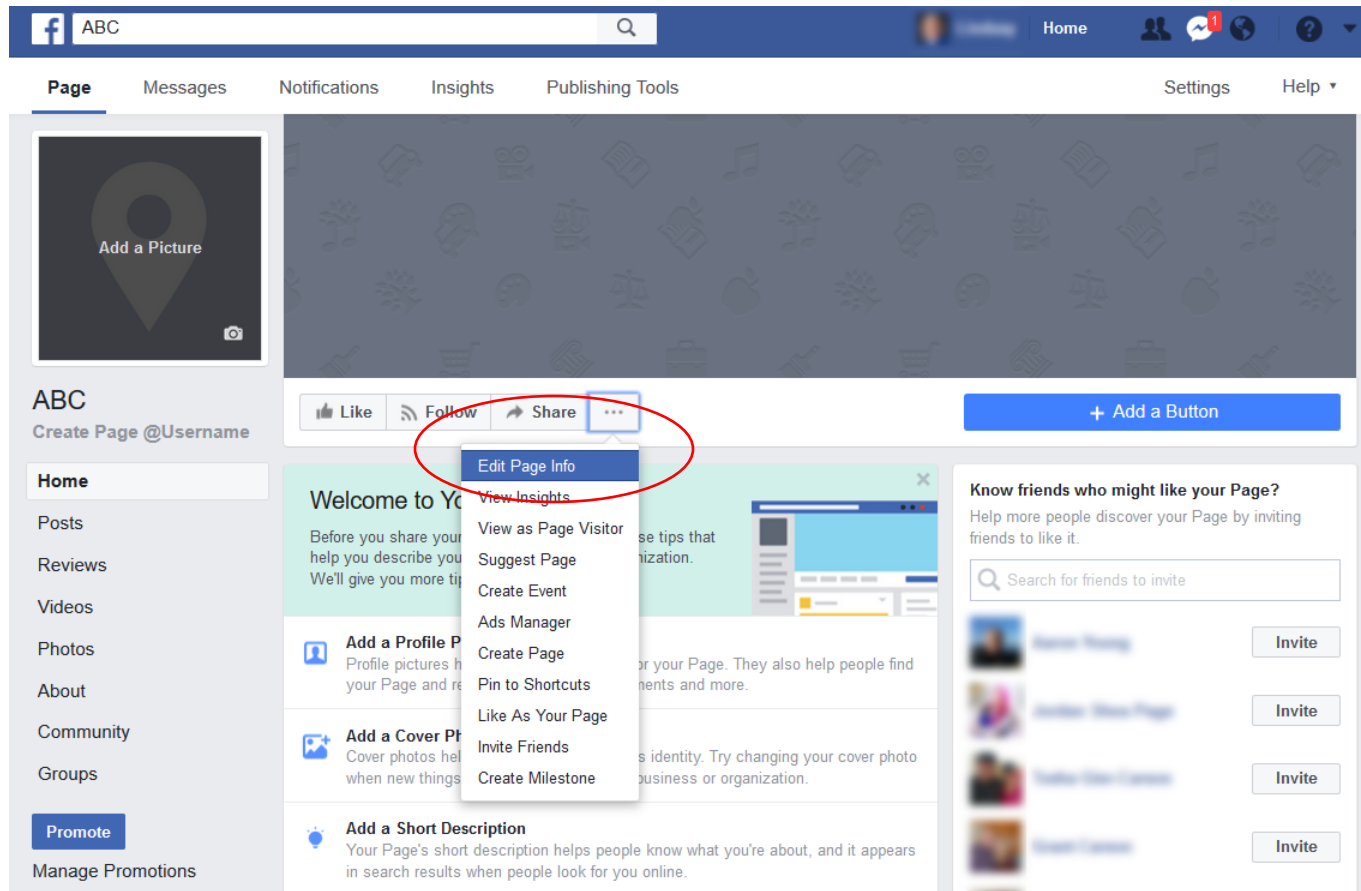
Cause or Community

5. You will need to add a profile picture (your logo) and cover photo to the Facebook Page.
 - a. The dimension for the profile picture display at
 - i. 170x170 pixels
 - ii. It **does** display your Page's profile picture cropped to a circular shape in ads and posts, but will remain the same square shape when people visit your Page.
 - b. The dimensions for the cover photo display at
 - i. 820 pixels wide by 312 pixels tall
 - ii. Must be at least 399 pixels wide and 150 pixels tall

iii. Loads fastest as an RGB JPG file that's 851 pixels wide, 315 pixels tall and less than 100 kilobytes



6. Click on the three periods in the middle of the page. Click “Edit Page Info.”



7. A pop up window will appear. Thoroughly complete each section.

a. General

- i. Categories
- ii. Description of your business
- iii. Impressum (This is an optional field. In certain countries, such as Austria, Germany and Switzerland, businesses may be required by law to include a statement of ownership on their web presence. The limit is 2,000 characters.)

b. Contact

- i. Business Phone Number
- ii. Business Email Address
- iii. Business Website

c. Location

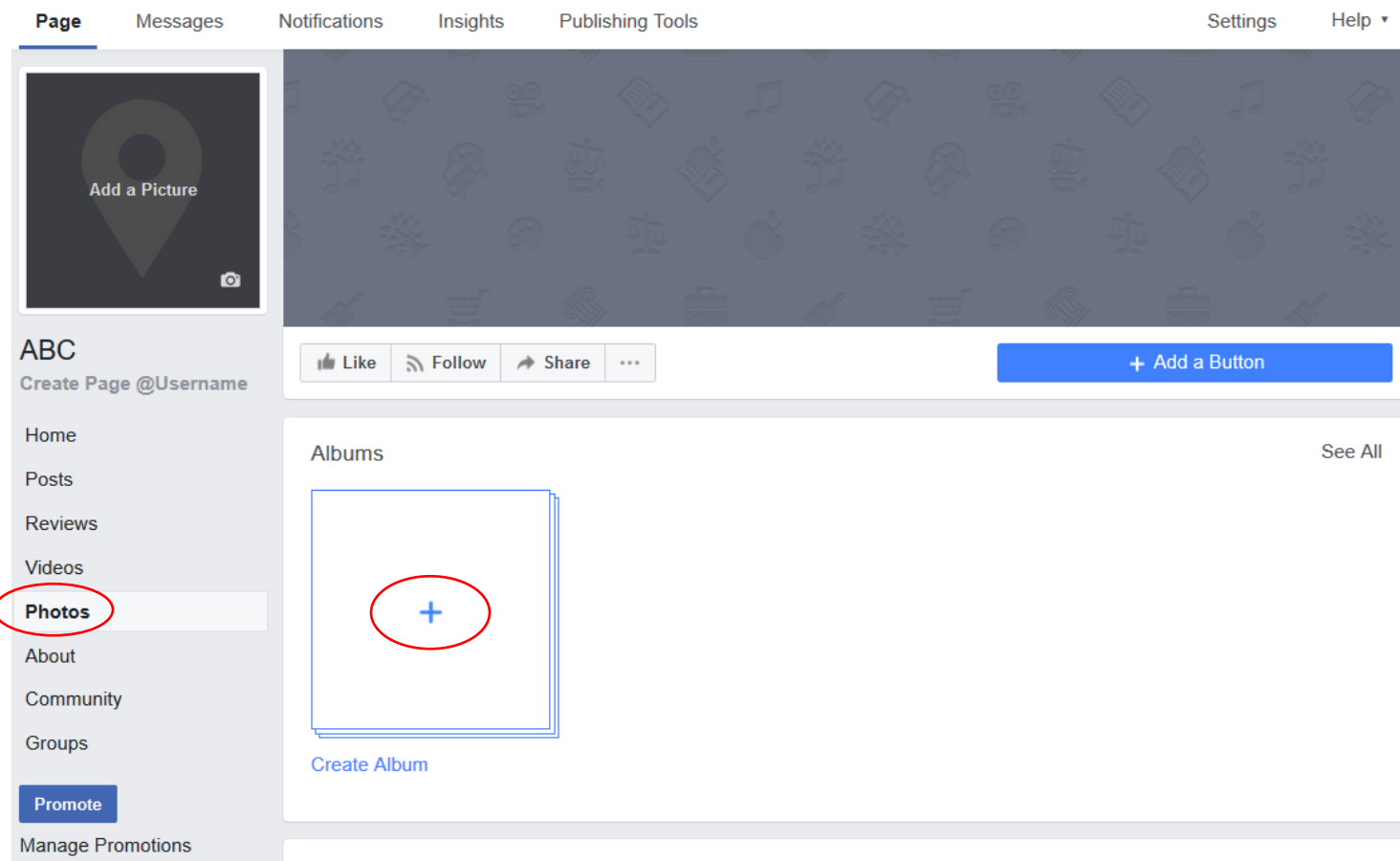
- i. Business Address (Make sure to select the check box “Show map and check-ins on the Page” so people can check-in at your business.

d. Hours

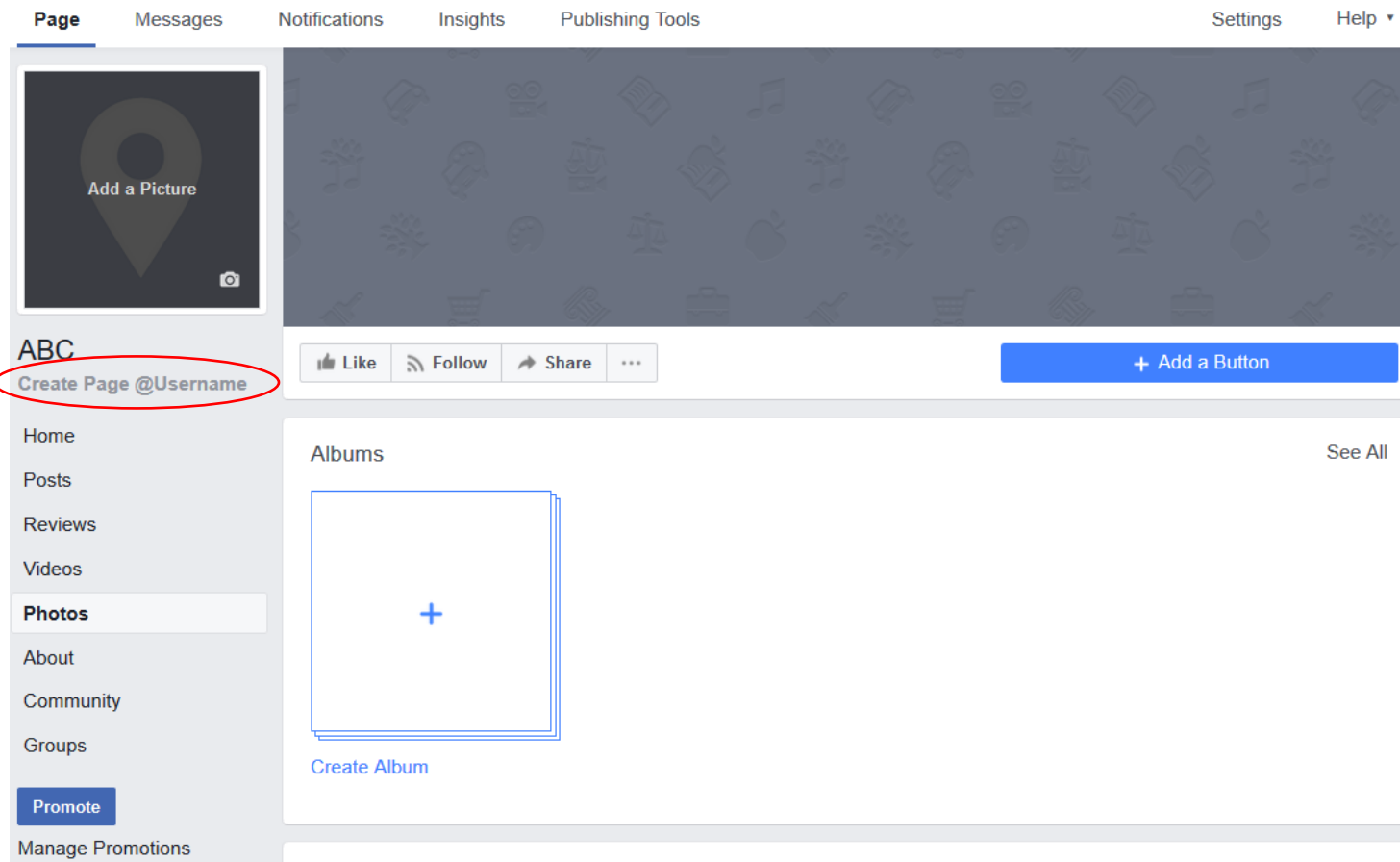
- i. Hours – Set your open business hours.

The image shows a screenshot of the 'Edit your details' pop-up window in Facebook. The window has a title bar with a close button (X) and four tabs: 'General', 'Contact', 'Location', and 'Hours'. Each tab is circled in red. The 'General' tab is currently selected. Below the tabs, the 'GENERAL' section contains fields for 'Categories' (with a dropdown menu showing 'Cabinet & Countertop Store'), 'Description', and 'Impressum'. The 'CONTACT' section includes checkboxes for 'Has a phone number', 'This page has a website', and 'Has an email address', each followed by a text input field. The 'LOCATION' section is partially visible at the bottom. The background shows a blurred Facebook interface with a 'Create a Username for Your Page' button at the bottom.

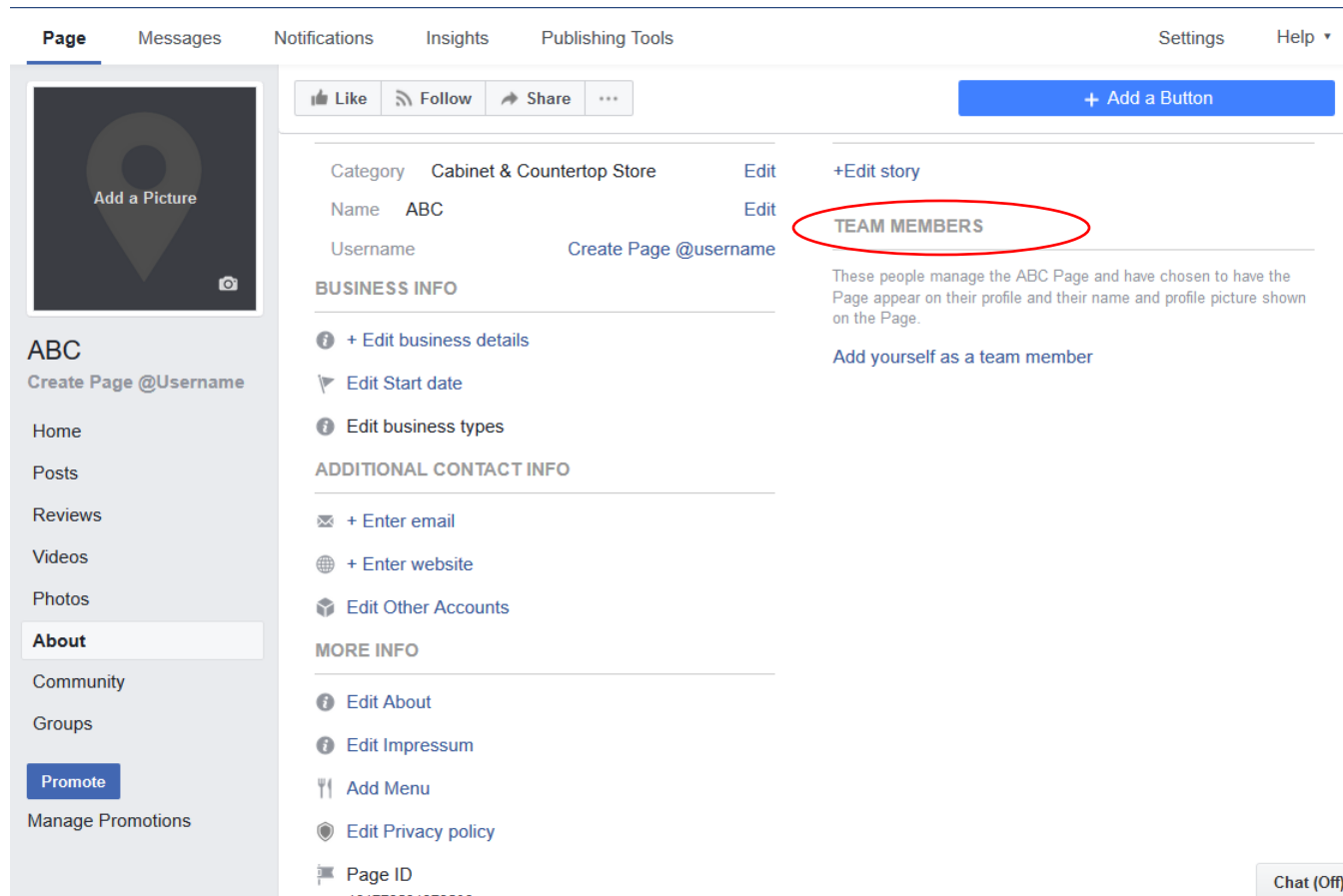
8. Upload project pictures by clicking on “Photos” on the left menu bar. Click on “Create Album.” It is recommended you set up an album for each project. You should include before, during, and after photos for each project in one album. Make sure you tag any project partners (architect, engineers, contractors, subcontractors, vendor, suppliers, or other project partners in the description of the album). Put as much detail as you can about the project, so your clients and prospects will understand the scope of work and what you can provide. Do **NOT** publish customer’s addresses in the “location” but just use the city/town name.
9. Add at least 5 projects to your photo section.



10. Create a page name. It's recommended to use the same as your website address. For example, if your website is www.abcontractor.com, then use abcontractor as your Facebook Page name. If this name is already taken, then you might add your state to the name. For example, abcontractorks, if you perform work in Kansas. If you complete work in more than one state, then you will need to add "LLC" or other business entity. **ALL SOCIAL MEDIA PLATFORMS SHOULD HAVE THE SAME USER NAME FOR CONSISTENCY.** This also helps with search engine optimization (SEO) for your website and social media platforms. It also helps users find you across other social media platforms.

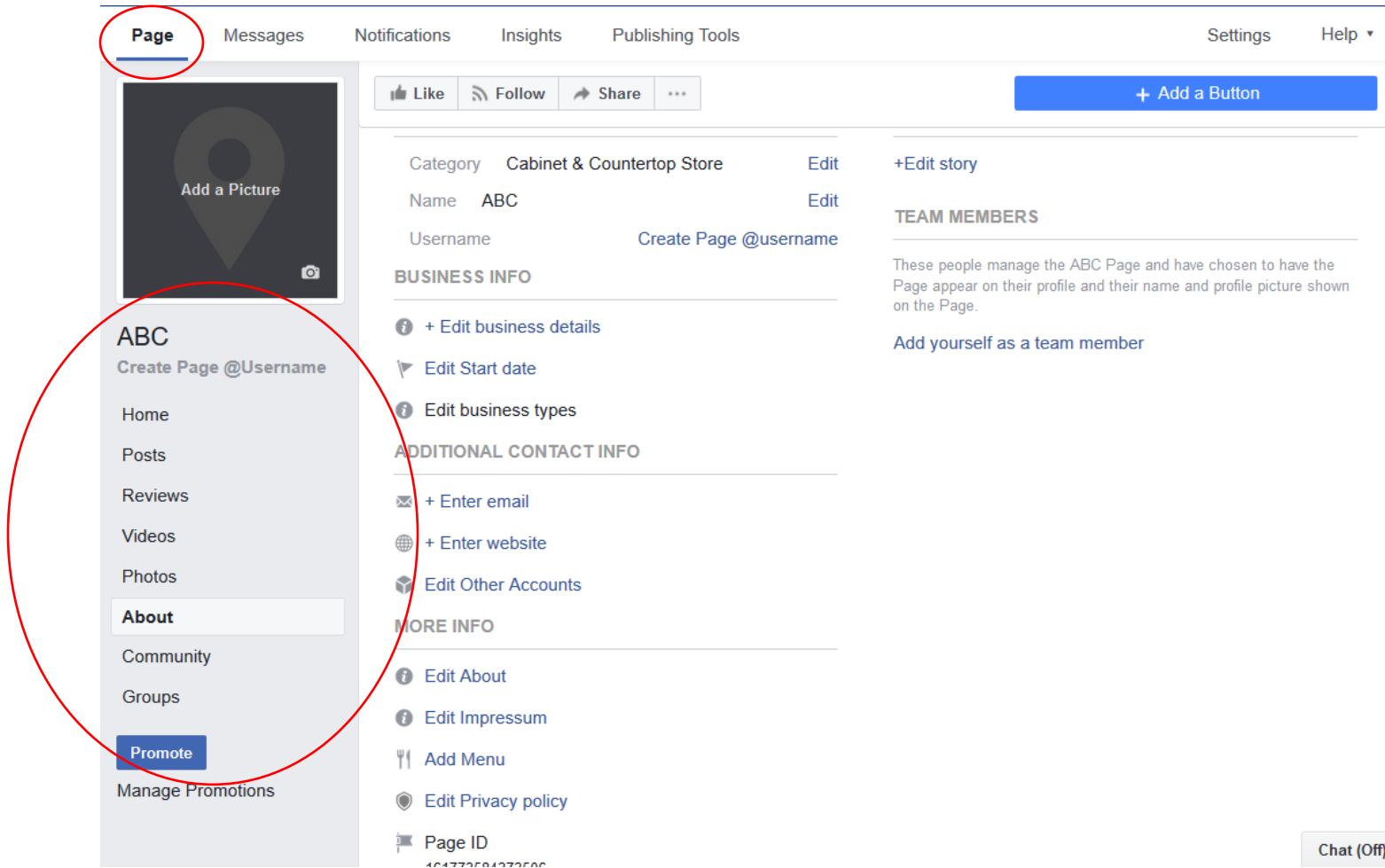


11. Make sure all information under the “About” section is complete. Should you want your personal (individual) profile to appear on the Company Page, you can select “Add yourself or a team member” and add your profile. This **WILL** attach your personal profile to the Company Page. Should you **NOT** want to affiliate your personal profile with your Company Page, you can skip this step.

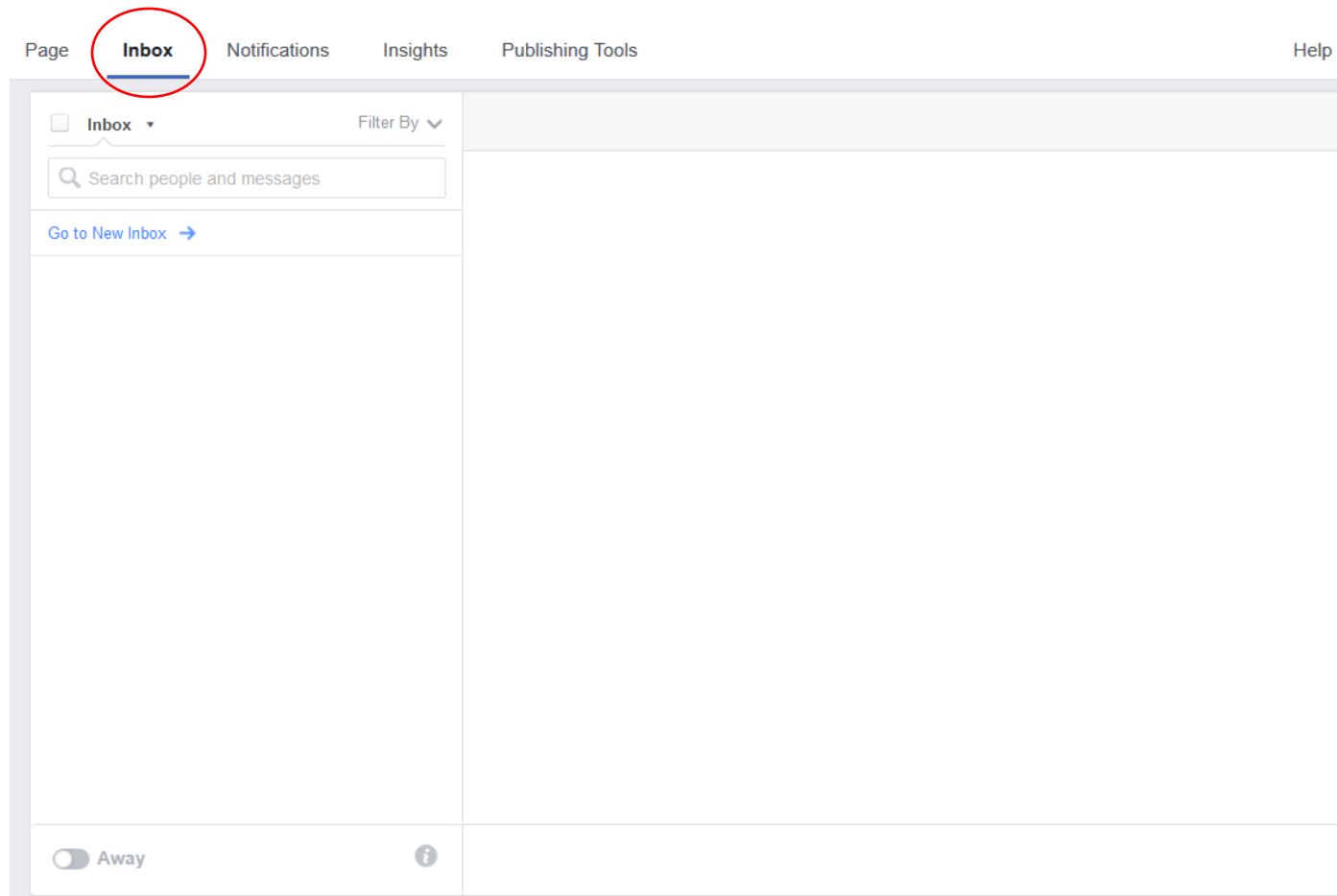


12. At the top of the page, you have 6 tabs. They are as follows:

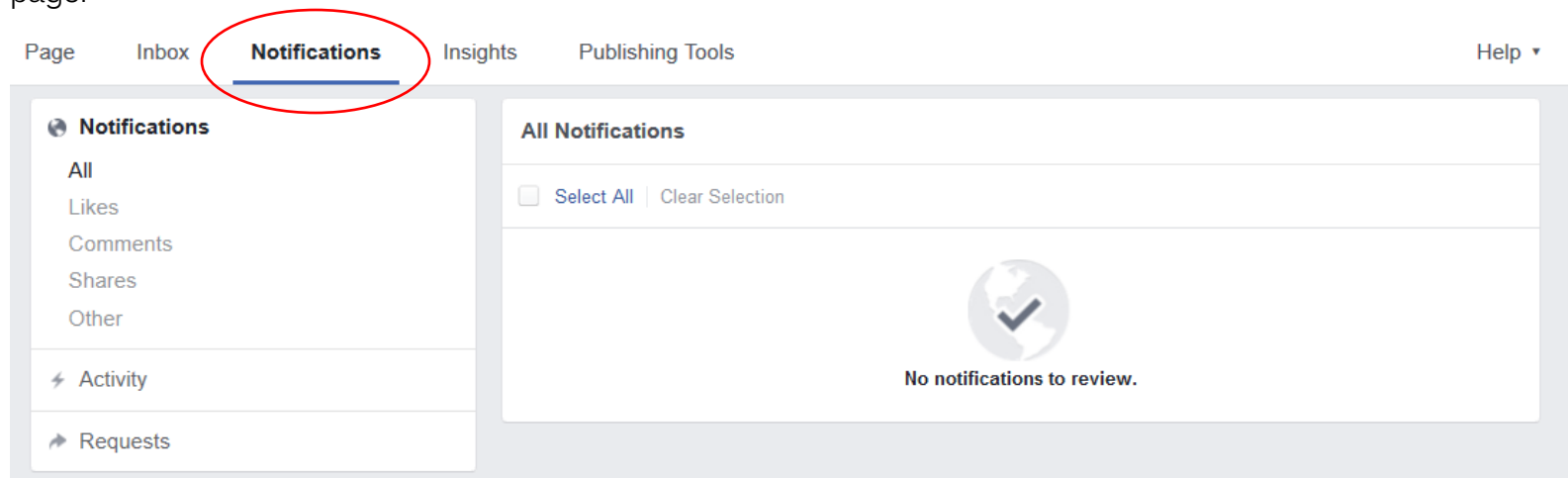
- a. Page – This is your main navigation and where you can view what you've posted. Your left menu bar will appear when you are on the "Page" tab.



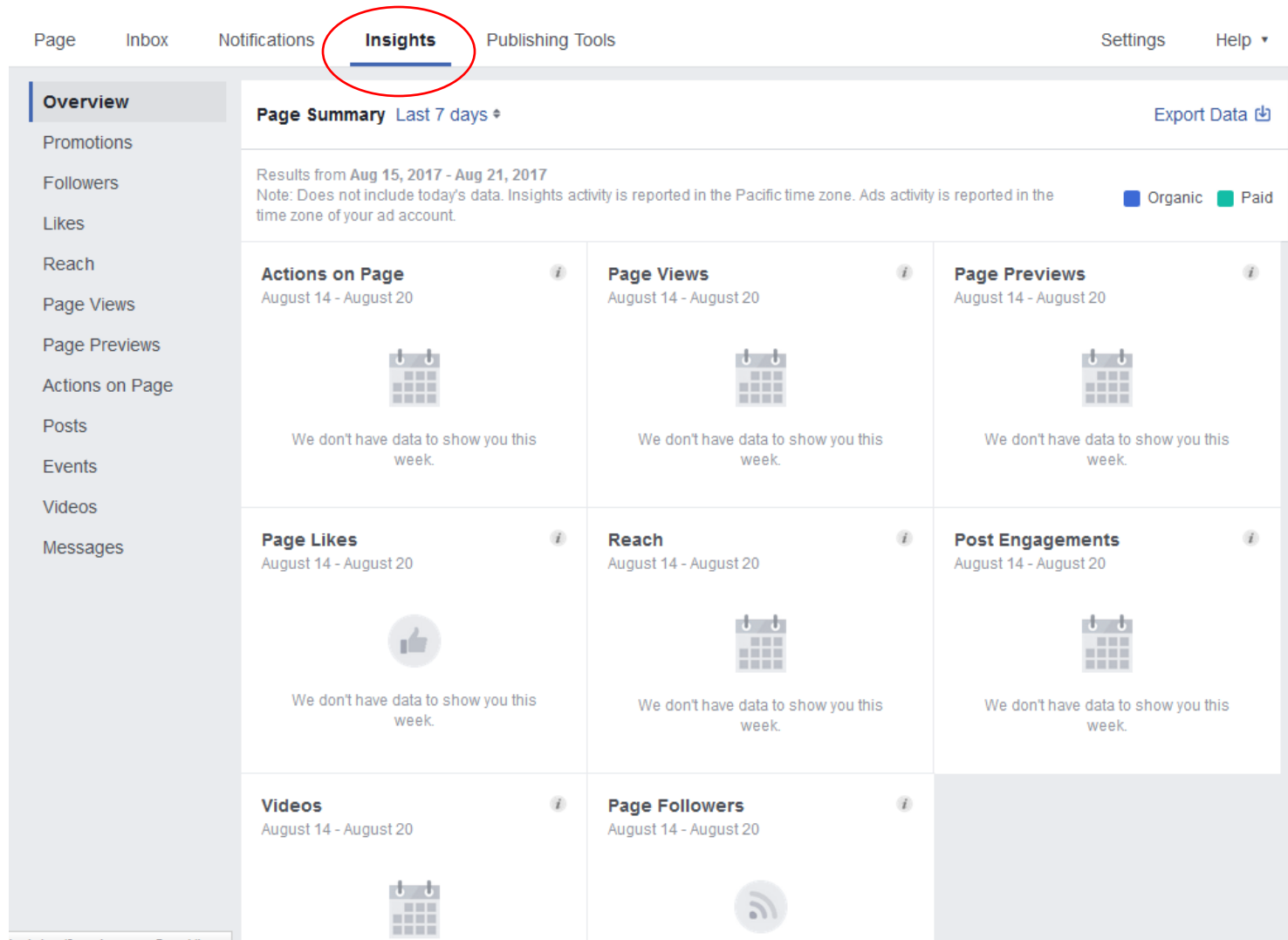
- b. Messages – This is your inbox/messages for your Facebook Page. People can contact you through Facebook, so these are where those messages would appear. You don't have to be connected (with your individual profile) with the person to respond. It will show you responding as your Company not your individual profile.



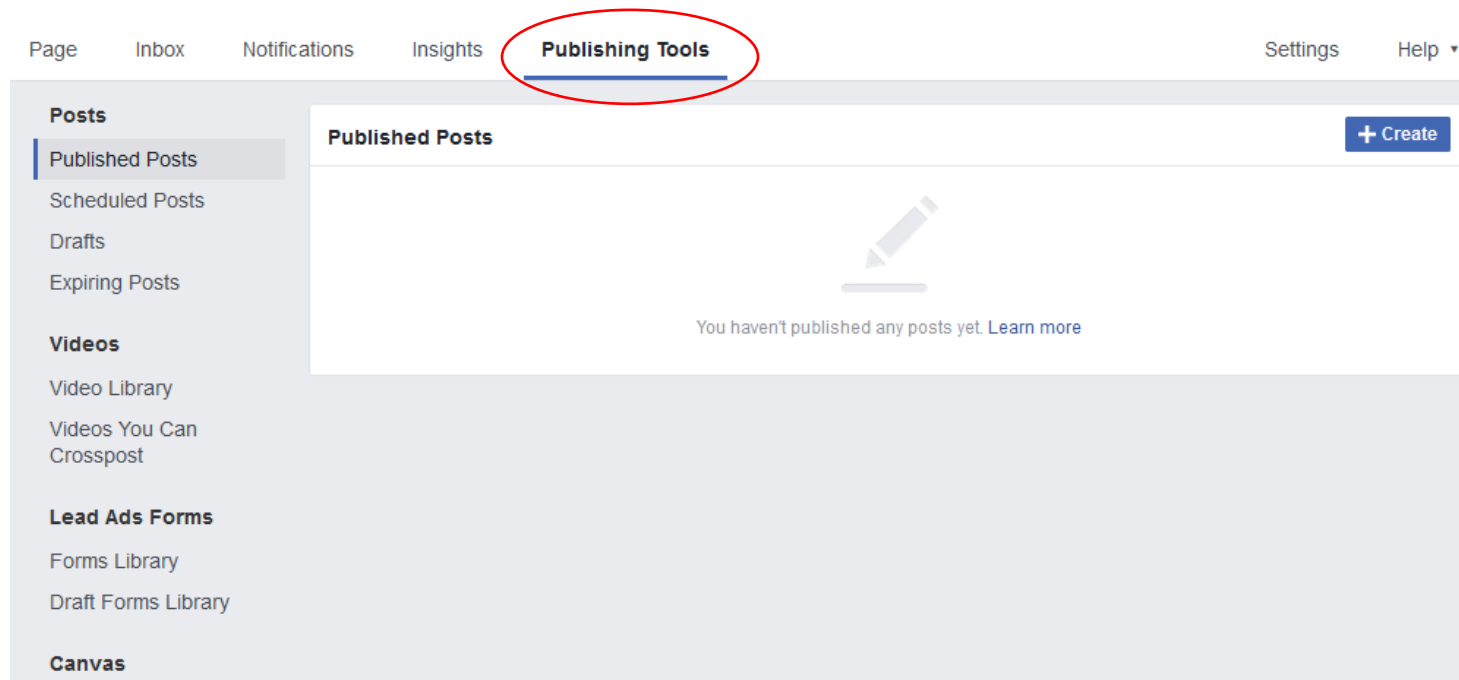
- c. Notifications – This displays who has liked, commented, and shared your Facebook posts. It's all the activity on your page.



- d. Insights – This is all your analytics including promotions, followers, likes, reaches, page views, page previews, actions on page, posts, events, videos, and messages. You can click on the little round “i” within Facebook for each definition.



e. Publishing Tools – This is where you can view all your published posts, scheduled posts, drafts, and expiring posts.



- f. Settings – This is where all the administration settings are located for the Company Page.

The screenshot displays the Facebook Page Settings interface. At the top, a navigation bar includes 'Page', 'Inbox', 'Notifications', 'Insights', 'Publishing Tools', 'Settings' (circled in red), and 'Help'. The left sidebar lists various settings categories, including 'General', 'Messaging', 'Edit Page', 'Post Attribution', 'Notifications', 'Messenger Platform', 'Page Roles', 'People and Other Pages', 'Preferred Page Audience', 'Partner Apps and Services', 'Branded Content', 'Instagram', 'Featured', 'Crossposting', 'Page Support Inbox', 'Wi-Fi Network', 'Payments', and 'Activity Log'. The main content area is a table of settings:

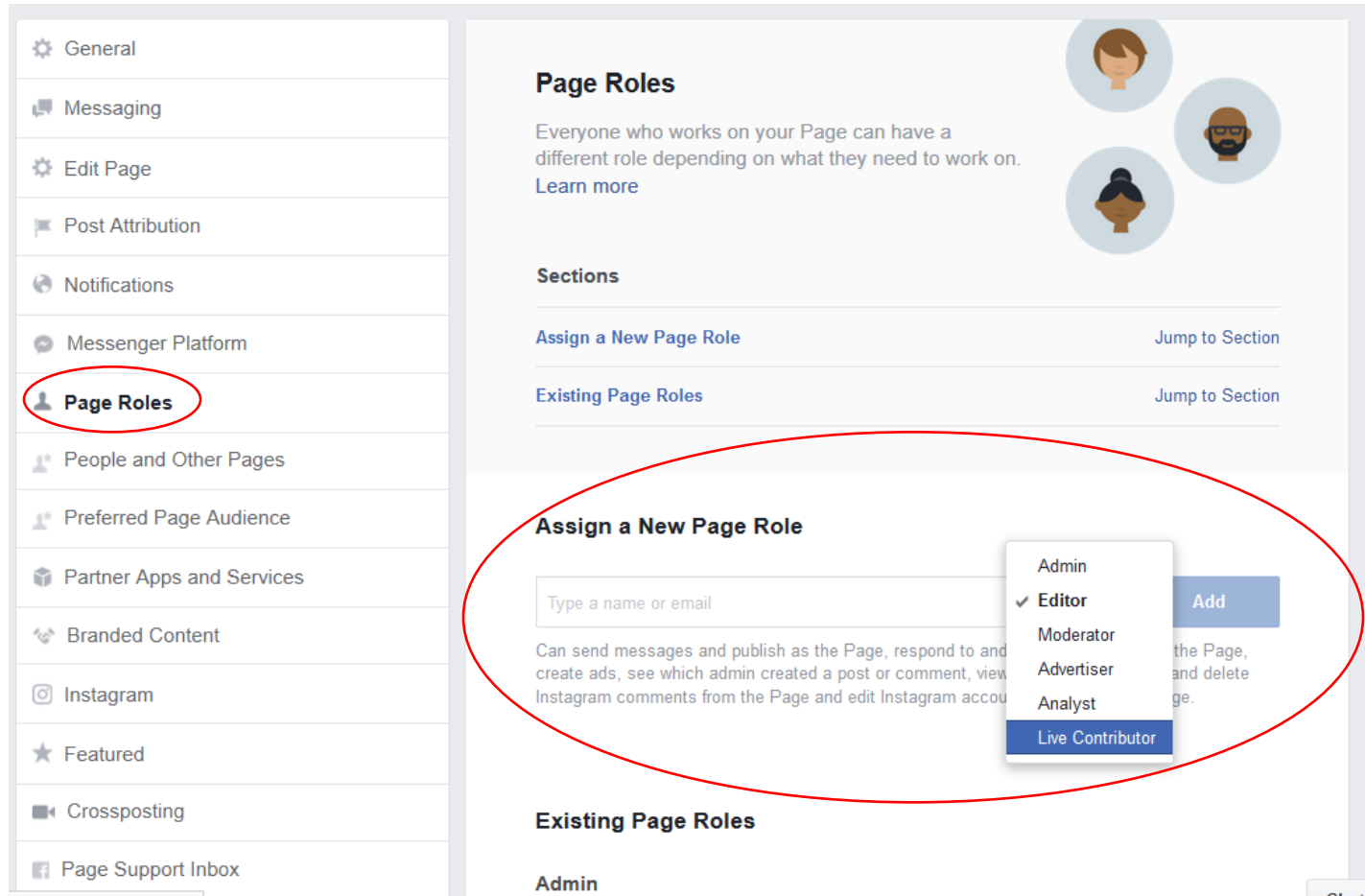
Page Visibility	Page published	Edit
Visitor Posts	Anyone can publish to the Page Anyone can add photos and videos to the Page	Edit
Reviews	Anyone can review the Page	Edit
News Feed Audience and Visibility for Posts	The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Others Tagging this Page	People and other Pages can tag my Page.	Edit
Page Location for Frames	Other people can use your Page's location for photo and video frames.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Turned off	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Page Updates	Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.	Edit
Post in Multiple Languages	Ability to write posts in multiple languages is turned off	Edit
Translate Automatically	Your posts may show translations automatically for people who read other languages	Edit
Comment Ranking	Most recent comments are shown for my Page by default.	Edit
Content Distribution	Downloading to Facebook is allowed.	Edit
Download Page	Download Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit

- i. General (We will address those areas we believe are important to your business and will not cover each section.)
 1. Visitor Posts - Make sure to allow your visitors to publish to the page and add photos and videos to your page. You want your audience to interact on your page, so leave these options available.
 2. Reviews – You want people to leave you reviews on your page. You will want to encourage and promote your past, satisfied customers to leave you reviews on Facebook. You will need to ask them to do this, though, as most will not do this without your request.
 3. Tagging Ability – Allow others to tag people on your page. This will help people find your page and reach more customers and prospects. This allows other project partners to tag your page and give your company credit for the work on projects.
 4. Others Tagging this Page – You will want to allow people and other pages to tag your page. Again, this will help people find your page and reach more people. This allows other project partners to tag your page and give your company credit for the work on projects.
 5. Merge Page – You can merge two pages that may have been created for your business. This is where you can merge those two pages.
 6. Delete Page – If you want to delete this page for any reason, you do so here. This will completely take your Company Page off Facebook.
- ii. Edit Page
 1. This section is where you can customize tabs for your Company Page. You can also re-order the tabs by clicking on a tab and moving it up or down in the list.
- iii. Notifications
 1. This section is where you can set up how often and how you want to be notified when there is activity on your page. You can set this up to your specifications but it's recommended you receive some type of notifications, so you know when you have comments or messages from followers.
- iv. Page Roles
 1. This is the section where you can add multiple page administrators to your Company Page. There are different roles including:
 - a. Admin - Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or

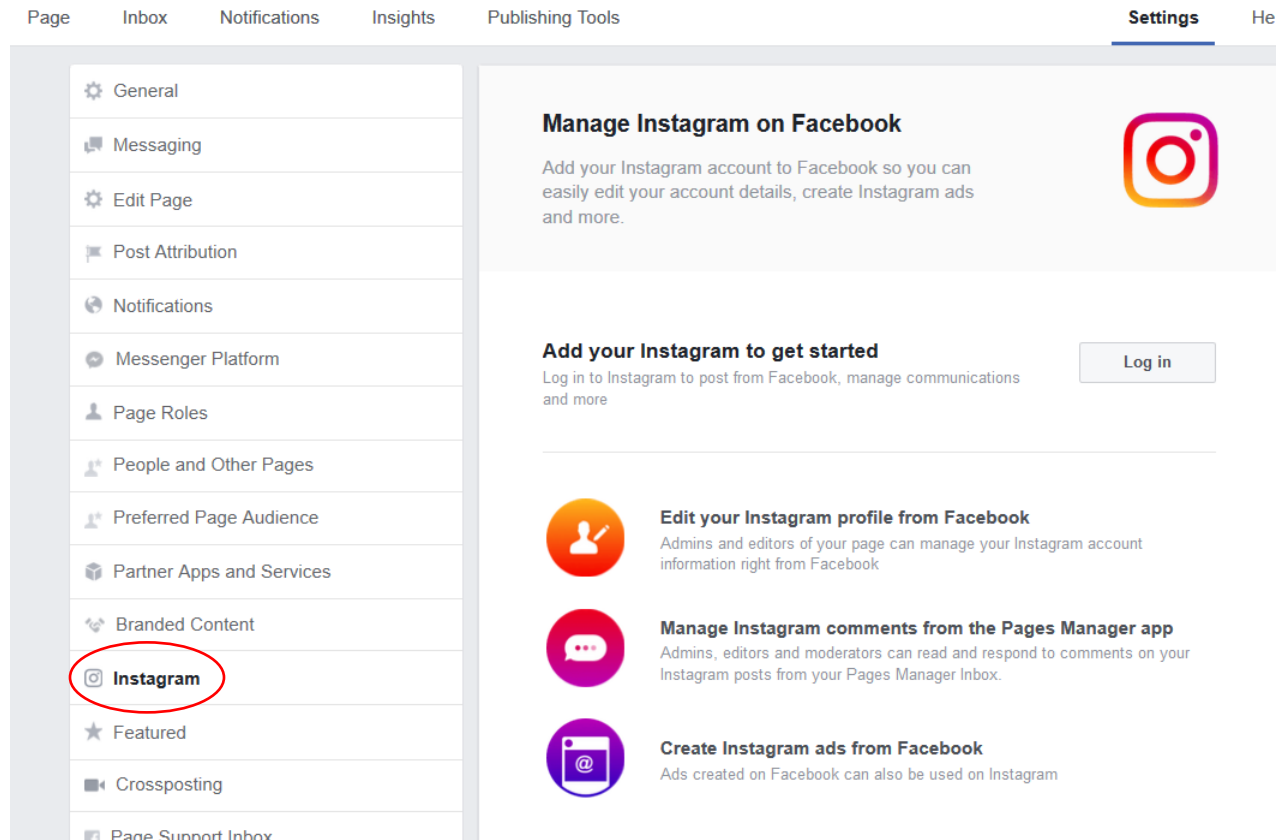
comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and assign Page roles.

- b. Editor - Can send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page and edit Instagram account details from the Page.
- c. Moderator - Can send messages as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights and respond to Instagram comments from the Page.
- d. Analyst - Can see which admin created a post or comment and view insights.

- e. Live Contributor - Can go live as the Page from a mobile device. They can't: comment as the Page, create ads, access Publishing Tools or view insights. (You must be friends in order to make someone a live contributor.)

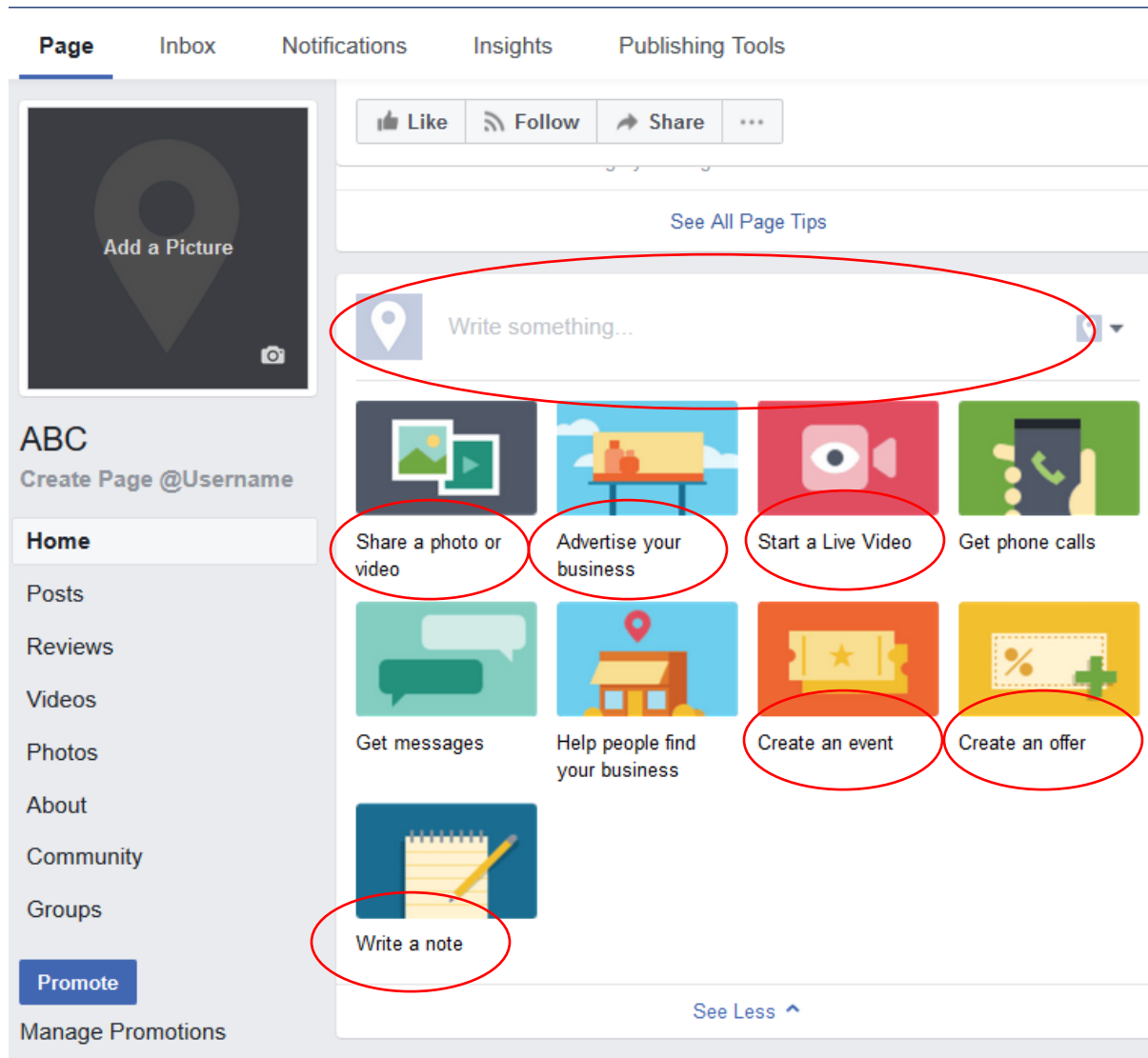


- v. Instagram – This is where you can link your Facebook Page and your Instagram account, so you can easily manage account details, create Instagram ads, and more.



13. Posting Content

- a. Posting consistent content is important to keeping your followers engaged. There is an entire section of this manual devoted to ideas for content. Please refer to “Ideas for posting on social media platforms” section.
- b. To post content, you will need to go to your Company Page. There will be a box that states “Write Something.” You can also use one of the buttons to post content, too.



- i. Share a photo or video – You can use this button to post photos or video.
- ii. Advertise your business – This is where you manage your Facebook Advertising/Boosted posts
- iii. Start a Live Video – This is where you can start a live video.
- iv. Get phone calls – This will create a post that has a button to “Call Now” should you want to encourage your followers to contact your company.
- v. Get messages – This will pull up a post that you can promote your followers to send you a message (button).
- vi. Help people find your business – This post will create a button for “Get Directions” should you be promoting an open house or event for your business.
- vii. Create an event – If you are hosting an event, then you can set up an event on your page.

- viii. Create an offer - Create an Offer, Discount or Deal. People who save your offer will get notified before it expires.
1. Add information about your offer/deal/discount.
 2. Set the expiration date. It's recommended to set an expiration date on your offer even if you plan to run it again.
 3. Select if the offer is available "In-Store" or "Online."
 4. Optional: Promo Code and Terms and Conditions.

Create an Offer, Discount or Deal ×

People who save your offer will get notified before it expires.

Tell people about your offer...

Expires

Add Photos

You can now add more than one photo. ×

Where can people redeem this?

In-store

Online

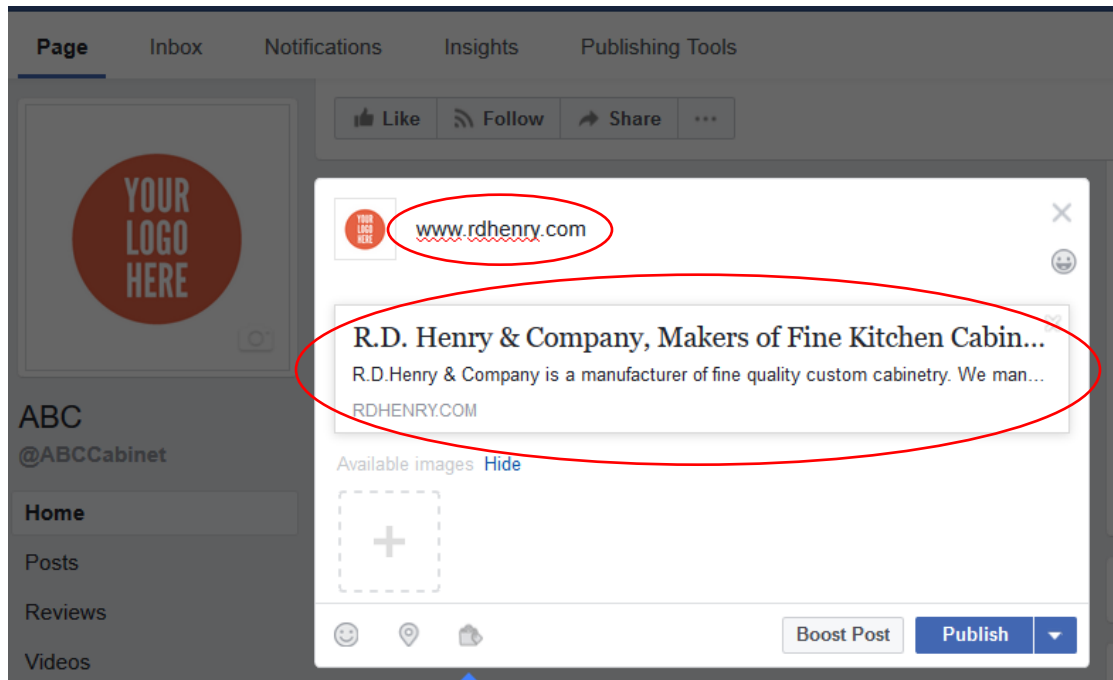
[+ Add promo code \(optional\)](#)

[+ Add terms and conditions \(optional\)](#)

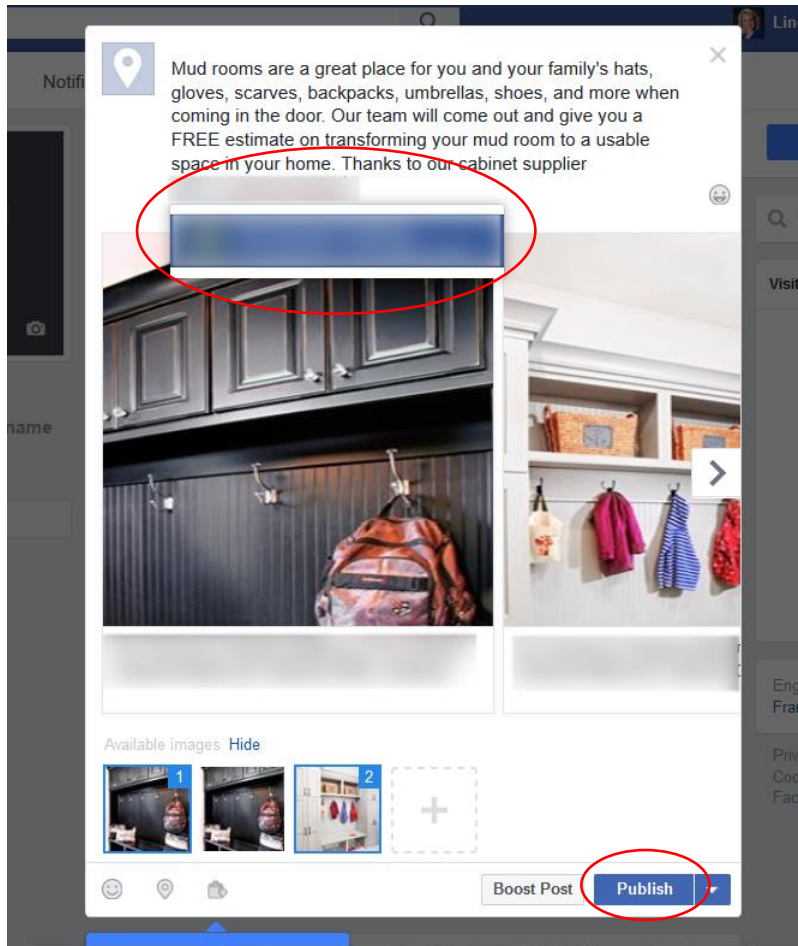
▼

60.000 people

- ix. Write a note – This is a blog on your Facebook Page. It's recommended to blog on your website and then create a link to your website blog from your Facebook Page. This creates additional traffic on your website.
- c. When making a post, you should direct people back to your website to learn more about your services. It's recommended to house any content/blog on your website and post the teaser on your social media accounts.
- d. You can copy and paste or type in a URL (website address) and a link box will appear below the post.

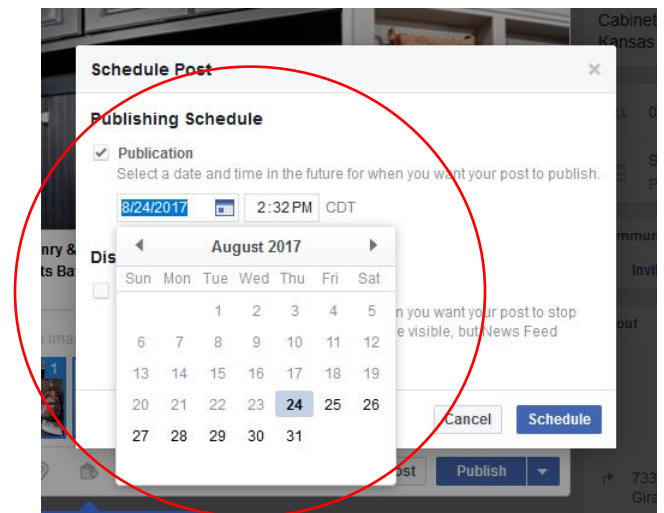
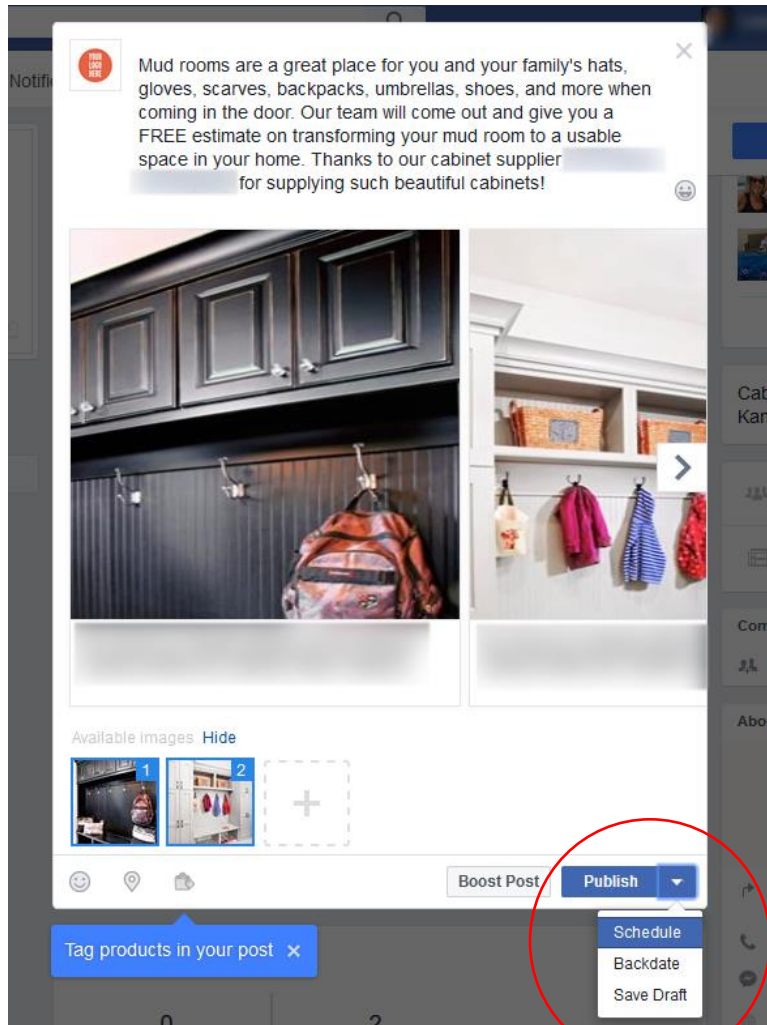


- e. Then add pictures and comments to the post (use the + sign and upload pictures from your computer). There are correct photo sizes for you to use based on the type of post or ad you are publishing (see photo size cheat sheets on the next few pages). Tag project partners (architect, engineers, contractor, subcontractors, suppliers, vendors, and other project partners within the content). Ensure you are tagging the correct company page. You will use the @ sign and then type in the name of the company. Once you are completed with the website link, pictures, and message, you can click on “Publish.”

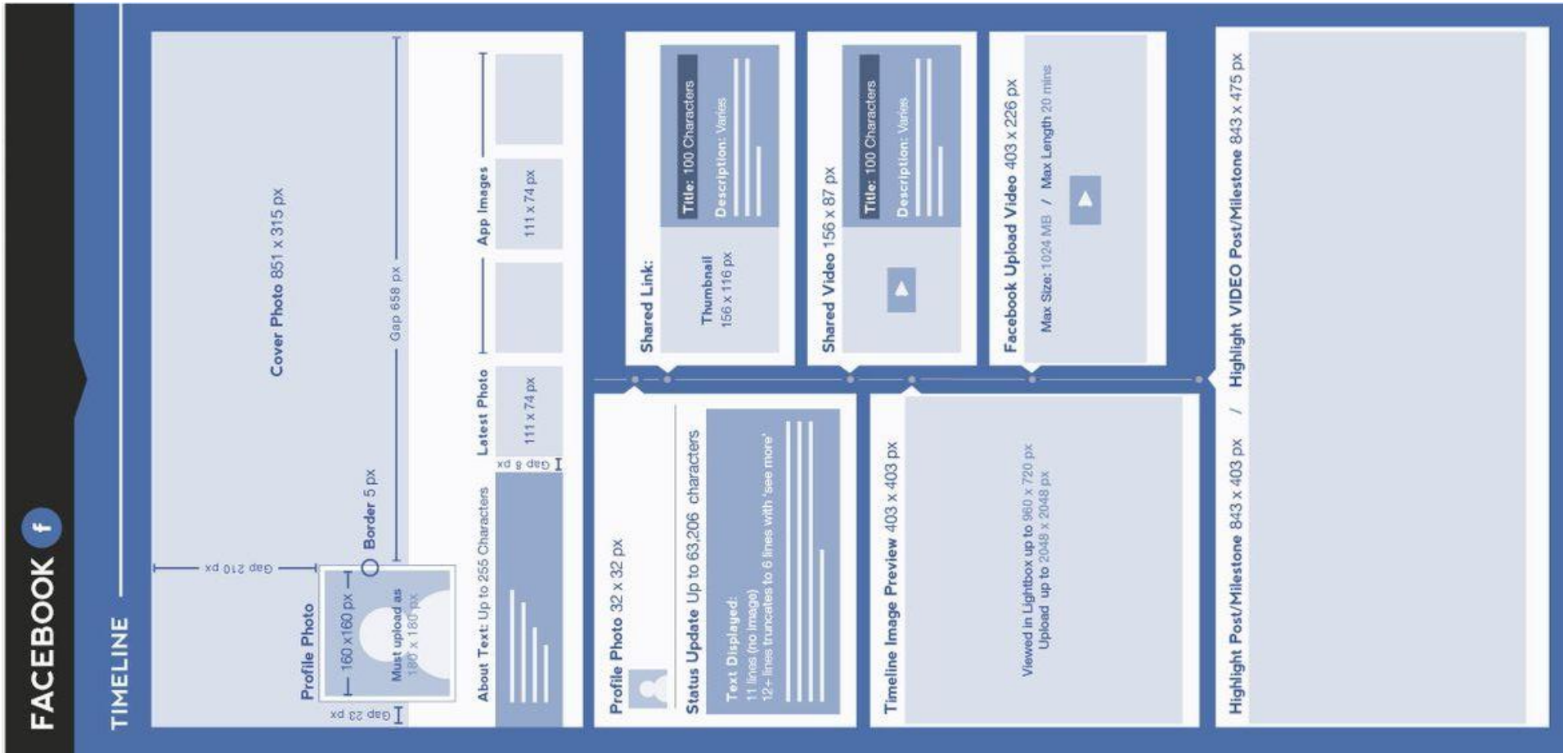


- f. Other options instead of “Publish” include “Schedule,” “Backdate,” and “Save Draft” should you want to utilize any of these functions.

- g. When using the “Schedule” button you can select the date and time when your post will be published. This is especially useful, so you can post several different pieces of information over time.



- h. There are different pictures sizes depending on what type of post you are publishing. Here is a cheat sheet of photo sizes for your Facebook Page. (These cheat sheets were sourced from <https://www.postplanner.com/image-dimensions-for-facebook-twitter-social-media/>)



STATUS UPDATE

Profile Photo 50 x 50 px

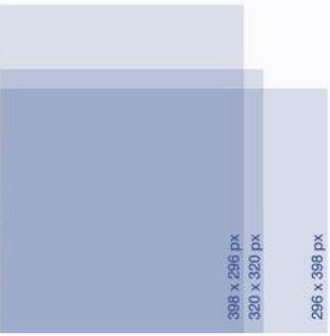


Status Update:

Text: Text truncates after 5th line with 'see more' link



Shared Image (1 of 3 sizes):



398 x 296 px

320 x 320 px

296 x 398 px

SHARED FACEBOOK VIDEO



Video Preview 403 x 226 px



SHARED VIDEO LINK



Video Preview 130 x 73 px



Title: 100 Characters

SHARED LINK



Thumbnail Preview 154 x 154 px



Title: 100 Characters

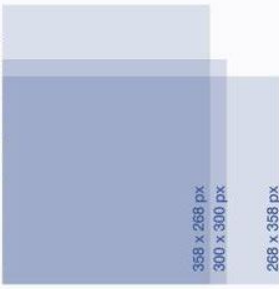
SPONSORED STORY



Sponsored Story Profile Photo 32 x 32 px



Sponsored Story Image (1 of 3 sizes):



358 x 268 px

300 x 300 px

268 x 358 px

NOTE: Promoted posts must not contain any more than 20% text in either the photo itself or with the description copy.

URL AD

AD Title 25 Characters



Profile 100 x 72 px

Max 90 Char

PAGE AD

Page Name



Profile 50 x 50 px

Max 90 Characters

PAGE POST AD

Profile



32 x 32

Page Name

First 90 Characters

+

Post Img 90 x 118 px



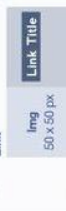
OR

Video 128 x 72 px



OR

Link



Img 50 x 50 px

Link Title

OR

Text



First 120 Characters of a link only update

PREMIUM PAGE POST AD

Page Name



Profile 50 x 50 px

Body: 90 Char

50 x 50 px

+

Post Img 168 x 128 px



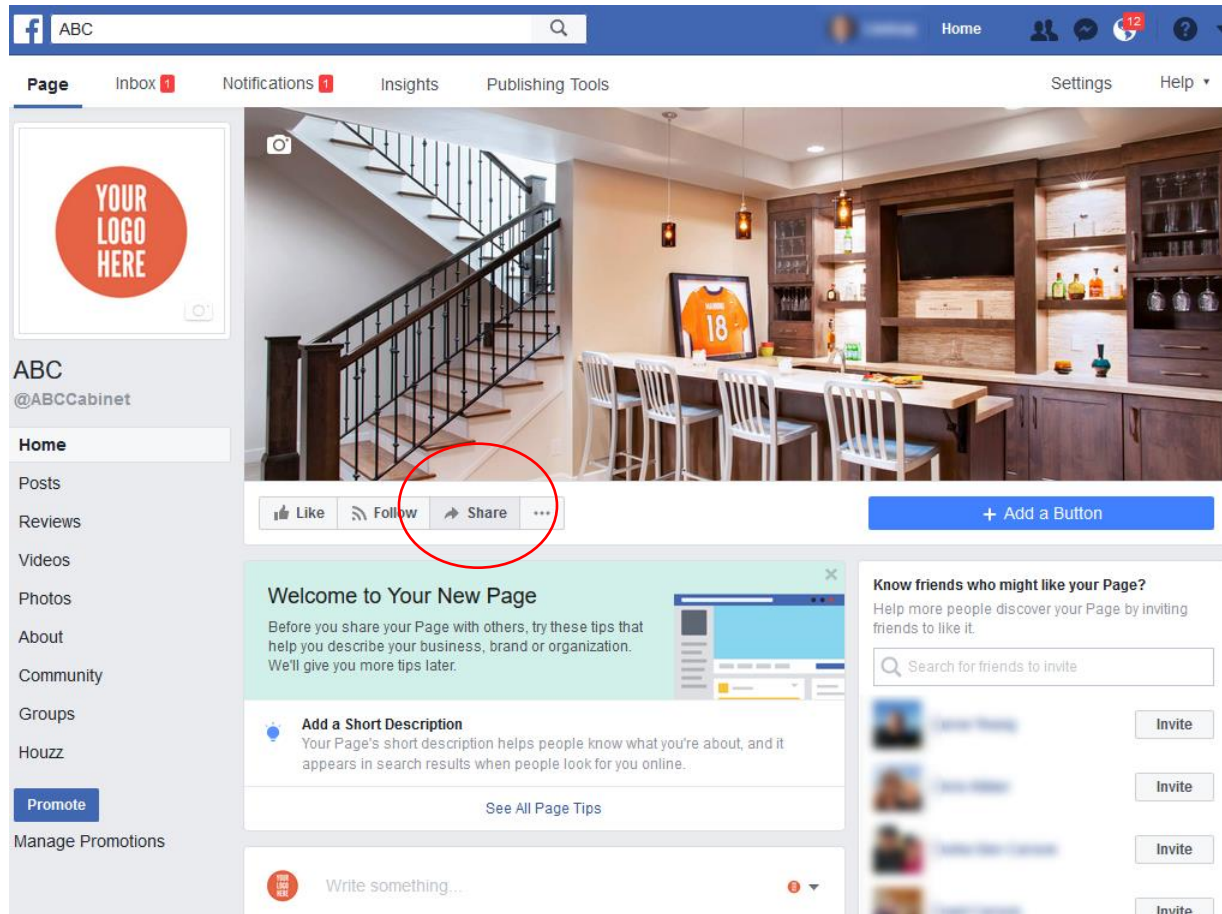
OR

Video Preview 185 x 104 px

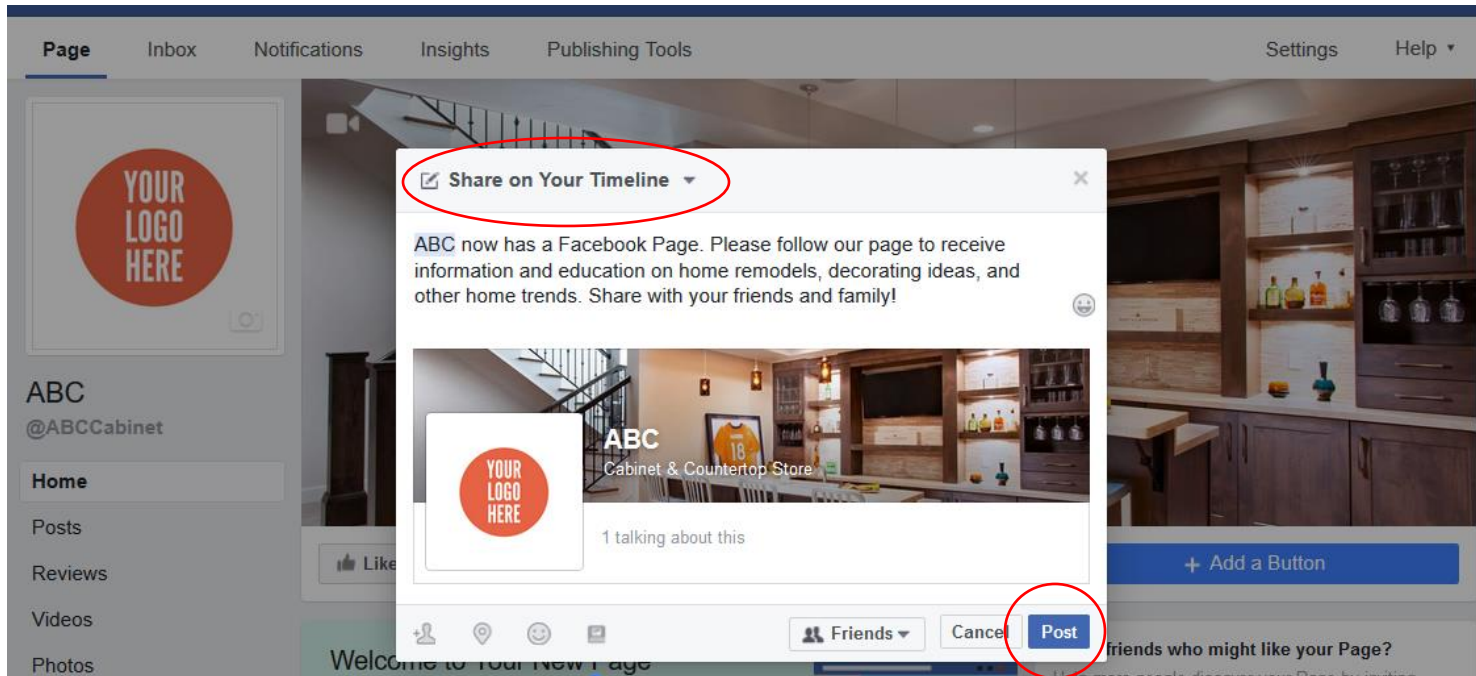


14. Sharing

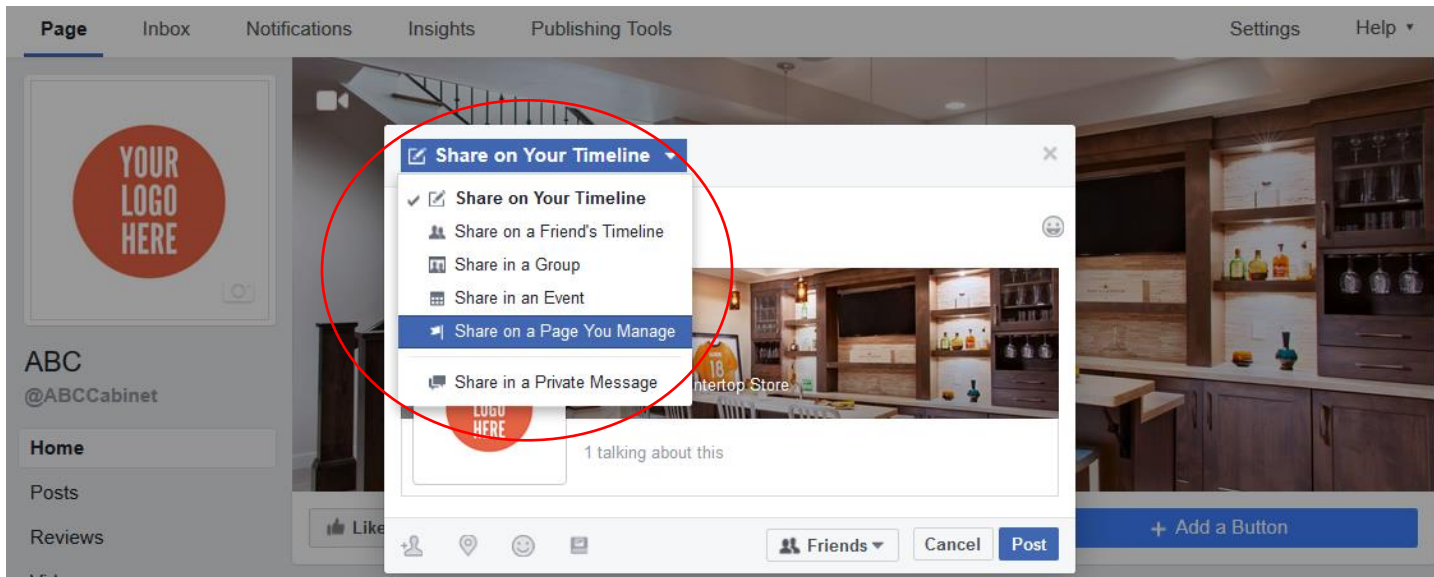
- a. It's suggested you should share your page on your personal Facebook to encourage your network to follow and engage with your page. Have your employees do the same thing.
- b. In the center of your company page, you will see a "Share" button. Click on this and a box will appear.



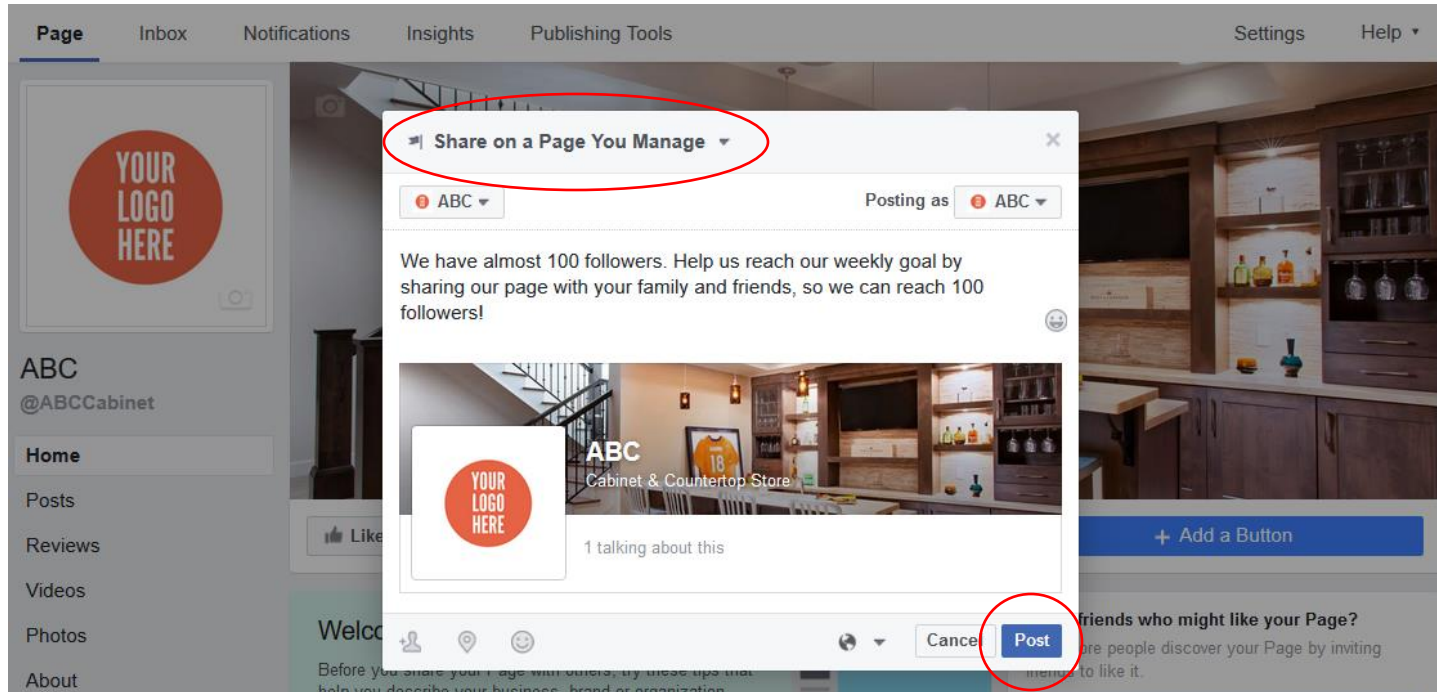
- c. The default will be “Share on Your Timeline.” If you want to post on your personal timeline, then you’ll type your message and then share this on your personal Facebook Page.



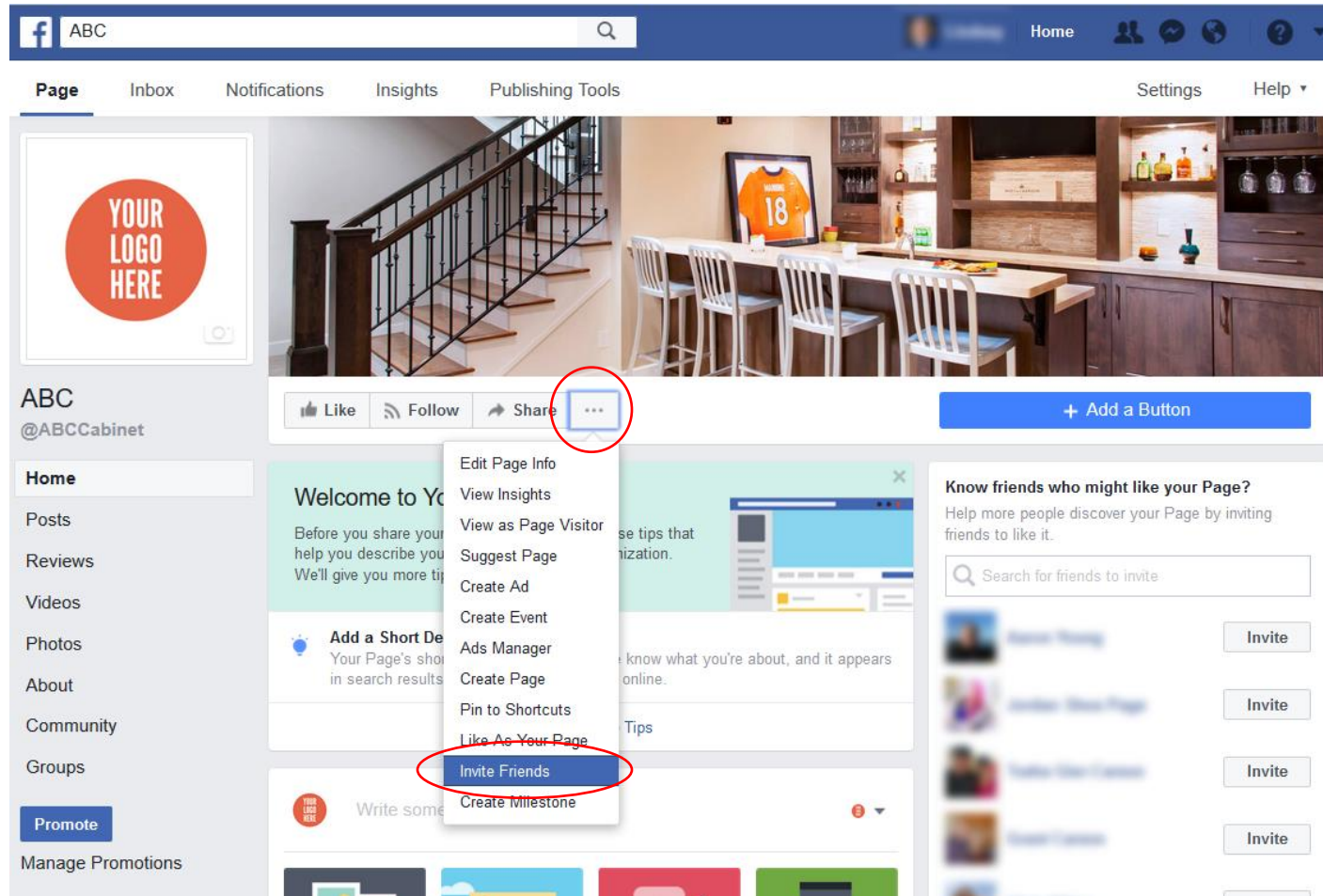
- d. You can share your page on your Company Page to encourage your current followers to help promote your page. There is a dropdown menu with different Sharing Options which include:
- i. Share on Your Timeline (example above)
 - ii. Share on a Friend's Timeline
 - iii. Share in a Group
 - iv. Share in an Event
 - v. Share on a Page You Manage (example below)



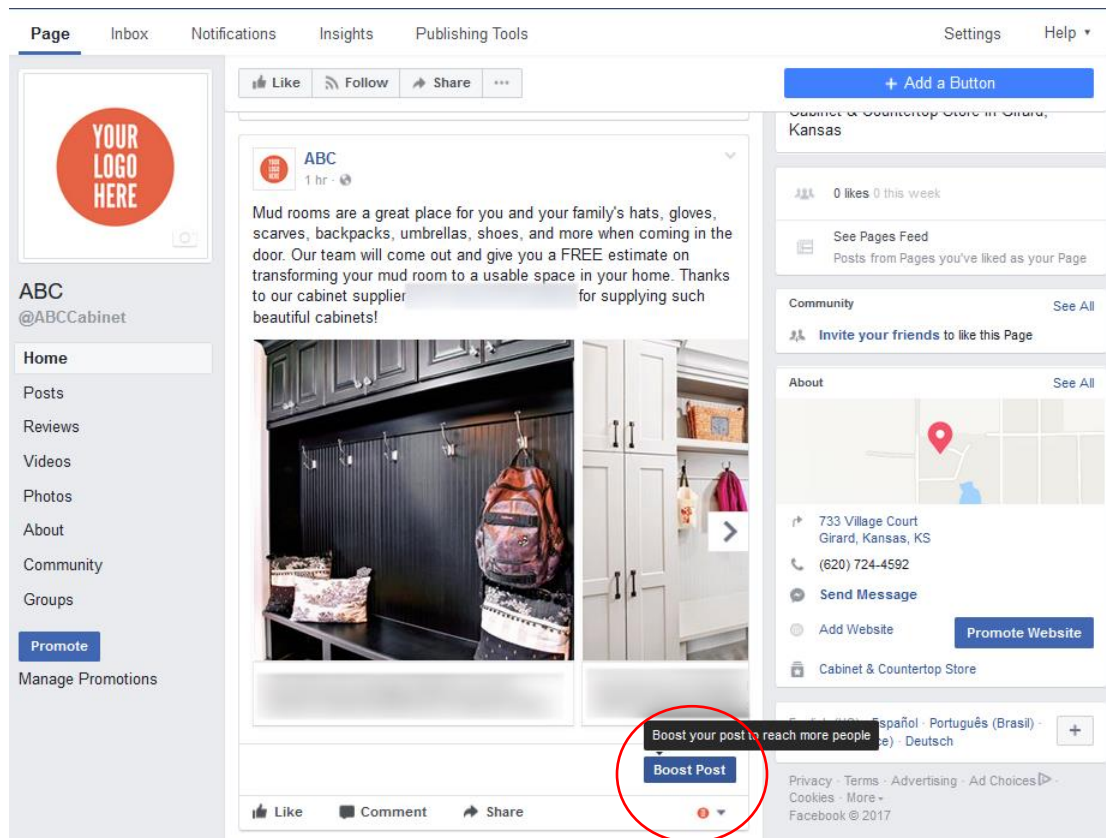
1. You can then publish a post to your page that encourages your followers to share your page.



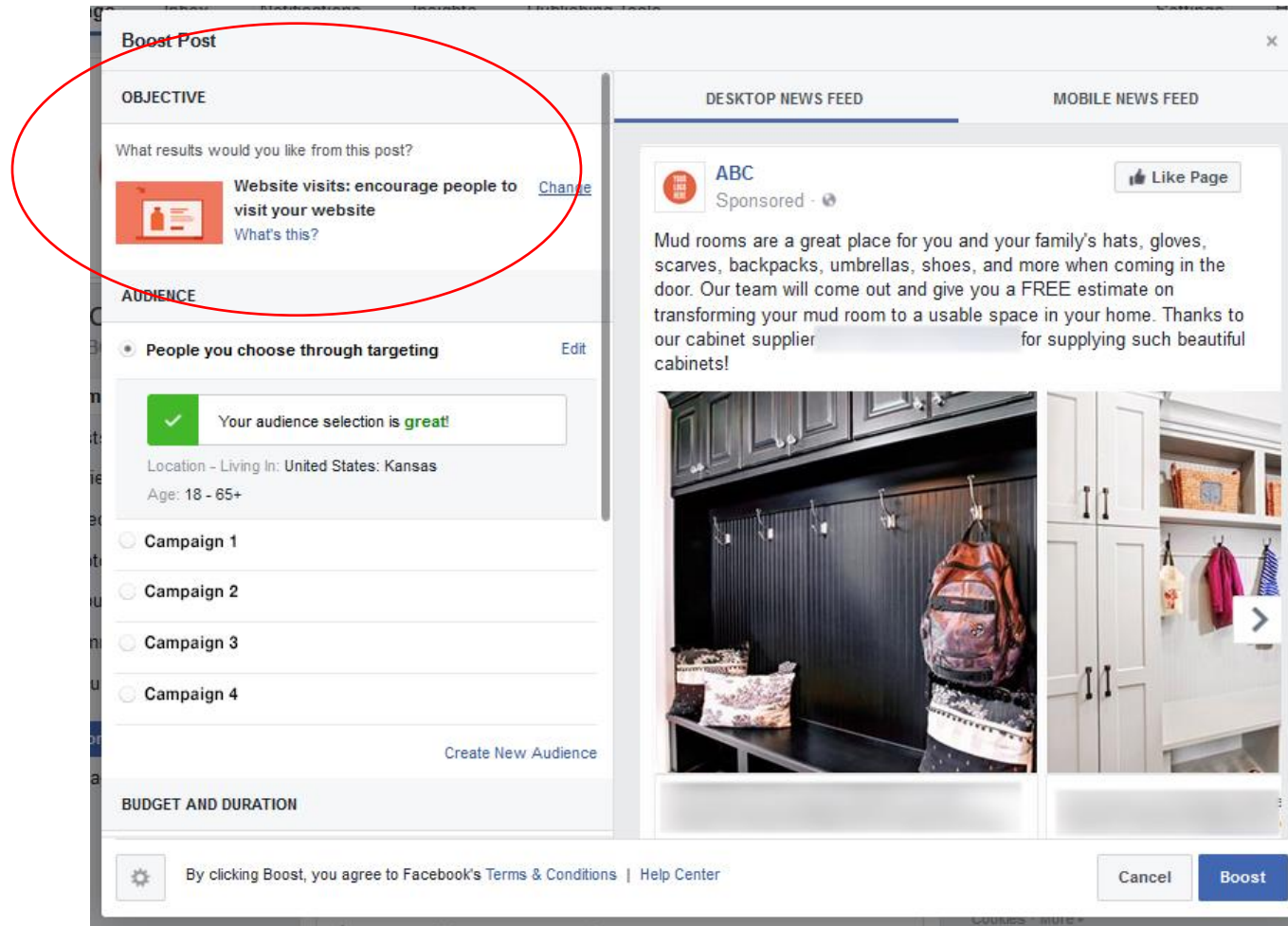
2. You can also “Invite Friends” to like your page. Click on the three dots in the middle of the company page and the select “Invite Friends.” You can go through your friends and invite them to like your page.



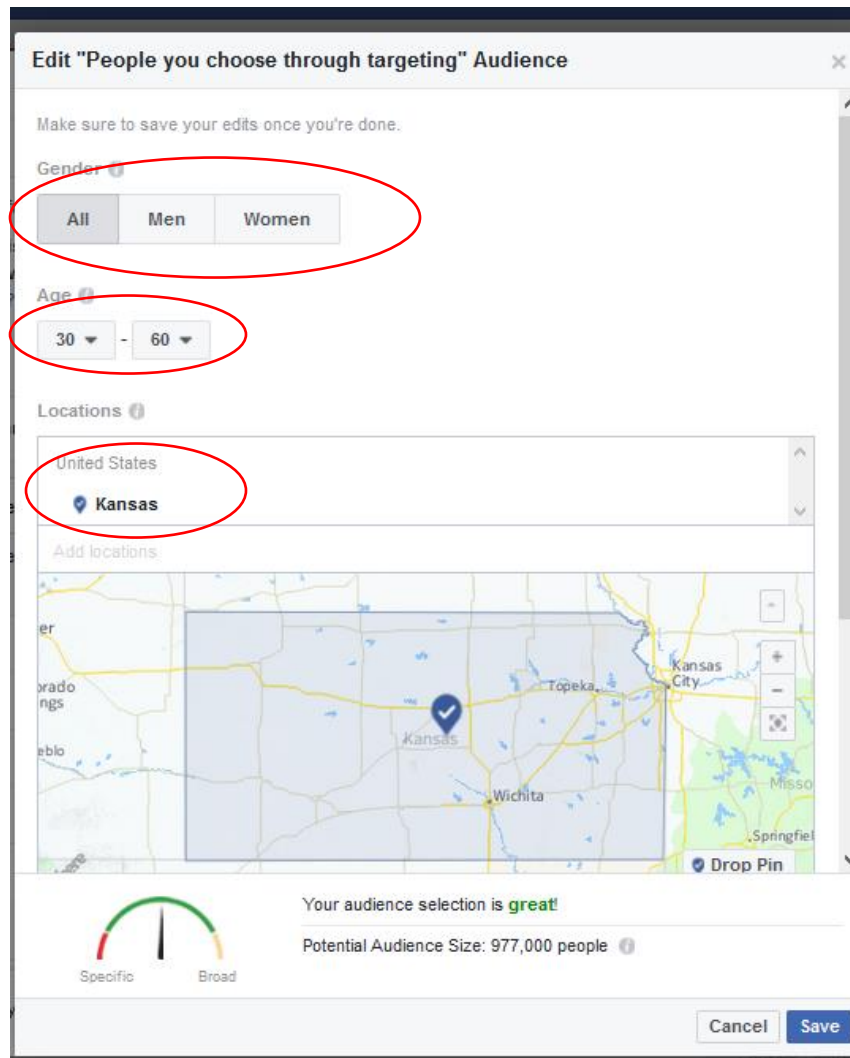
15. Boosting Posts – If you want your post to reach an extended audience beyond people who like your Page, you can boost a Page post. This would be one of your options of advertising on Facebook.
- Get your post to a larger audience - When you boost a post, you select the audience you want to see it. Choose people who like your Page, extend it to their friends, or even select a new audience that you tailor by age, location, interests and more.
 - Set your budget - You're in control of how much you spend on a boosted post—Facebook will never charge more than the budget you select. The budget you select is the per-day price of boosting a post. Depending on the audience and budget you choose, you may or may not reach the maximum amount of your budget each day.
 - There are several ways to boost a post. After you have published a post, you can click on the “Boost Post” button.



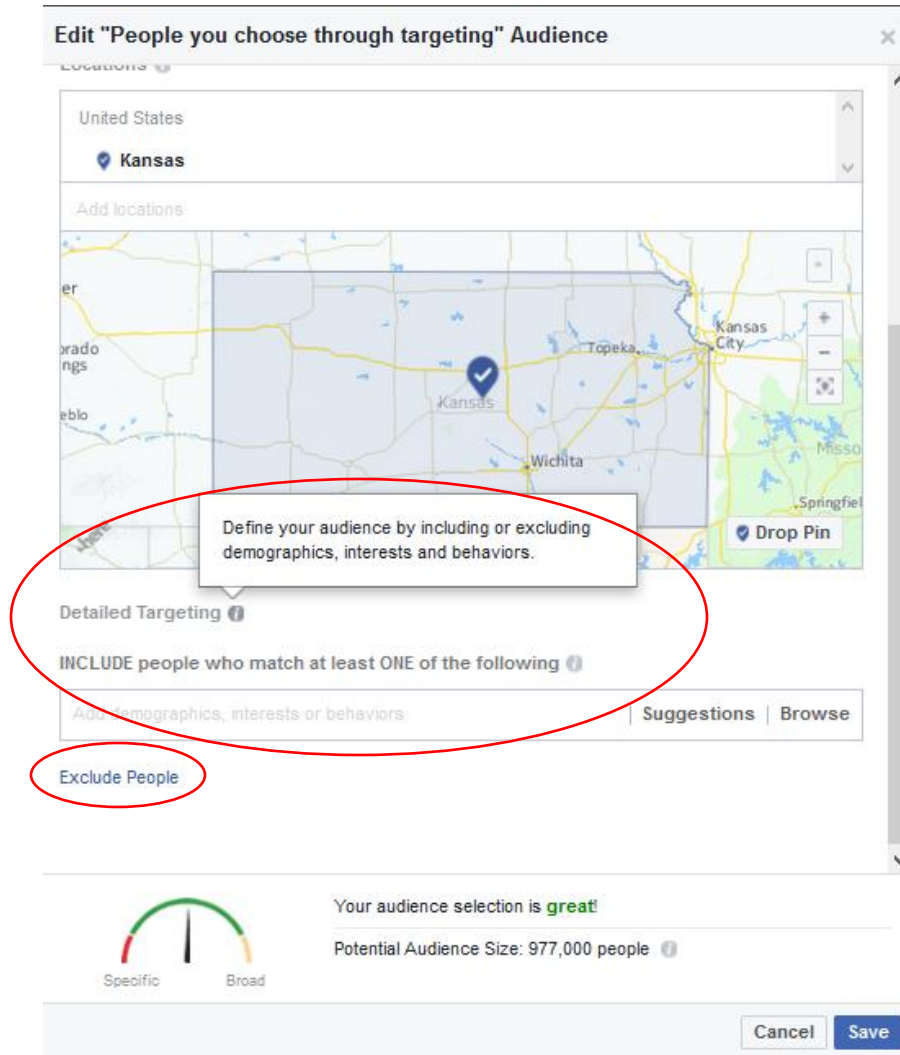
- d. You will then select your “Objective” to boosting the post. (This will either be: “Website visits: encourage people to visit your website” OR “Engagement: reactions, comments and shares”)



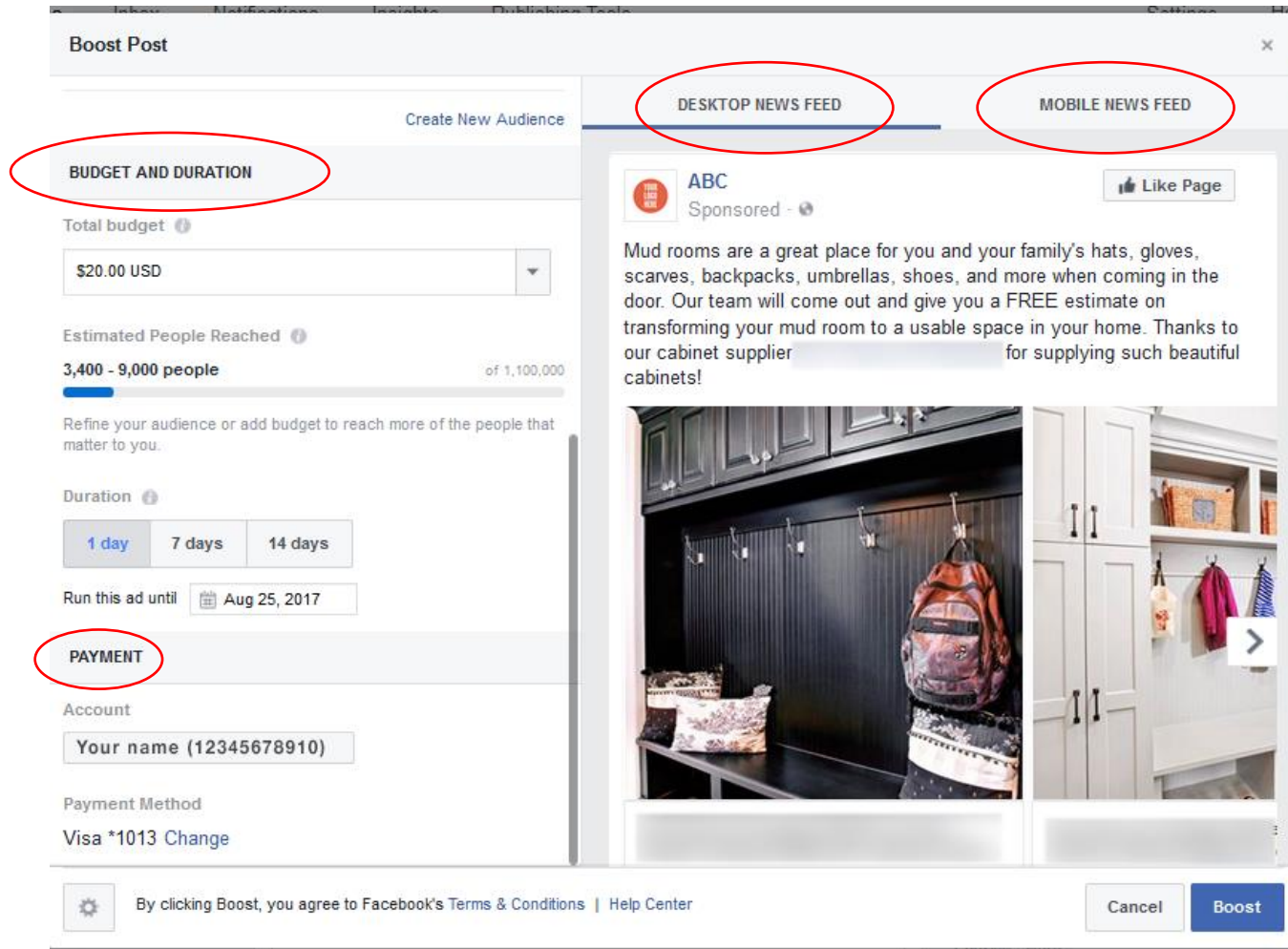
- e. You will then select your “Audience” based on who you want to reach (advertise to).
 - i. Gender – Male or Female (It’s recommended to market to both genders as both are decision makers in the business.)
 - ii. Age – 18-65+ (It’s recommended to market to 30-60-year old’s as they are more than likely to be in decision making roles at the companies you are targeting.)
 - iii. Location – You can enter state, zip code, or city. (It will prompt you if it’s too specific.)



- iv. Detailed Targeting – You can include or exclude certain types of people/categories. For example, you probably don't want to boost posts to your competitors, so you should exclude them. You can type in any demographics, interests, or behaviors that your customers and prospects fall into.

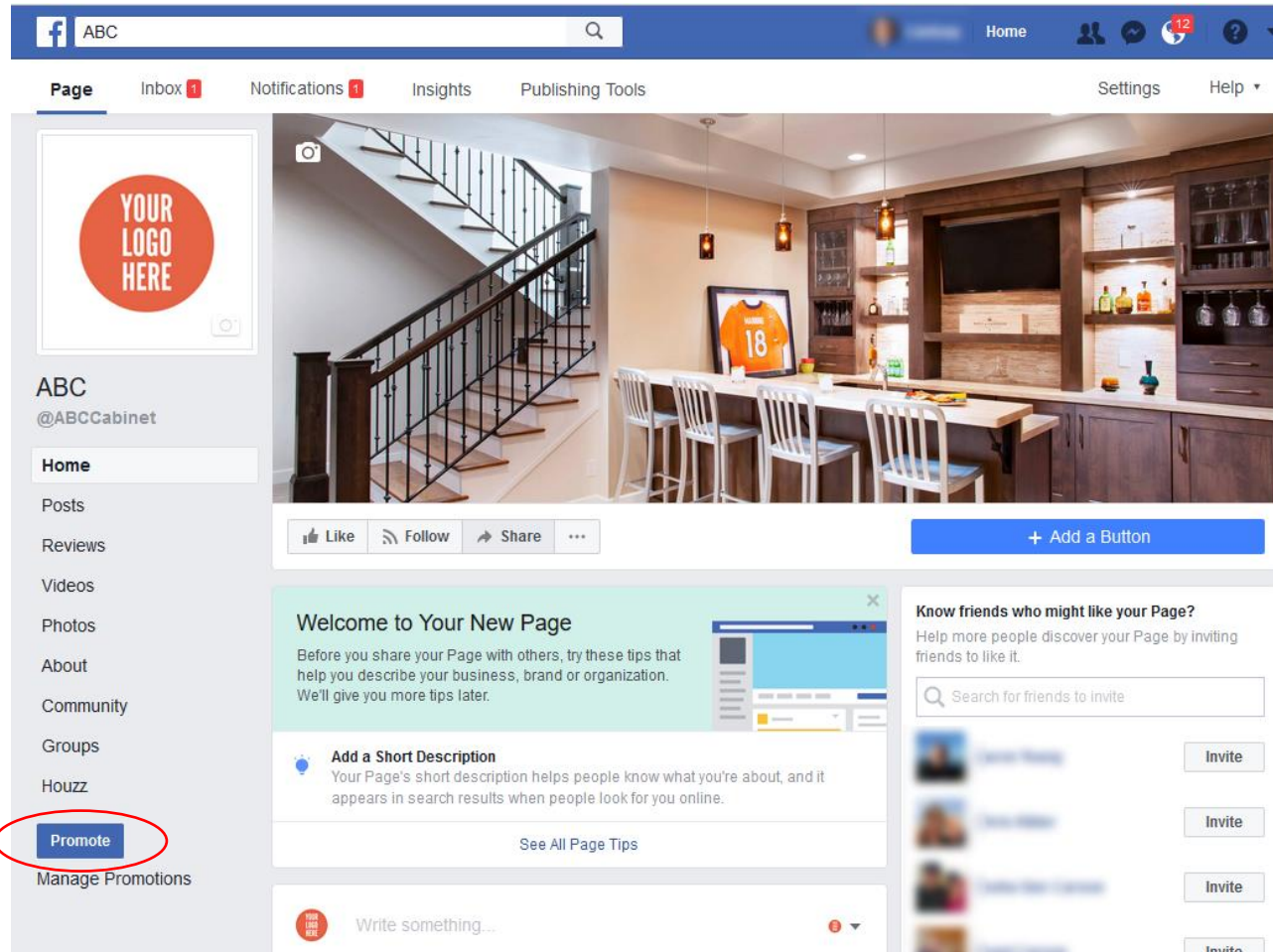


- v. The software in Facebook will tell you what your “Potential Audience” or reach will be.
- vi. Budget and Duration – You will want to set your budget and duration for boosting the post. It will give you an “Estimated People Reach” based on your budget for the campaign. You will want to set an end date for the campaign.
- vii. Payment – This can be set up to be charged to your company credit card to boost posts.
- viii. Desktop News Feed – This shows you what your ad will look like from a desktop view.
- ix. Mobile News Feed – This shows you what your ad will look like from a mobile view.

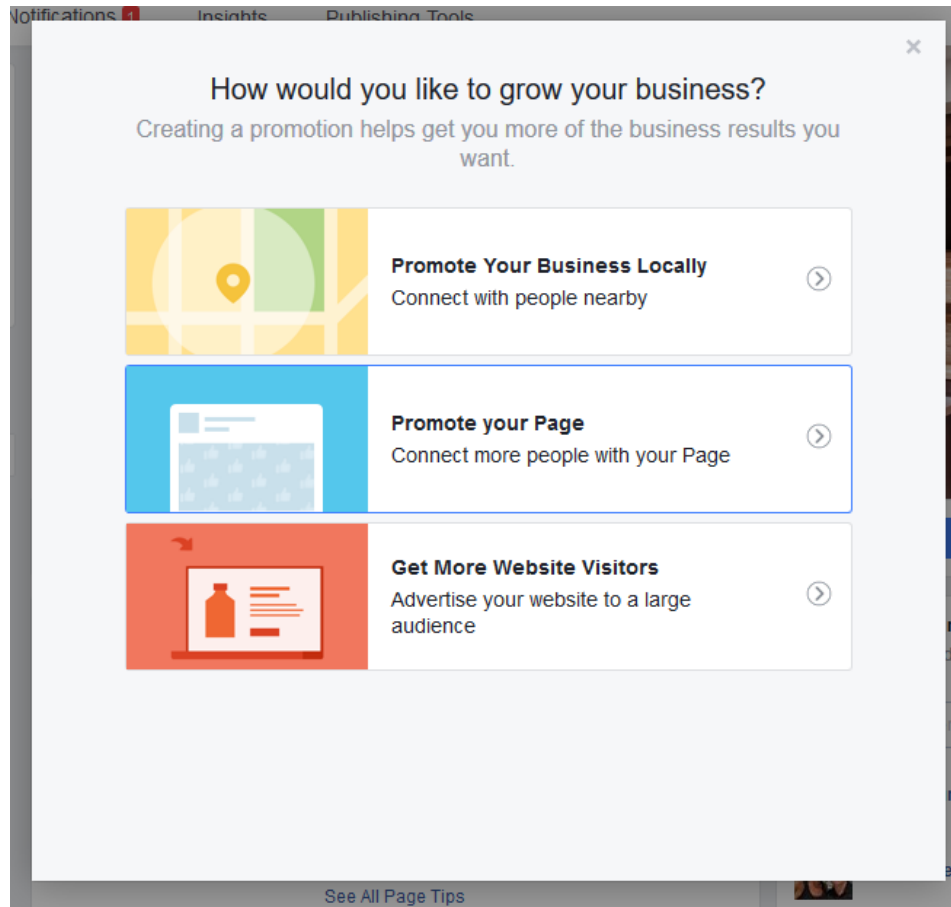


16. Promoting Your Facebook Page

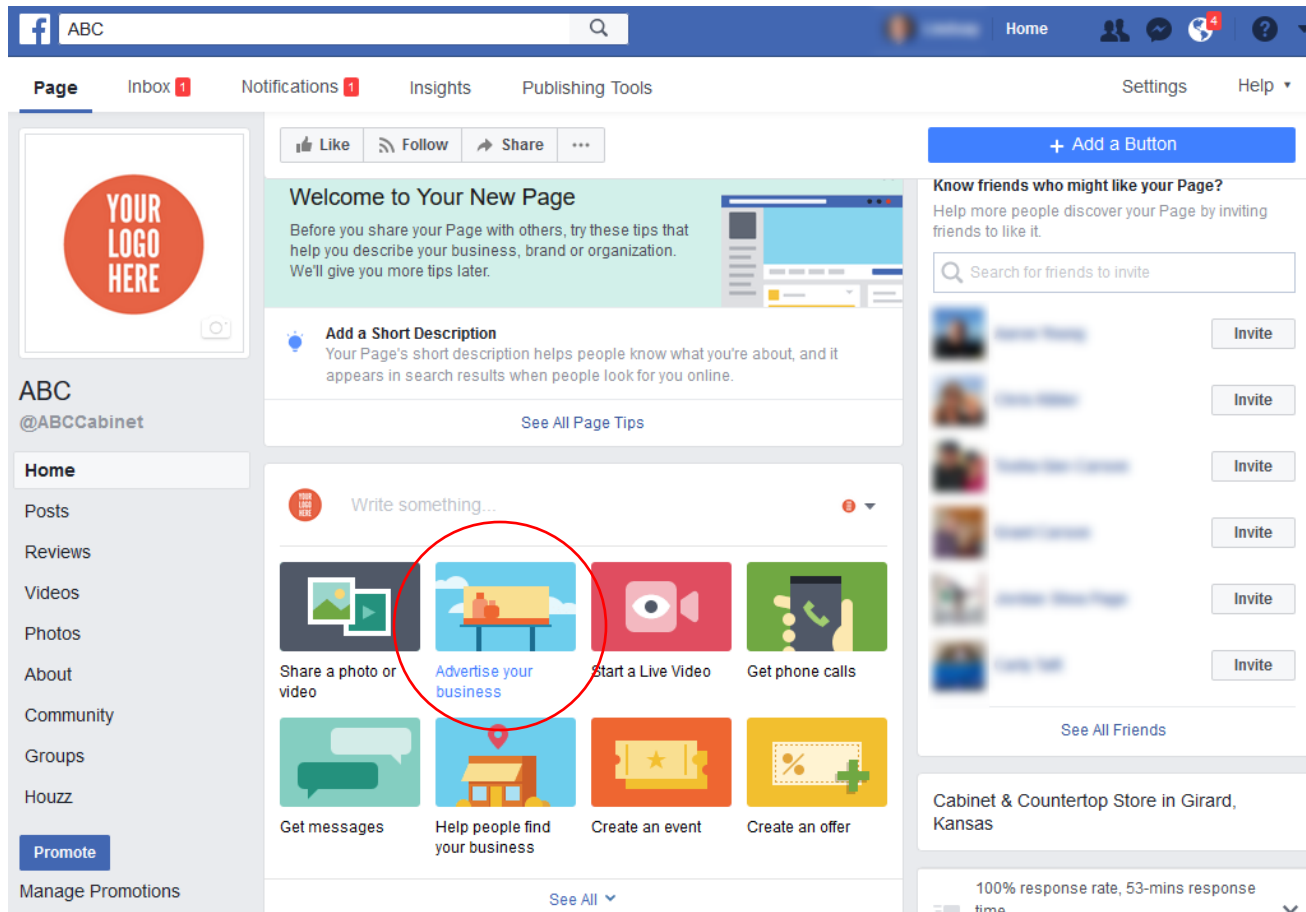
- a. This is paid advertising on Facebook which helps market your business and reach your prospect.
- b. On the Company Facebook Page, Click on the blue button “Promote” in the left hand menu.



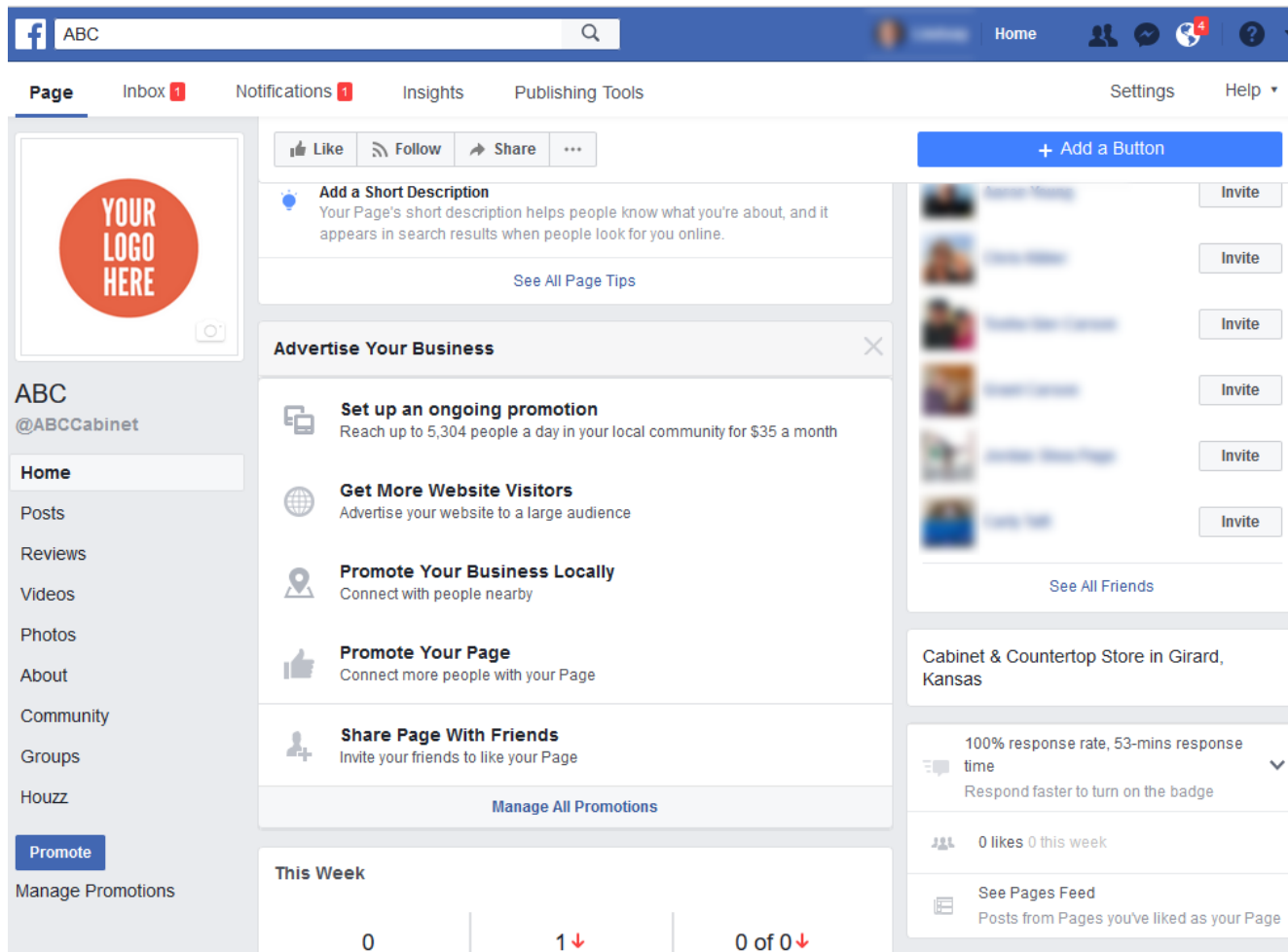
- c. A box will appear with three options which include:
- i. Promote Your Business Locally
 - ii. Promote Your Page
 - iii. Get More Website Visitors



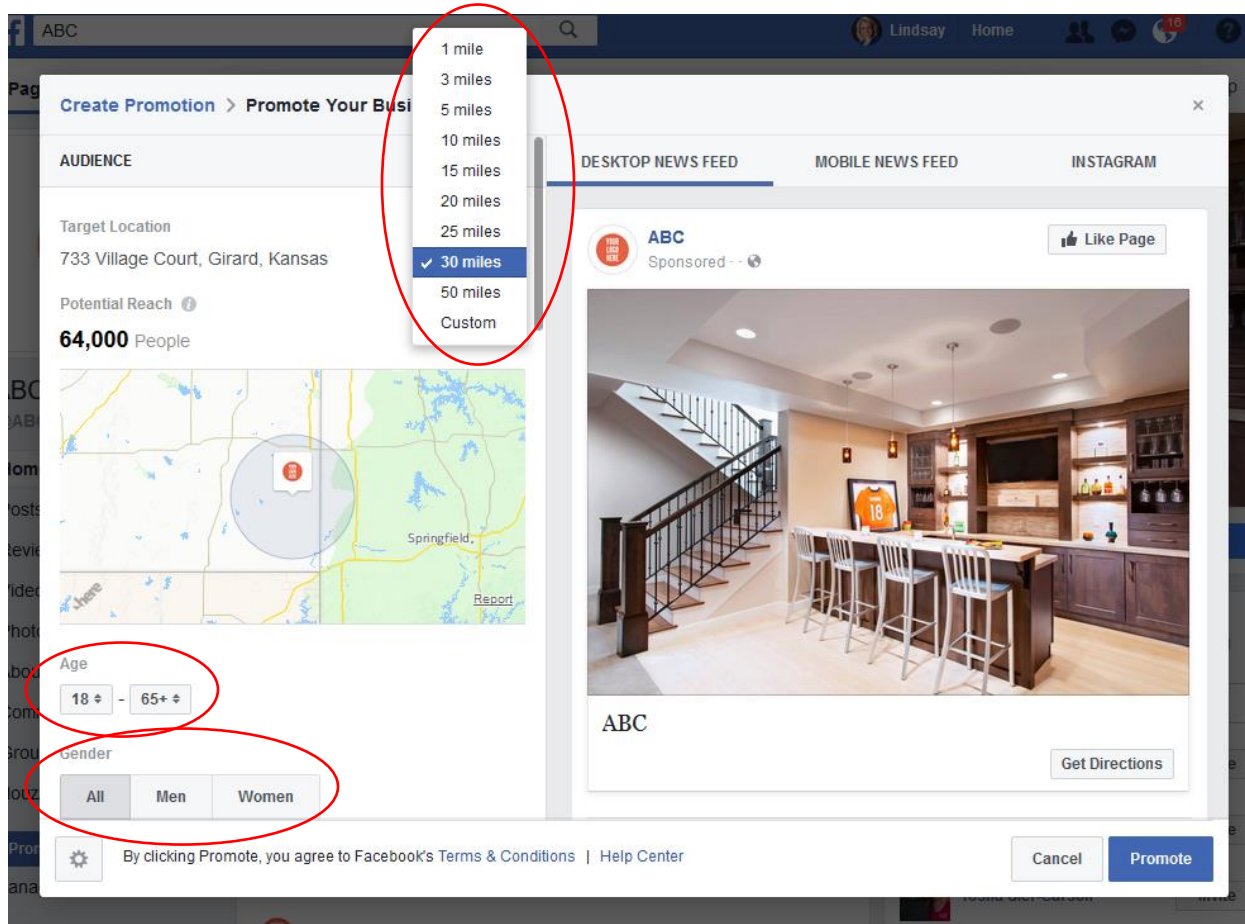
d. You can also click on “Advertise your business” from your home page.



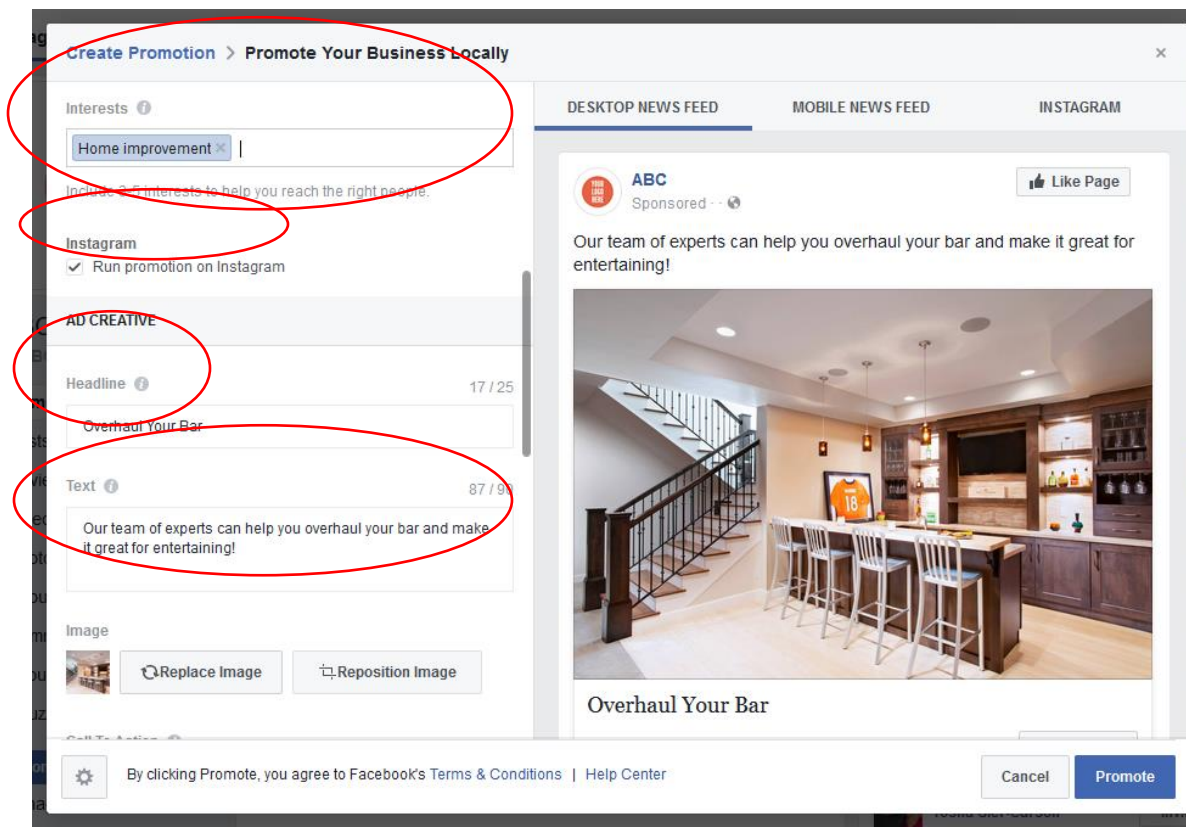
- e. A list of options will appear to select from:
 - i. Set up an ongoing promotion
 - ii. Get More Website Visitors
 - iii. Promote Your Business Locally
 - iv. Promote Your Page
 - v. Share Page With Friends



- f. Select “Promote Your Business Locally” if you want to connect with people near your business. A box will pop up for you to set up your campaign.
1. Select your radius (in miles) of your target audience (prospects).
 2. Select the age range of your target audience.
 3. Select Gender.



4. Scroll down the page to continue setting up the campaign.
5. Select “Interests” of your target audience/prospects. You can include or exclude certain types of people/categories. For example, you probably don’t want to boost posts to your competitors, so you might exclude them. You can type in any demographics, interests, or behaviors that your customers and prospects fall into.
6. If you want to promote this campaign on Instagram, then leave that box checked. If you don’t want to promote on Instagram, then uncheck the box.
7. Type in your “Headline” to catch people’s attention. There is a 25 character limit for your headline.
8. Create some text or call to action. There is a 90 character limit for your text.



9. Replace the Image if the image Facebook selected is not the one you want. You can also Reposition the Image if it's cutting off part of the picture you want to showcase. Select the most relevant picture for what you are promoting.

Create Promotion > Promote Your Business Locally

Image
Replace Image
Reposition Image

Call To Action
Get Directions

Street Address
733 Village Court, Girard, Kansas - Edit
Choose the street address you'd like to direct people to.
 Include a map card that shows your business location

BUDGET AND DURATION

Daily Budget
\$10.00 USD
Actual amount spent daily may vary

Estimated People Reached
2,900 - 7,600 people of 26,000

Refine your audience or add budget to reach more of the people that matter to you

DESKTOP NEWS FEED MOBILE NEWS FEED INSTAGRAM

ABC Sponsored
Like Page

Our team of experts can help you overhaul your bar and make it great for entertaining!

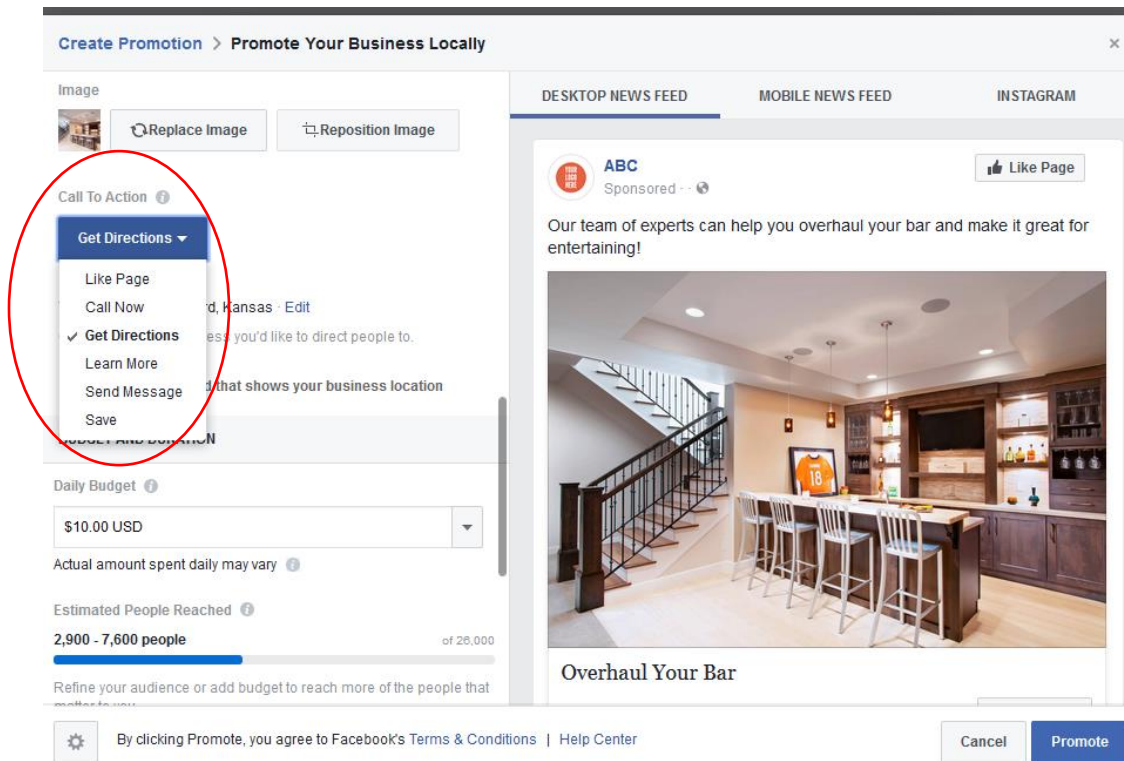
Overhaul Your Bar

Cancel Promote

By clicking Promote, you agree to Facebook's Terms & Conditions | Help Center

10. Select the type of “Call to Action” you are creating which include:
- a. Like Page – This encourages people to “Like” your company page. It also gives you a check box that says, “Include a map card that shows your business location.” Select that option if you are utilizing this button.
 - b. Call Now – The business number you enter will be the number that will be automatically dialed when a person taps the Call Now button.
 - c. Get Directions – This gives them directions to your business. It also gives you a check box that says, “Include a map card that shows your business location.” Select that option if you are utilizing this button.
 - d. Learn More – This leads them to the Company’s Website, so you’ll want to insert your website URL.
 - e. Send Message – Allows them to send a message and also gives you a check box that says, “Include a map card that shows your business location.” Select that option if you are utilizing this button.

- f. Save - Let people save your business location so they can stop by later.



11. Daily Budget – Select your daily budget in USD currency. It will show you the “Estimated People Reached” when you enter your daily budget. This will give you an idea of how many people you will reach out of your potential target audience selected above.
12. Duration – This is the length of time of the campaign. Select 7, 14, or 28 days. Select the “Run this ad until” date.
13. Payment – Select the payment type for the campaign.
14. Along the top you can view Desktop News Feed, Mobile News Feed, and Instagram to see how the ad will appear on each device/platform.
15. Select the blue “Promote” button to start the campaign.

Create Promotion > Promote Your Business Locally

DESKTOP NEWS FEED MOBILE NEWS FEED INSTAGRAM

Include a map card that shows your business location

BUDGET AND DURATION

Daily Budget

\$5.00 USD

Actual amount spent daily may vary

Estimated People Reached

2,100 - 5,500 people of 26,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration

7 days 14 days 28 days


Run this ad until Oct 5, 2017

You will spend a total of \$140.00. This ad will run for 28 days, ending on Oct 5, 2017.

PAYMENT

By clicking Promote, you agree to Facebook's Terms & Conditions | [Help Center](#)

Our team of experts can help you overhaul your bar and make it great for entertaining!



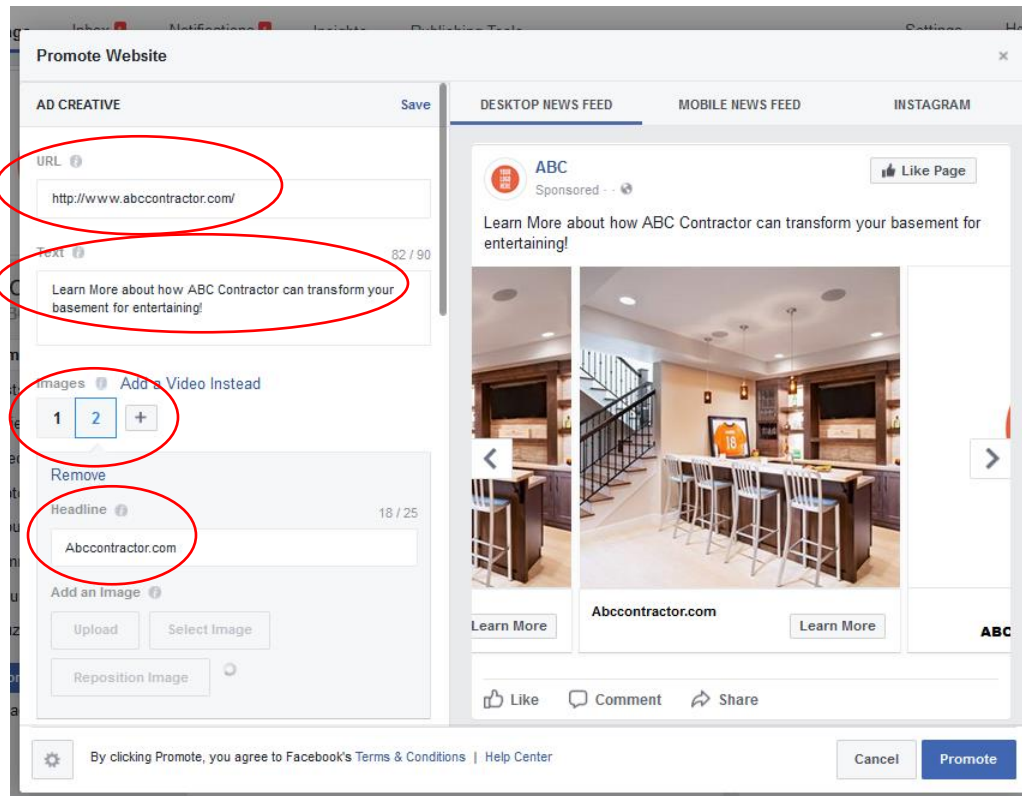
Overhaul Your Bar

Like Page

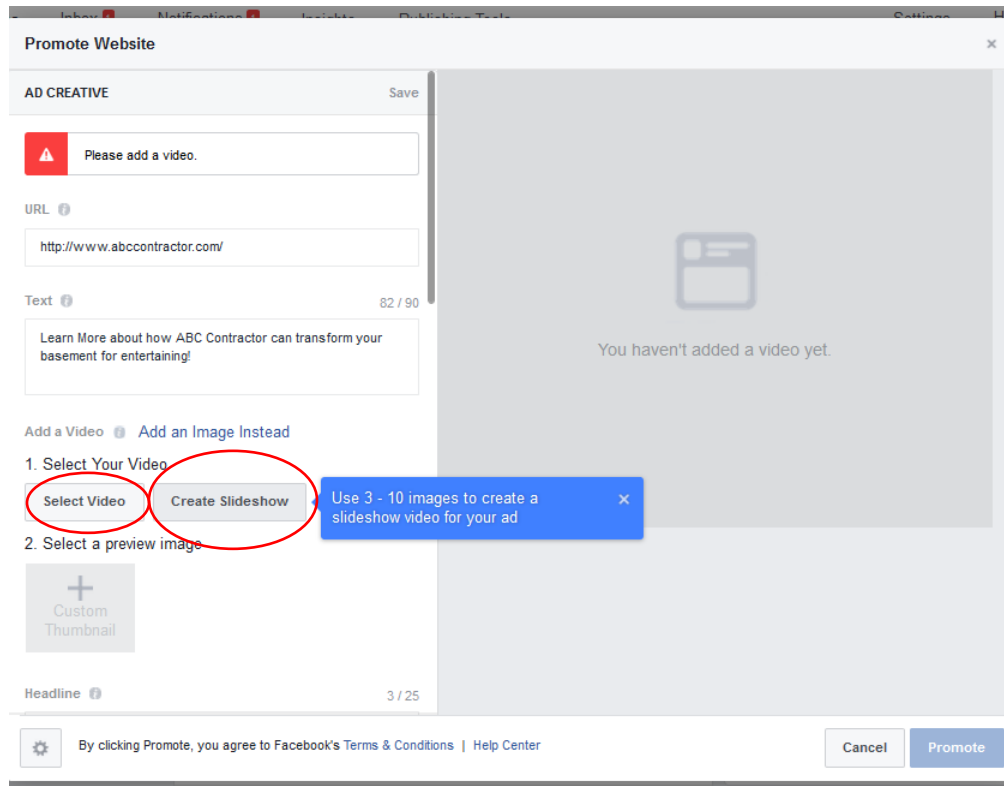
Like Comment Share

Cancel Promote

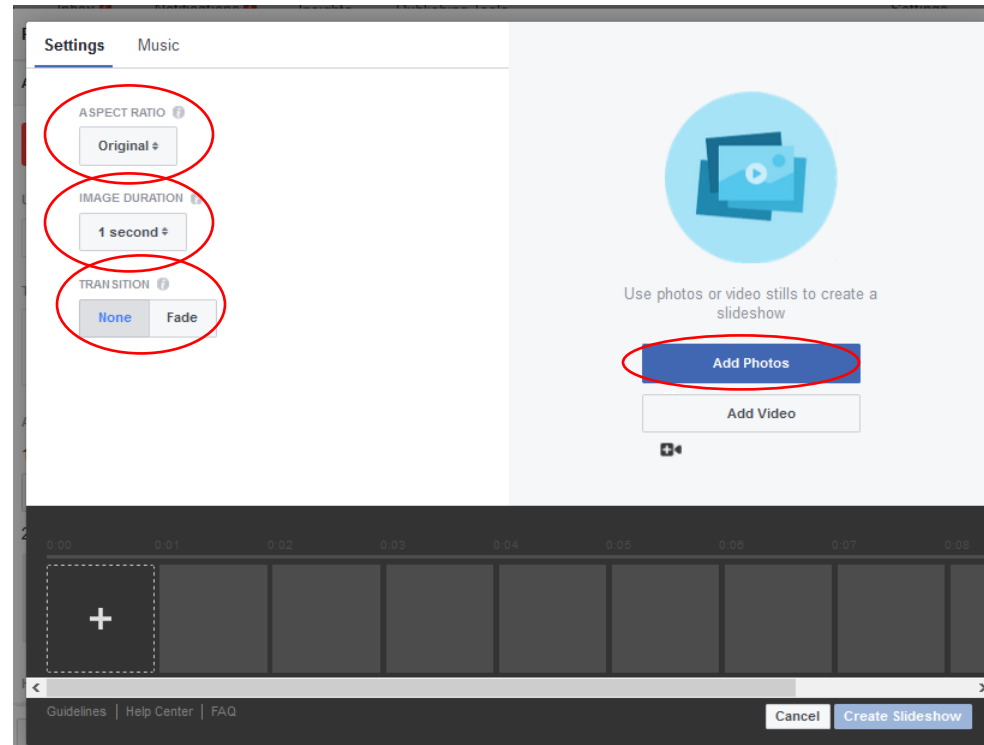
- g. Select “Promote Website” button and a pop up box will appear to set up your campaign. This campaign will help drive traffic to your website. Showcase projects or send people to your website for a white paper or guidebook.
- i. The URL should pull from your page but if it doesn't, type in your website URL.
 - ii. Type in some text or call to action. There is a 90 character limit for your text.
 - iii. Select as many images as you'd like to showcase your website. (It's recommended not to use more than 4 images.)
 - iv. Each photo can have its own “Headline.” Type in your “Headline” to catch people’s attention. There is a 25 character limit for your headline.



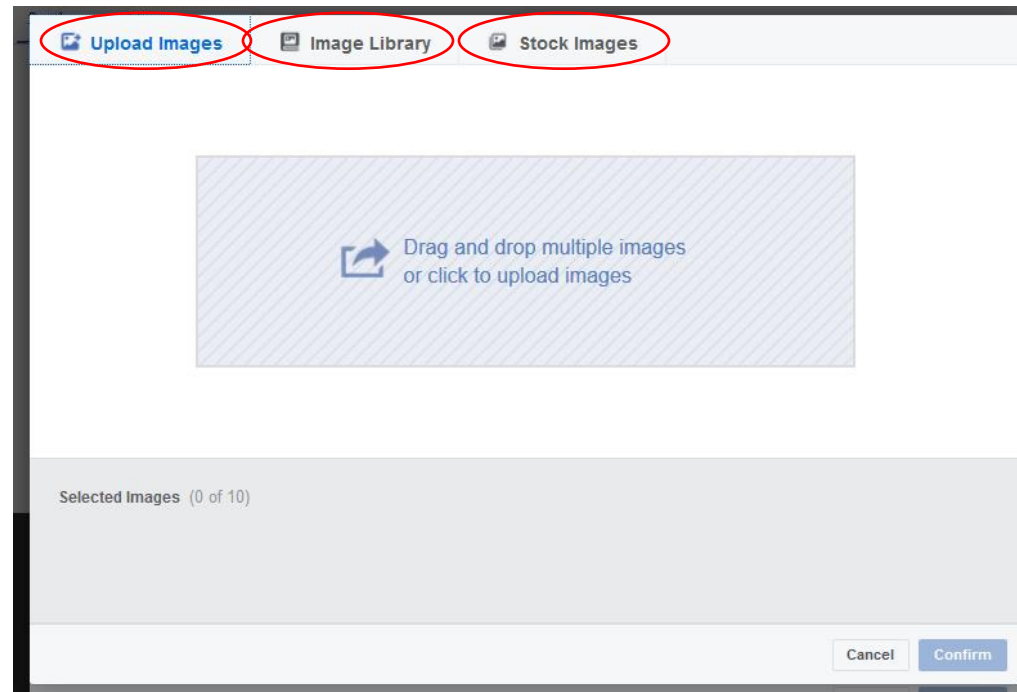
- v. You can also add a video here. Click on “Add a Video Instead.”
 1. You can “Select Video” or “Create Slideshow.”



2. "Create Slideshow" allows you to use pictures to create a slideshow.
 - a. Aspect Ratio – Choose the aspect ratio for your video. Let the first image of your slideshow determine the ratio, or set it to square (1:1), rectangle (16:9) or vertical (2:3)
 - b. Image Duration - Set the total number of seconds you show each image in your slideshow. 0.5 seconds, 1 second, 2 seconds, 3 seconds, 4 seconds, 5 seconds
 - c. Transition - Choose how your slideshow switches from one image to the next.

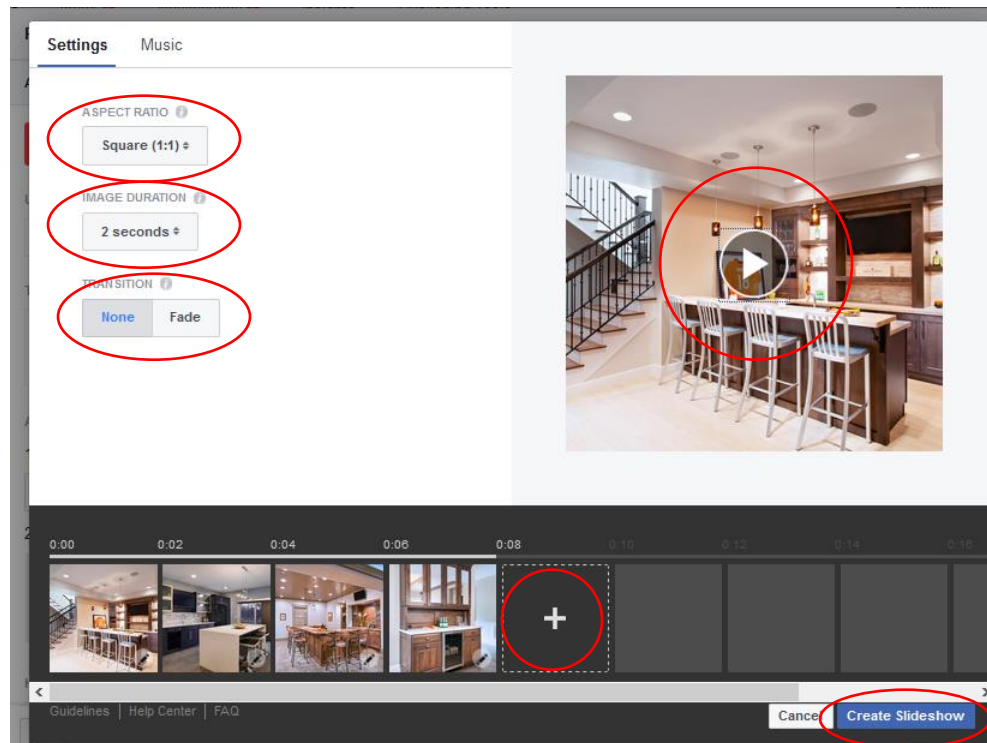


3. Click on “Add Photos” to select your photos.
 - a. Upload Images – Drag and drop multiple images or click to upload images.
 - b. Image Library – These are all the images in your Facebook Library.
 - c. Stock Images - Search for professional images to use in your ads. Any images you select will be saved in your image library.

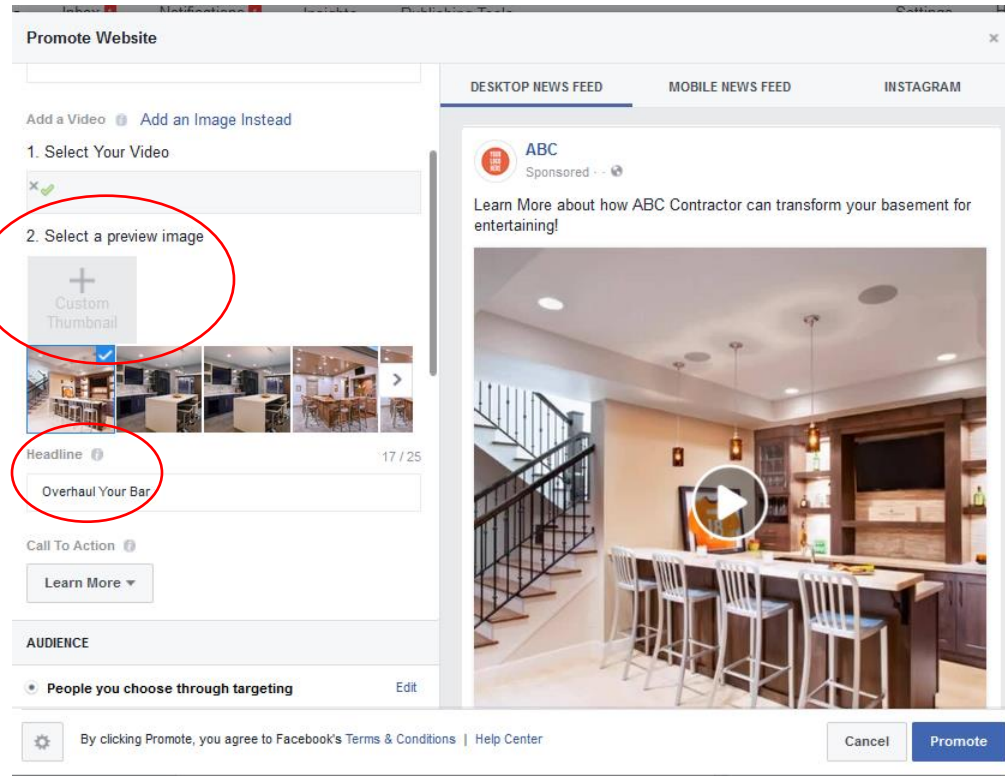


- d. Click on “Confirm” when you’ve selected the photos for the campaign.

4. Push the “Play” button in the middle of the screen to preview the slideshow. You can adjust the aspect ratio, duration, and transition to your preference. The white plus sign also allows you to add additional photos.
5. Select “Create Slideshow” when you are done.

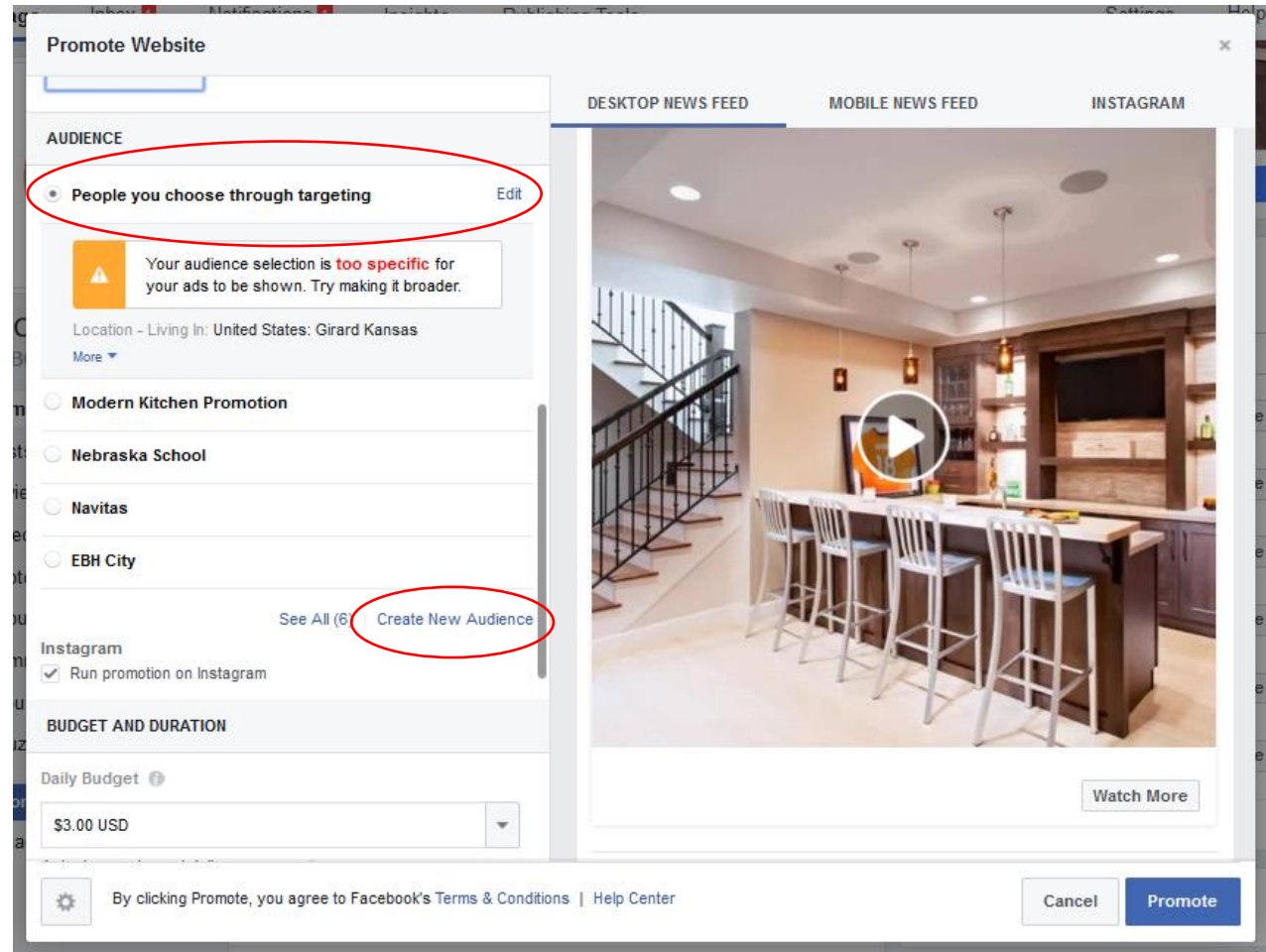


6. It will take you back to the campaign information for you to complete the rest of the campaign.
7. Select a preview image from the slide show you just created.
8. Type in your “Headline” to catch people’s attention. There is a 25 character limit for your headline.



9. The Call to Action button has many options.
 - a. Apply Now – You may use this button if you are recruiting employees.
 - b. Book Now – Probably won't use this button.
 - c. Contact Us – This would be by phone or message.
 - d. Donate Now – Probably won't use this button unless you are doing donations for a non-profit or community service event you are participating in.
 - e. Get Showtimes – This is for movie theatres and entertainment venues.
 - f. Learn More – This takes them to your website or other URL that you are sending them to for more information. It should be your website.
 - g. Send Message – This would have the person send you a message on Facebook through the Company Page.
 - h. Request Time – This could be used to request an appointment or meeting.
 - i. See Menu – This is used for restaurants, so this buttonn won't be used for your business.
 - j. Shop Now – If you are selling a product, then you would use this button to send your followers to a page to purchase products.
 - k. Sign Up – This could be used to get people to sign up for your newsletter or a free guidebook.
 - l. Watch More – If you have other videos you've created, you can send them to watch those videos. These should be housed on your YouTube Channel and then embedded on your website.

10. Select the audience you are targeting.
 - a. If you have already created an audience select that option.
 - b. If you haven't created an audience, then select "Create New Audience."



- i. Type in the name of the campaign
- ii. Select "All" for Gender.
- iii. Select Age 30-65.
- iv. Select your locations.
- v. Facebook will tell you if its too specific and give you the potential audience size.

Create Audience

Select the location, age, gender and interests of people you want to reach with your ad.

Name
Basement Bar Overhaul

Gender
All Men Women

Age
30 - 65+

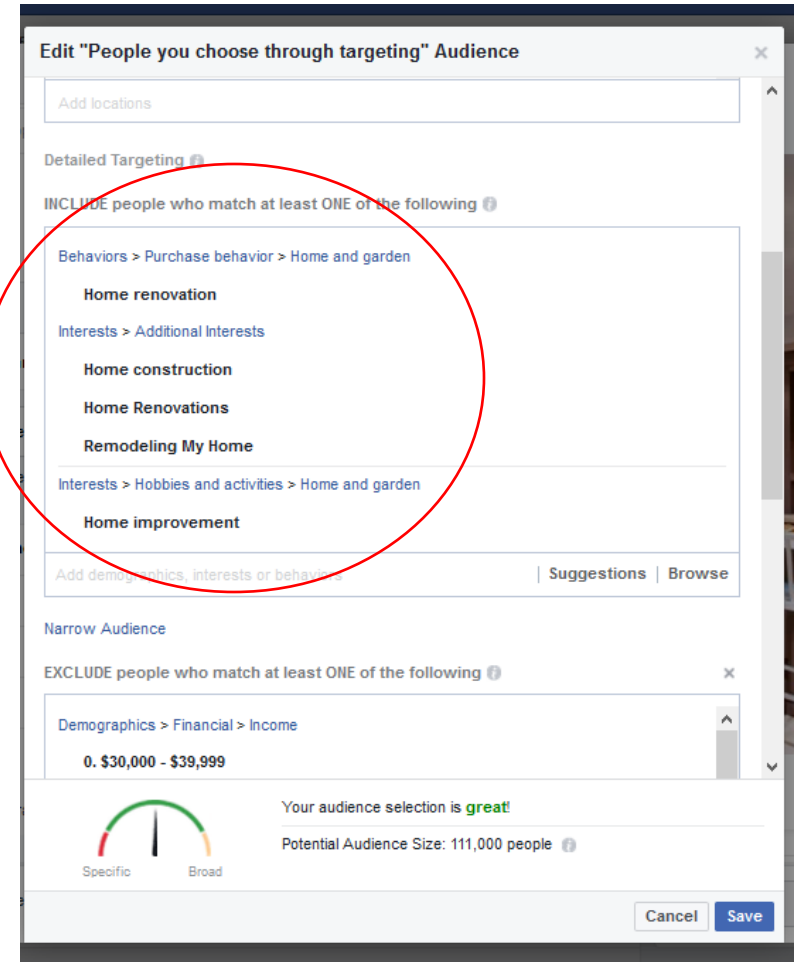
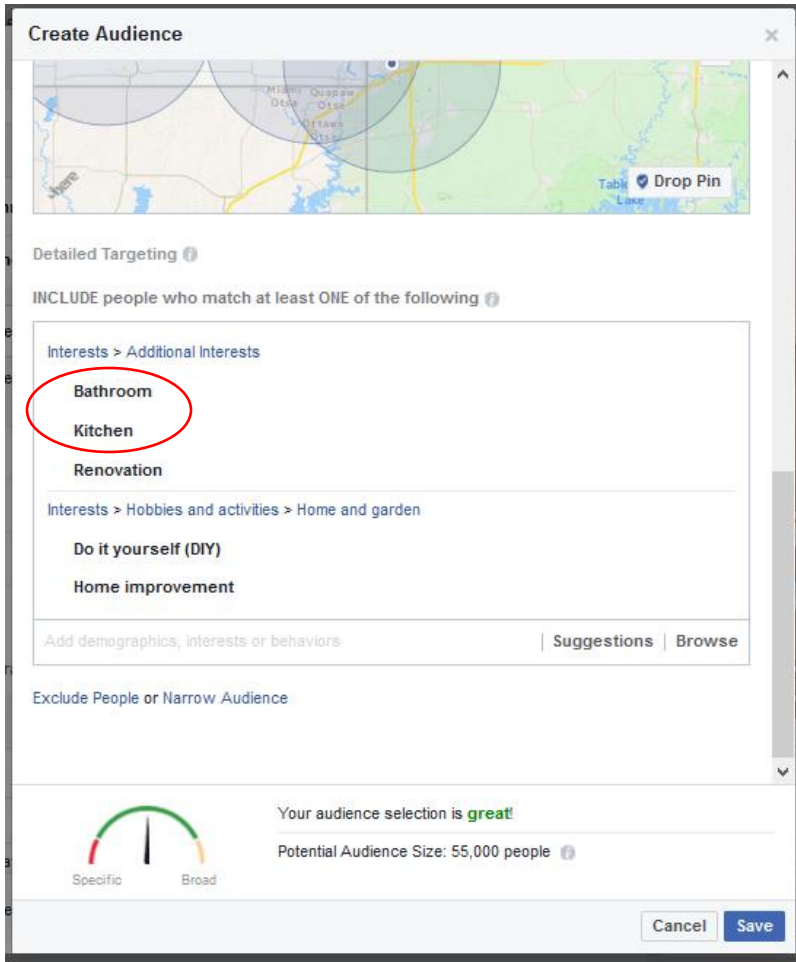
Locations
United States
Chanute, Kansas + 25mi
Columbus, Kansas + 25mi
Fort Scott, Kansas + 25mi
Girard, Kansas + 25mi
Independence, Kansas + 25mi
Joplin, Missouri + 25mi

Your audience selection is **great!**
Potential Audience Size: 55,000 people

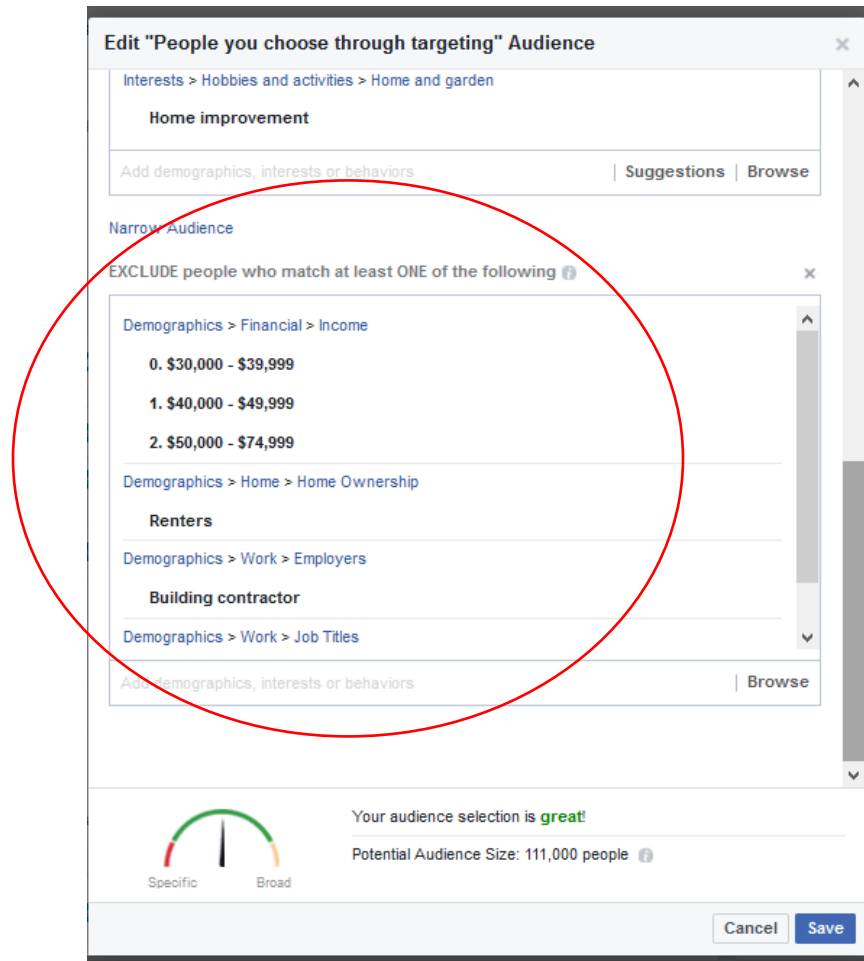
Specific Broad

Cancel Save

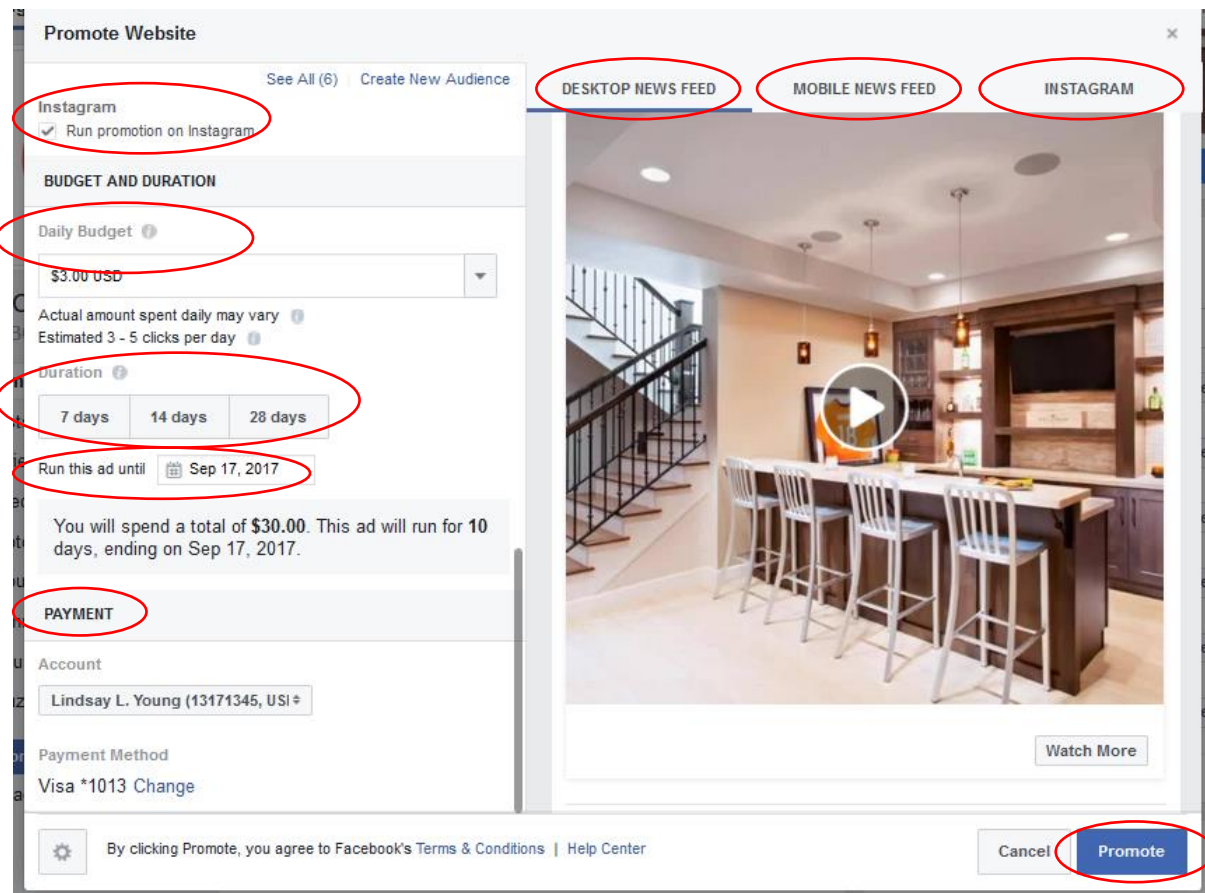
- vi. Scroll down to make sure the “Detailed Targeting” is correct. (In the example below, because you are focusing on basement bar renovations, it’s suggested to delete bathroom and kitchen in Interests>Additional Interests.)



- vii. For “Exclude People”, it’s recommended not to market to your competitors or those that wouldn’t be interested in your services. (In this example, I excluded lower income (under \$74,999 as household incomes, “Renters” as demographics, “Building Contractors” as Employers, and “Independent Contractors” as Job Titles.)
- viii. Click “Save.”

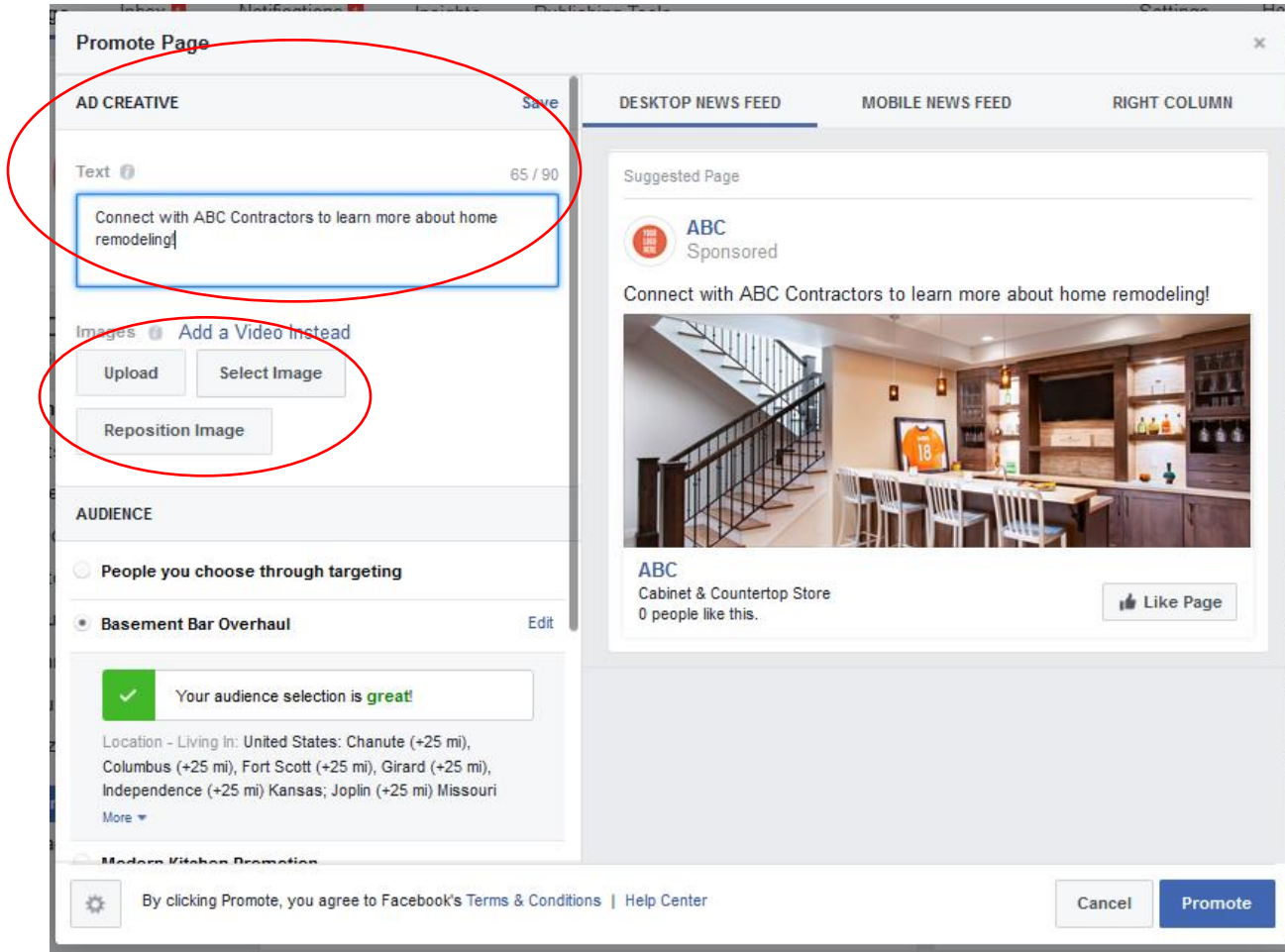


- c. Select the check box if you want to “Run promotion on Instagram.”
- d. Set your “Daily Budget” for the campaign. (It will give you an estimated number of clicks per day based on your daily budget.)
- e. Duration – This is the length of time of the campaign. Select 7, 14, or 28 days. Select the “Run this ad until” date.
- f. Payment – Select the payment type for the campaign.
- g. Along the top you can view Desktop News Feed, Mobile News Feed, and Instagram to see how the ad will appear on each device/platform.
- h. Click “Promote” to start the campaign.



- h. Select “Promote Page” to create an advertisement to promote your Facebook Business Page.
- i. Click on “Edit” beside “Ad Creative” to customize the text and the images/videos.
 - i. Type in text or call to action. There is a 90 character limit for your text.
 - ii. Select as many images as you’d like to showcase your website. (It’s recommended not to use more than 4 images.)
OR
 - iii. Select a Video from your computer.

iv. You can Reposition Image if it's cutting off part of the picture you want to showcase.



v. Select your audience to target. You may have already created a target audience from a previous boosted post or advertisement. You can select the audience already created, edit an existing one, or create a new audience.

- vi. Set your "Daily Budget" for the campaign. (It will give you an estimated number of clicks per day based on your daily budget.)

Promote Page

AUDIENCE

- People you choose through targeting
- Basement Bar Overhaul** Edit

Your audience selection is **great!**

Location - Living In: United States: Chanute (+25 mi), Columbus (+25 mi), Fort Scott (+25 mi), Girard (+25 mi), Independence (+25 mi) Kansas; Joplin (+25 mi) Missouri

Modern Kitchen Promotion

Nebraska School

Navitas

[See All \(7\)](#) | [Create New Audience](#)

BUDGET AND DURATION

Daily Budget ⓘ

\$5.00 USD

Actual amount spent daily may vary ⓘ

Estimated 0 - 0 likes per day ⓘ

DESKTOP NEWS FEED | **MOBILE NEWS FEED** | **RIGHT COLUMN**

Suggested Page

ABC Sponsored

Connect with ABC Contractors to learn more about home remodeling!

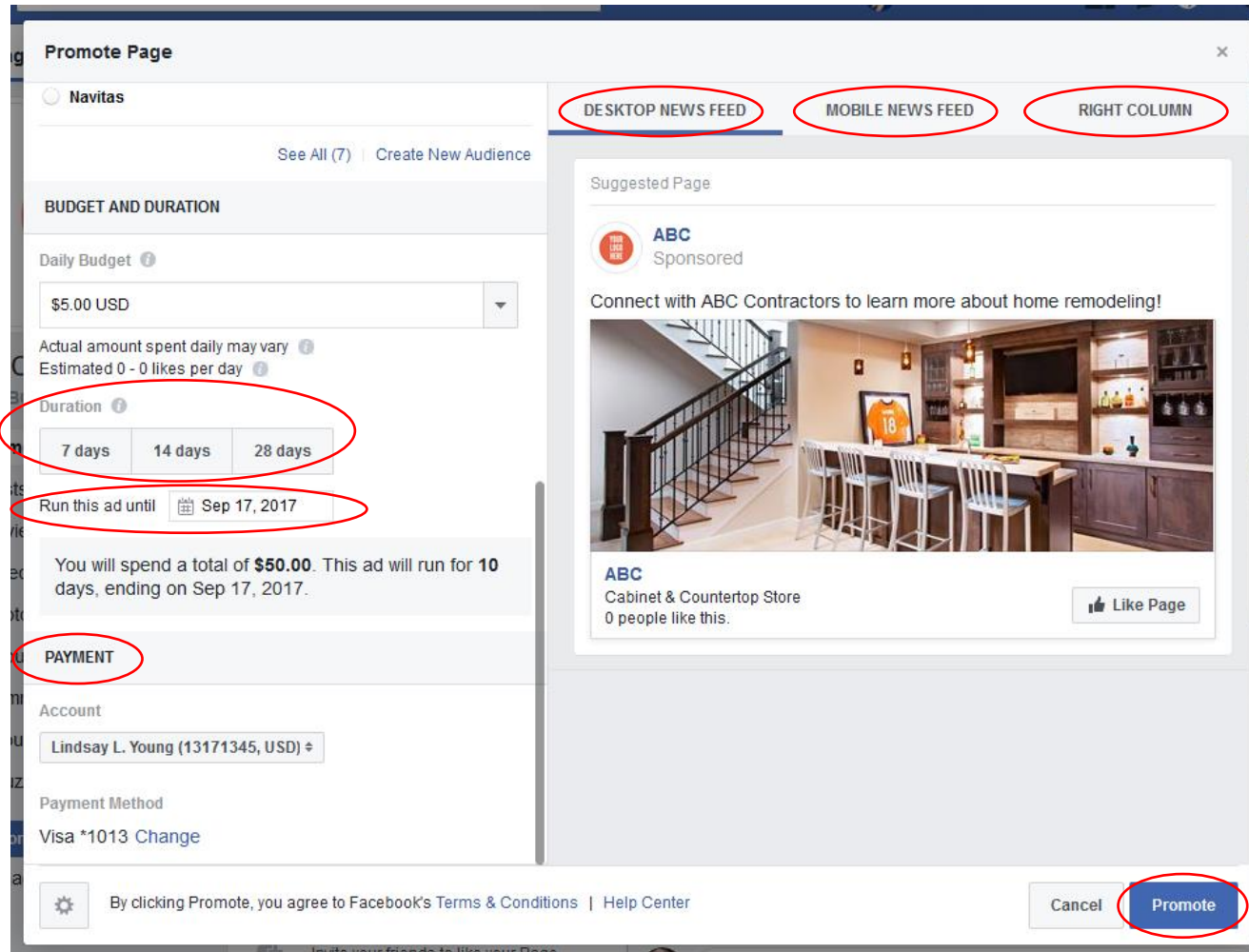
ABC
Cabinet & Countertop Store
0 people like this.

[Like Page](#)

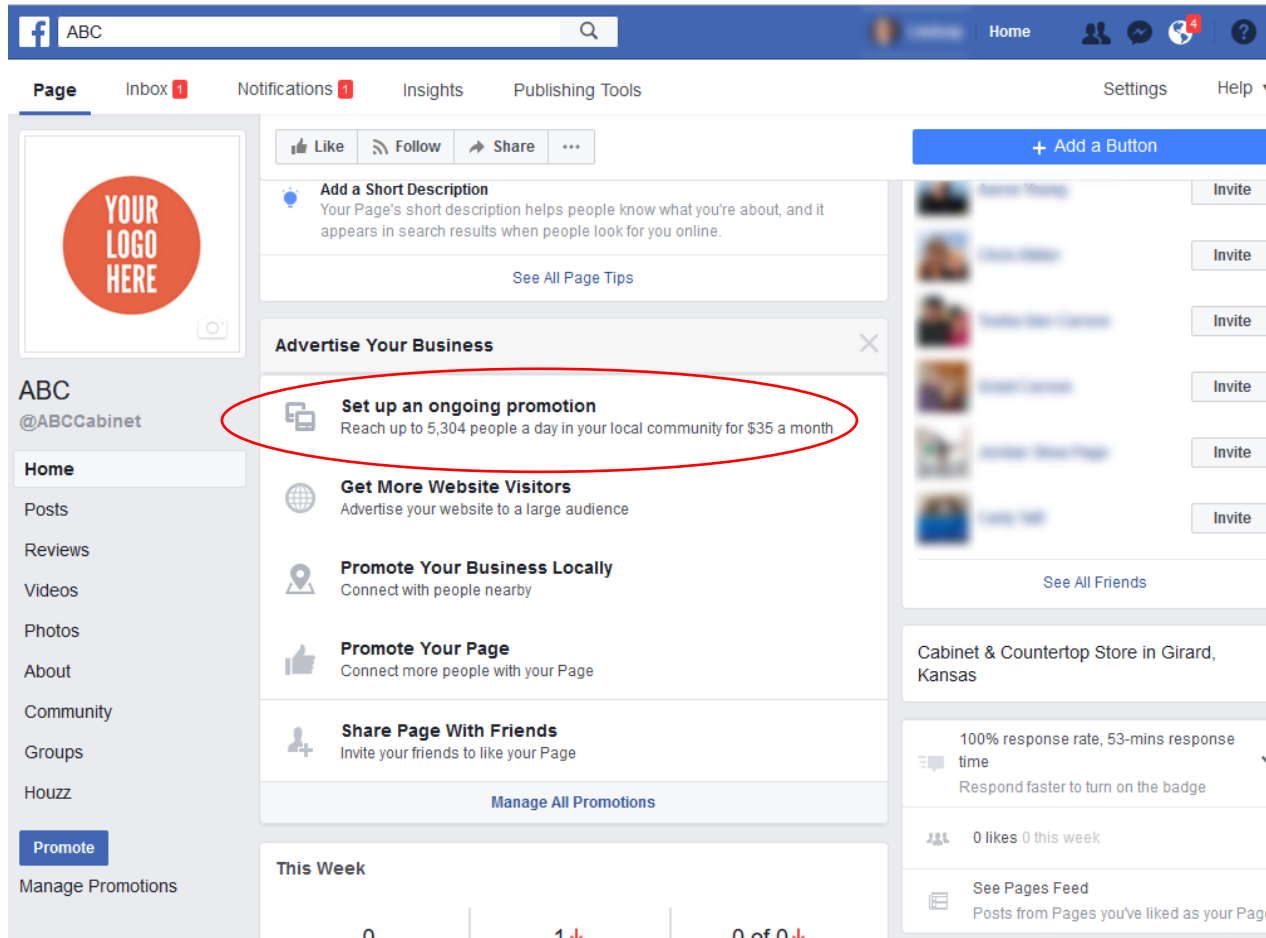
By clicking Promote, you agree to Facebook's Terms & Conditions | [Help Center](#)

[Cancel](#) [Promote](#)

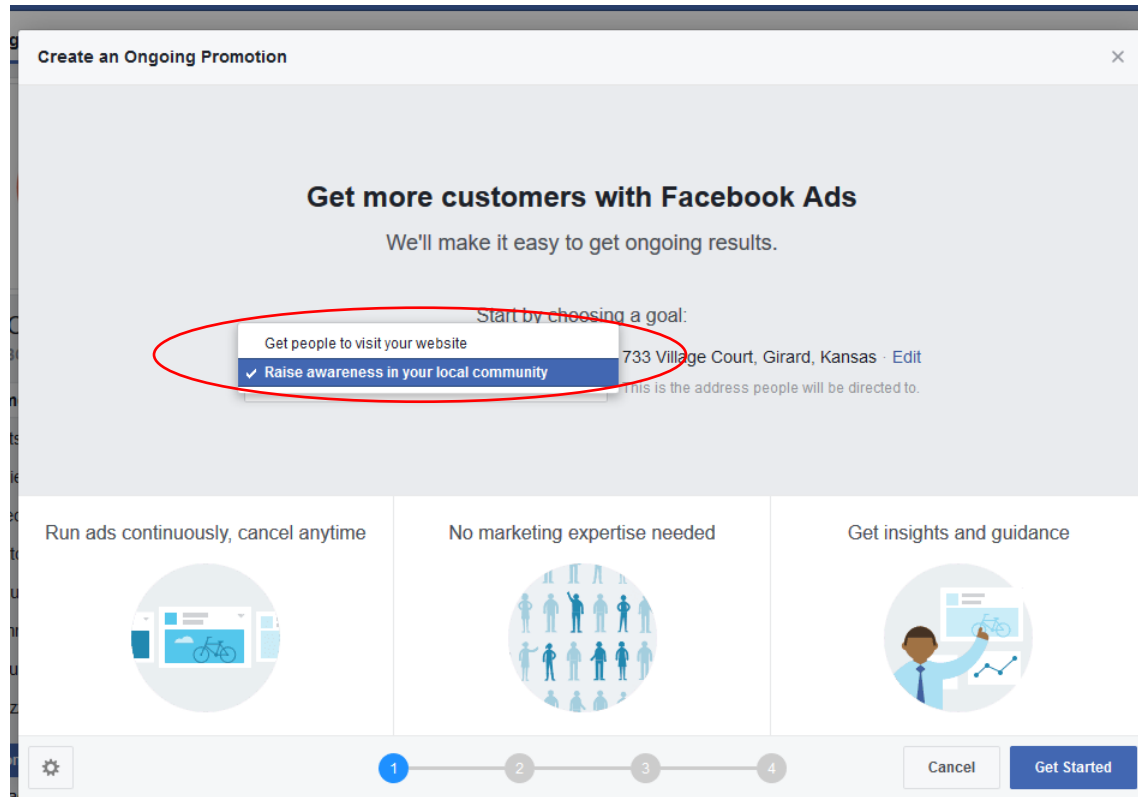
- vii. Duration – This is the length of time of the campaign. Select 7, 14, or 28 days. Select the “Run this ad until” date.
- viii. Payment – Select the payment type for the campaign.
- ix. Along the top you can view Desktop News Feed, Mobile News Feed, and Right Column (where advertisements appear) to see how the ad will appear on each device/platform.
- x. Select the blue “Promote” button to start running the campaign.



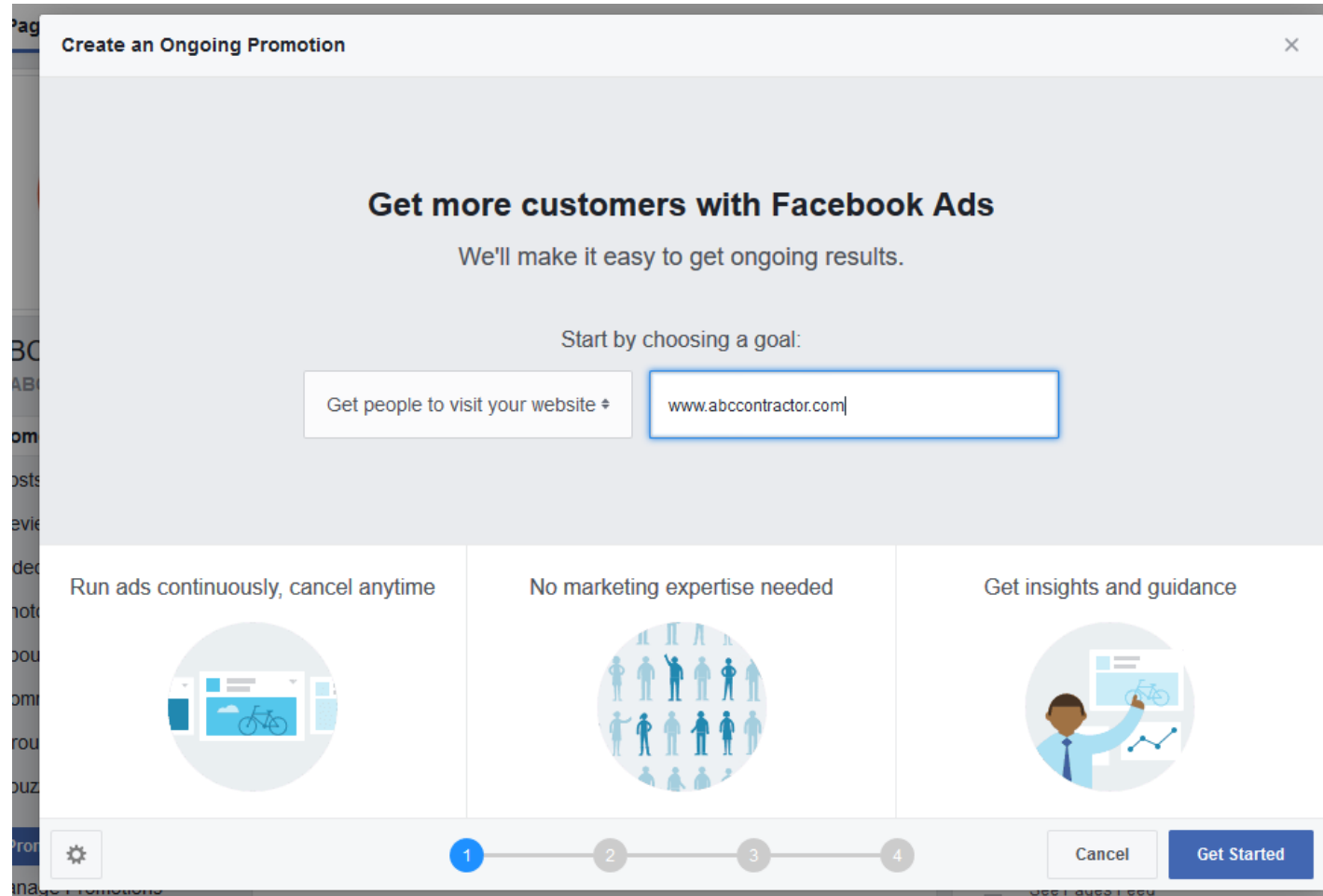
j. Select "Set up an ongoing promotion."



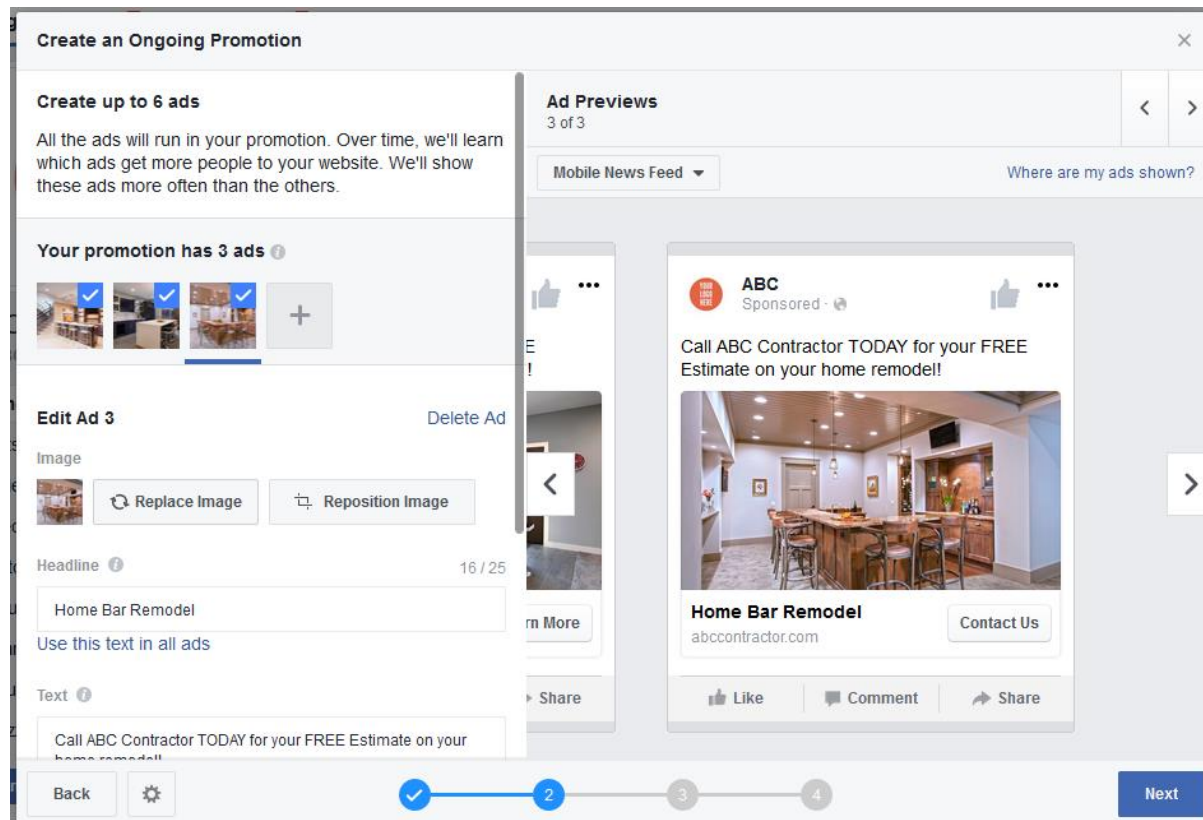
- k. There are two options to select:
 - i. Get people to visit your website.
 - ii. Raise awareness in your local community (branding).



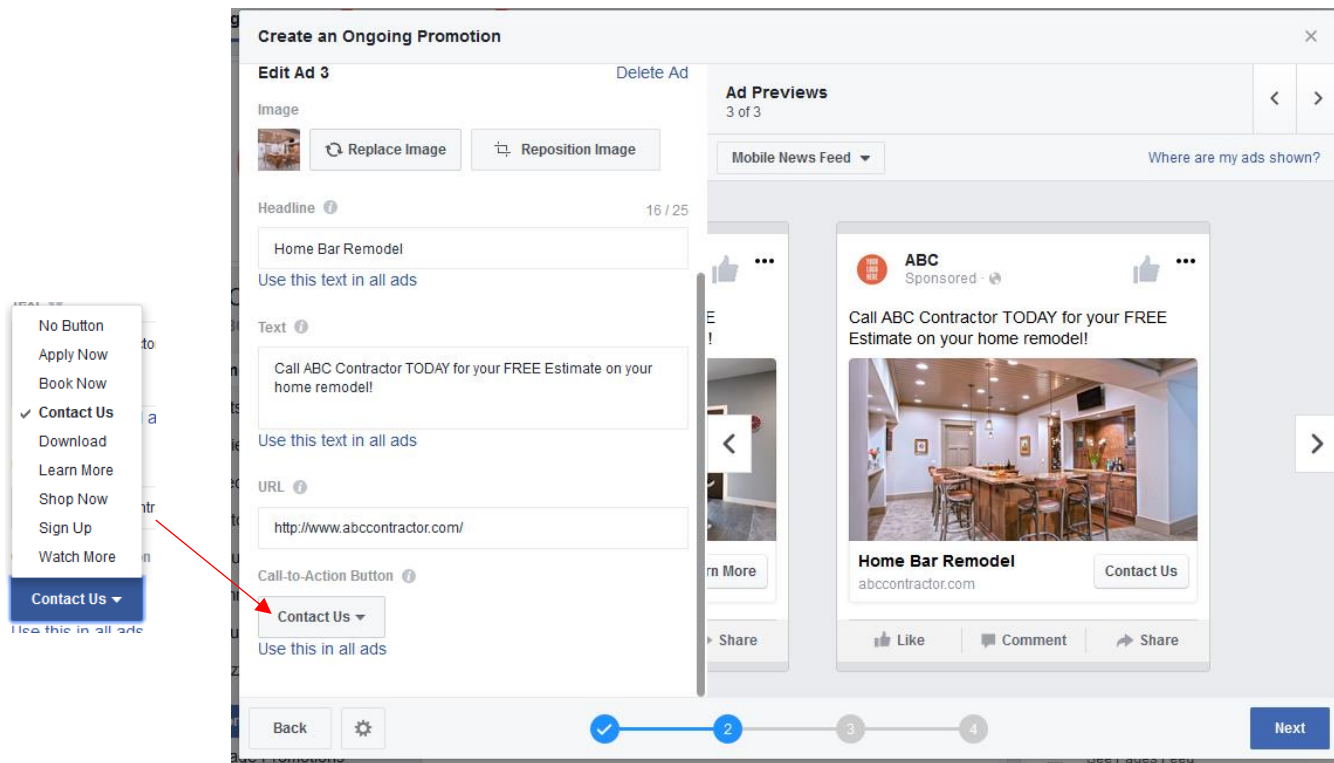
- I. Get people to visit your website.
 - i. Select “Get people to visit your website.”
 - ii. Enter your URL website.
 - iii. Select “Get Started.”



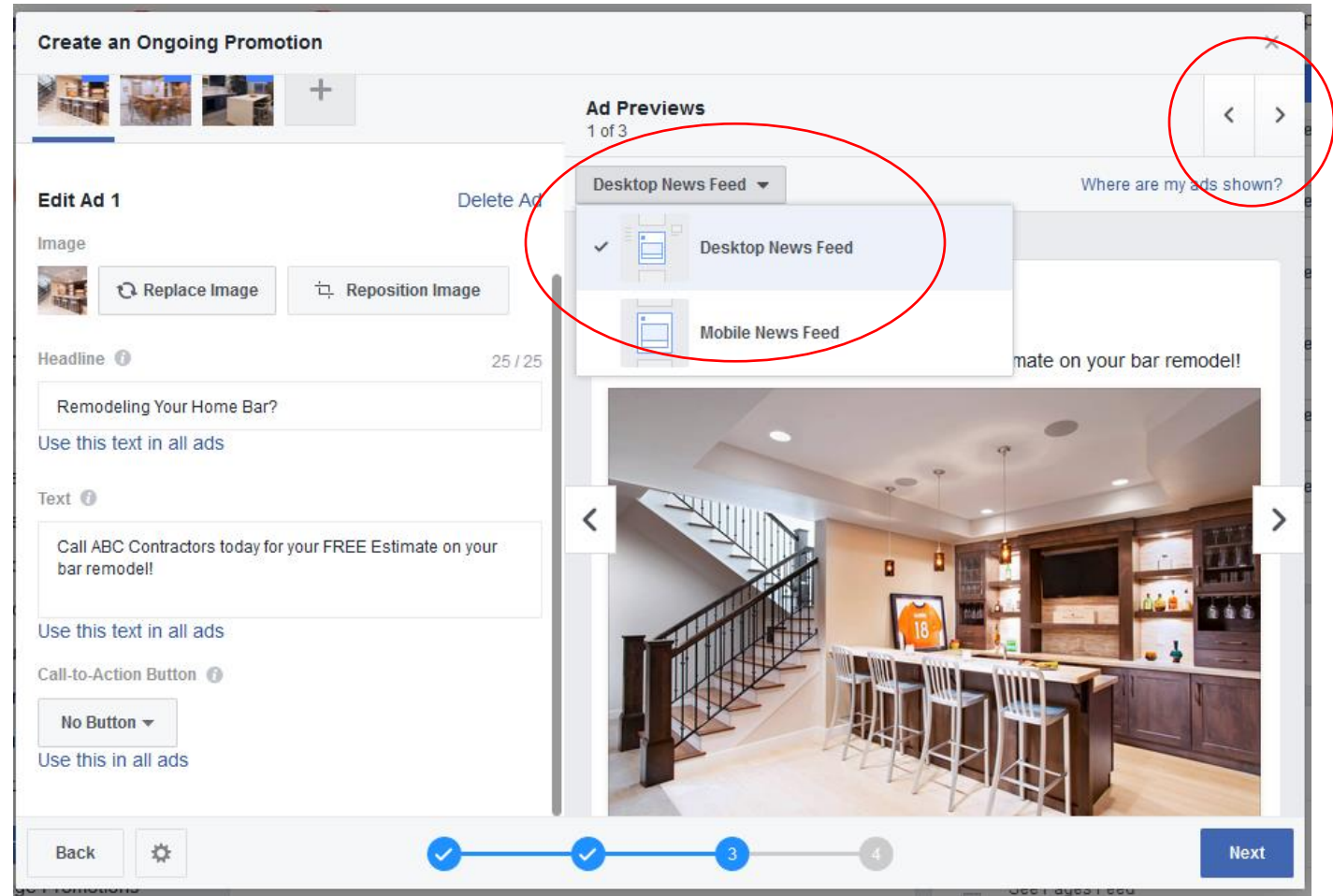
- iv. Create up to 6 ads for your ongoing promotion. It's recommended to do this so you can determine which ad produces the best results.
- v. Create each ad by selecting the photo. You can replace or reposition each ad picture.
- vi. Type in your "Headline" to catch people's attention. There is a 25 character limit for your headline.
- vii. Create text or call to action. There is a 90 character limit for your text.



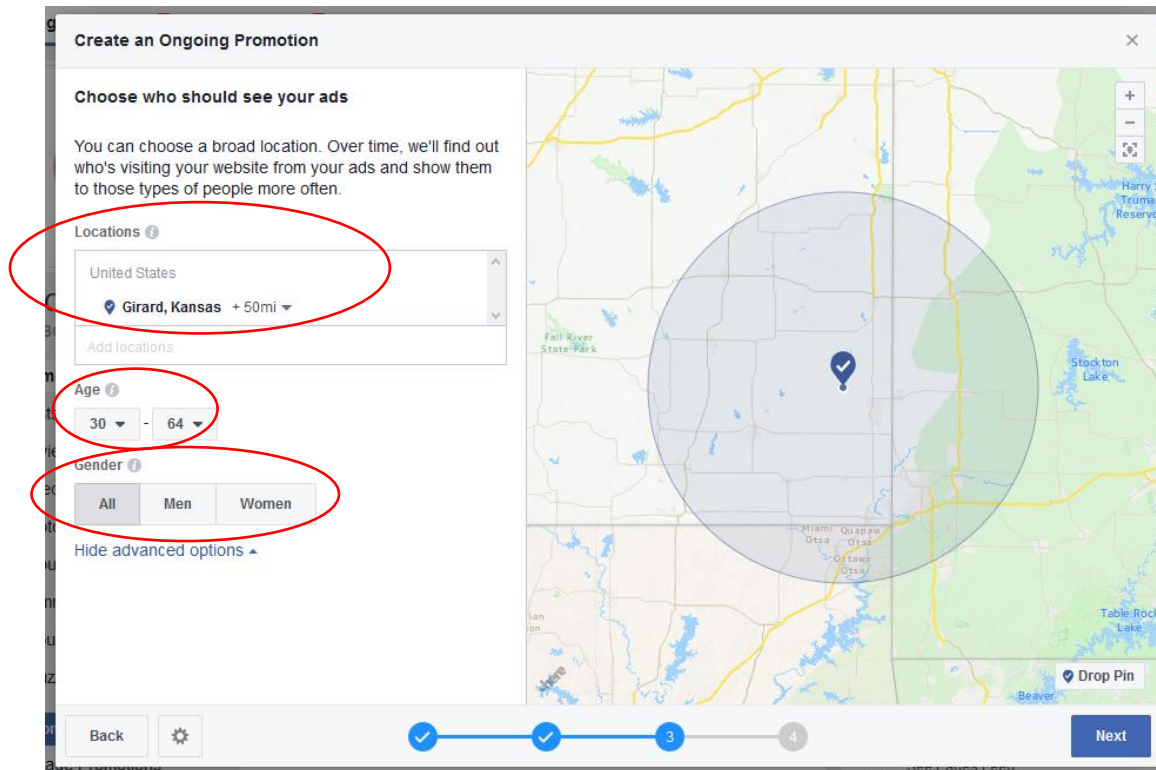
- viii. Your URL should already populate from your Facebook Business Page.
- ix. Select the type of “Call-to-Action Button” you are creating which includes:
 1. No Button
 2. Apply Now – You may use this button if you are recruiting employees.
 3. Book Now – You could have them book an appointment utilizing this button.
 4. Contact Us – This would be by phone or message.
 5. Download – You can provide a link to your App (if you have one) to encourage people to download.
 6. Learn More – This takes them to your website or other URL that you are sending them to for more information. It should be your website.
 7. Shop Now – If you are selling a product, then you would use this button to send your followers to a page to purchase products.
 8. Sign Up – This could be used to get people to sign up for your newsletter or a free guidebook.



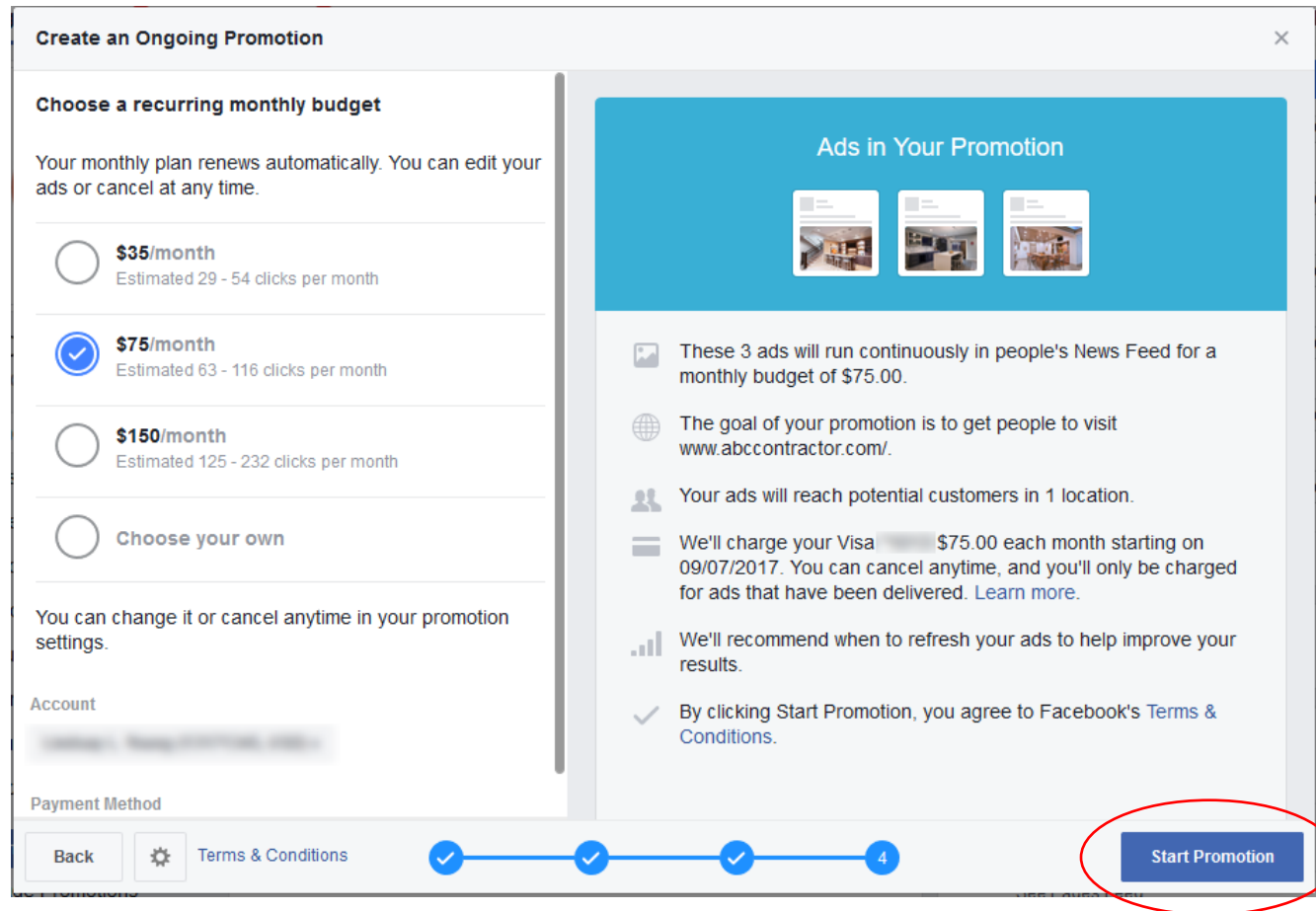
9. Watch More – If you have other videos you've created, you can send them to watch those videos. These should be housed on your YouTube Channel and then embedded on your website.
- x. By clicking on the arrow next to "Desktop News Feed," you can view what the ads will look like on the desktop and mobile news feeds. You can adjust the ads accordingly. If the "Call Now" button is used, it will only appear on the mobile news feed. You can click on the arrows on the top right to scroll through each ad.



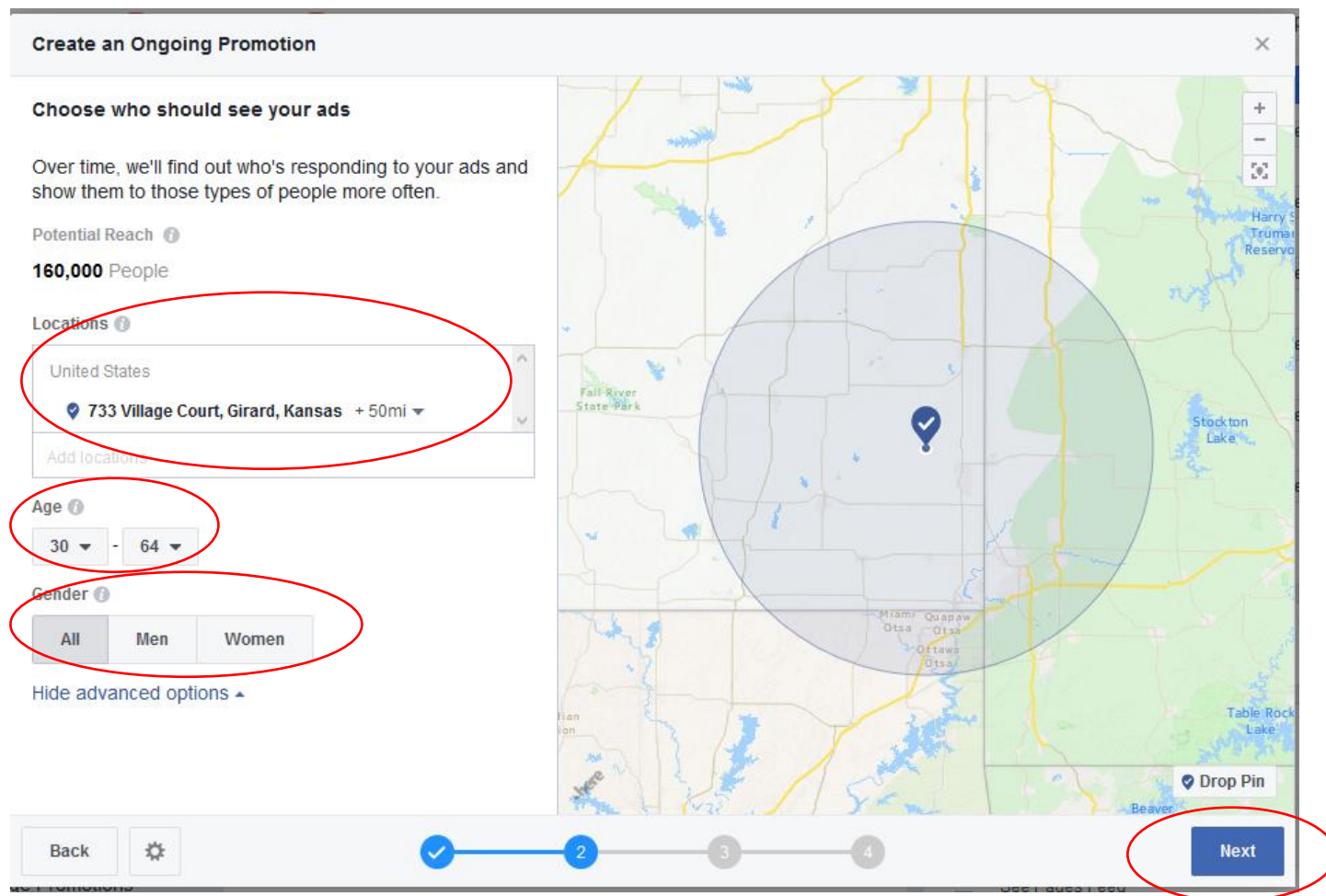
- xii. Select your location and radius (clicking the down arrow by the miles).
- xiii. Select Age
- xiv. Select Gender
- xv. Click "Next."



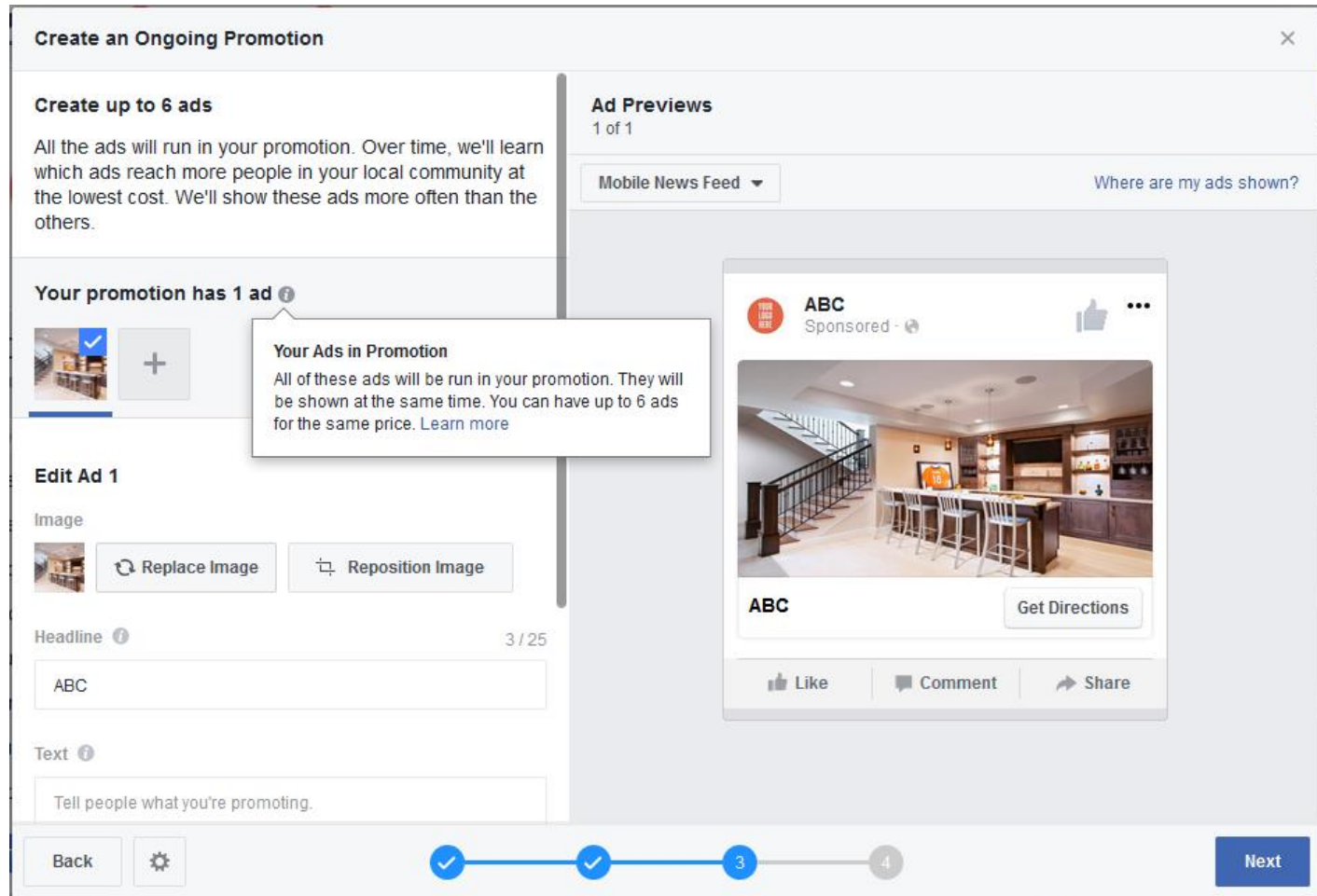
- xv. Choose a reoccurring monthly budget. Select a monthly reoccurring budget. (\$35/month, \$75/month, \$150/month, or choose your own. You can change or cancel this at any time.) It also estimates the number of clicks you will receive each month.
- xvi. Select "Start Promotion."



- m. Raise awareness in your local community.
 - i. Select your location and radius (clicking the down arrow by the miles).
 - ii. Select Age
 - iii. Select Gender
 - iv. Click "Next."



- v. Create up to 6 ads for your ongoing promotion. It's recommended to do this so you can determine which ad produces the best results.



- vi. Create each ad by selecting the photo. You can replace or reposition each ad picture.
- vii. Type in your “Headline” to catch people’s attention. There is a 25 character limit for your headline.
- viii. Create text or call to action. There is a 90 character limit for your text.
- ix. Select the type of “Call-to-Action Button” you are creating which includes:
 - 1. No button – The Facebook Thumbs Up will appear AKA “Like Page” – This encourages people to “Like” your company page.
 - 2. Call Now – The business number you enter will be the number that will be automatically dialed when a person taps the Call Now button. This option will only appear on the mobile news feed.
 - 3. Get Directions – This gives them directions to your business. It also gives you a check box that says, “Include a map card that shows your business location.” Select that option if you are utilizing this button.
 - 4. Send Message – Allows them to send a message and also gives you a check box that says, “Include a map card that shows your business location.” Select that option if you are utilizing this button.
- x. Each ad should have a different headline, text, and call-to-action initially. As you discover what works for your business, then you can tailor the ads to those specifications.

Create an Ongoing Promotion

Your promotion has 3 ads

Ad Previews
3 of 3

Mobile News Feed

Where are my ads shown?

Edit Ad 3 Delete Ad

Image

Replace Image

Reposition Image

Headline 14 / 25

Relax in Style

Use this text in all ads

Text

Contact ABC Contractor for your FREE estimate on your home remodel.

Use this text in all ads

Call-to-Action Button

No Button

Back

Next

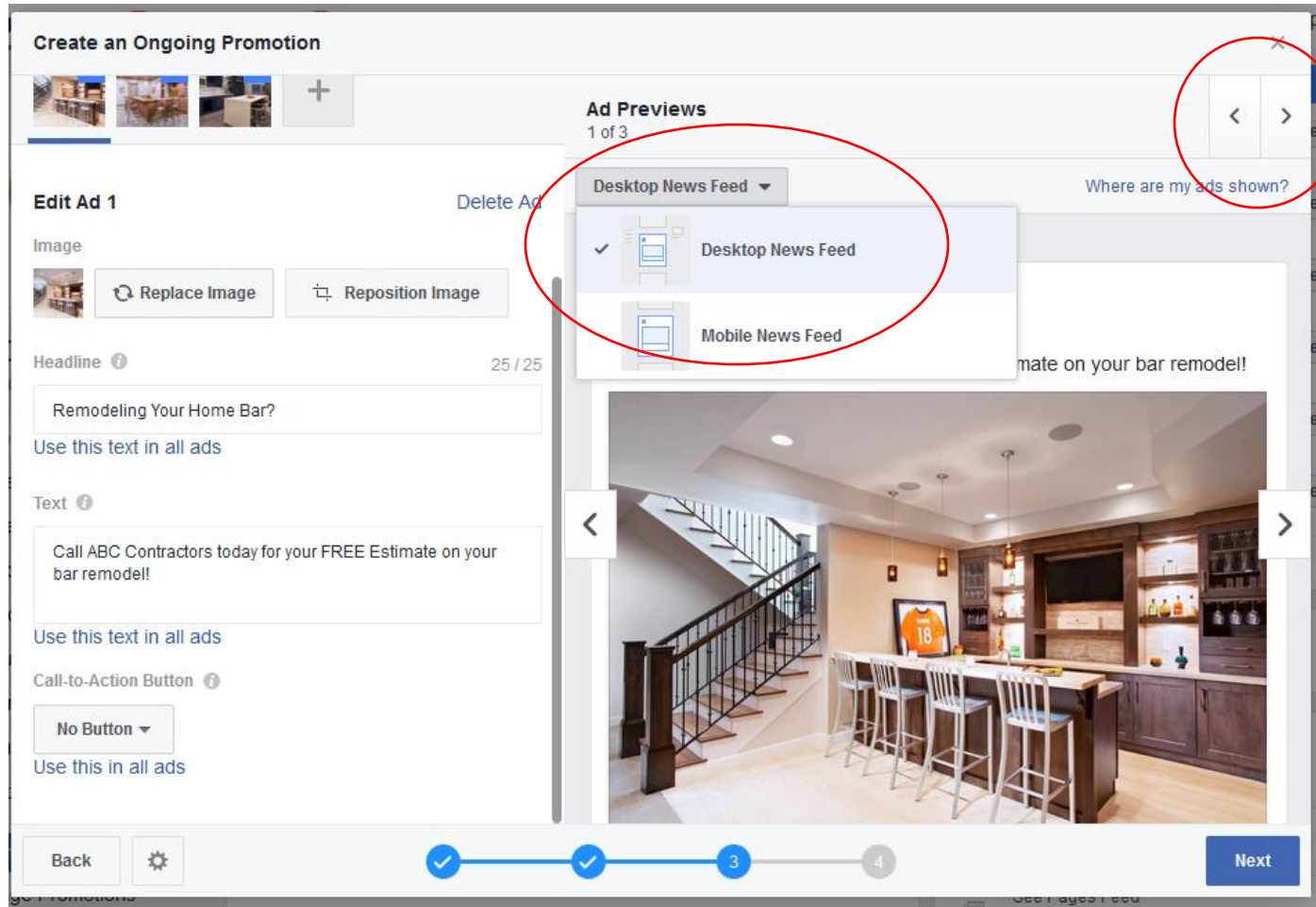
ABC Sponsored

Contact ABC Contractor for your FREE estimate on your home remodel.

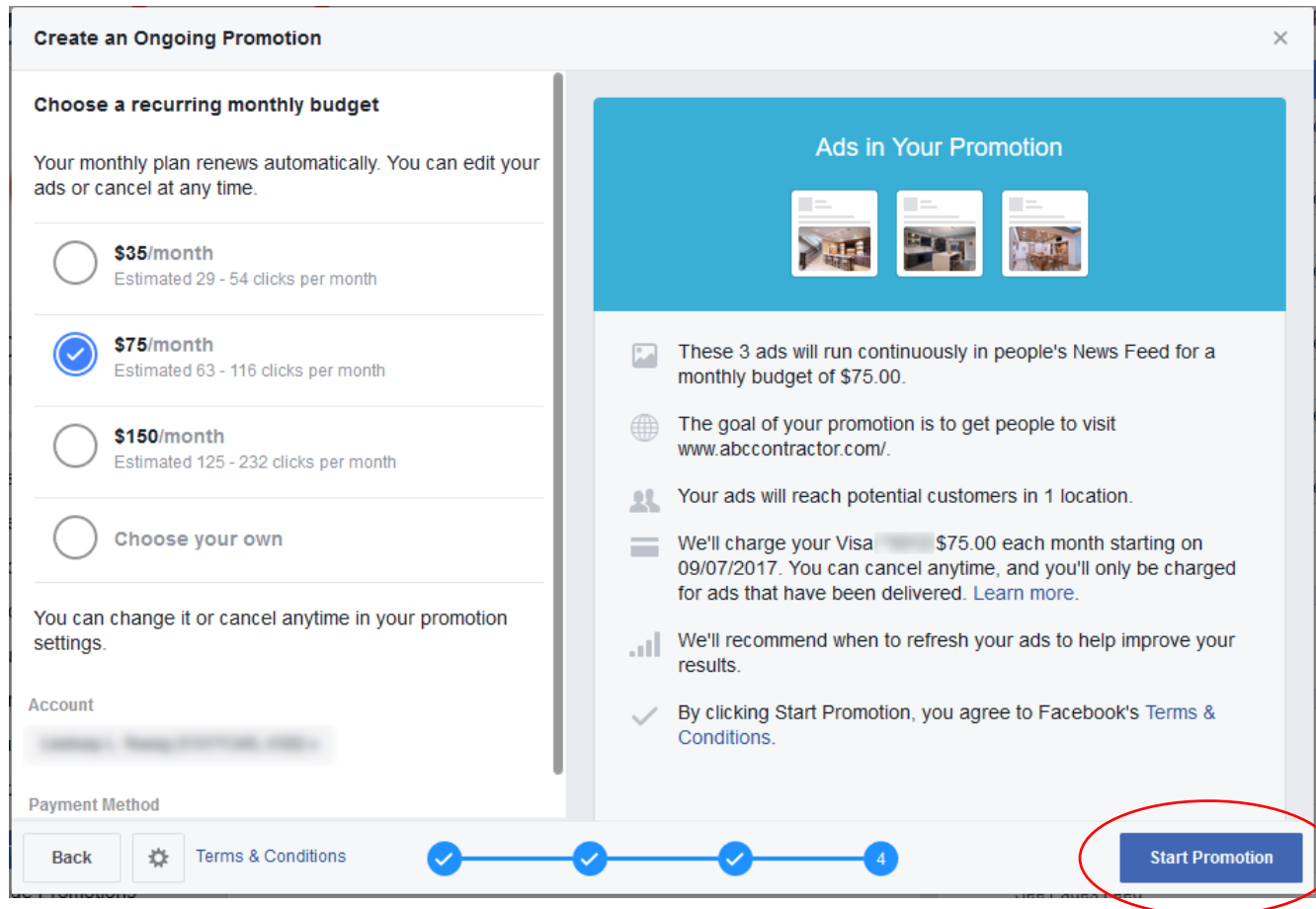
Relax in Style

Like Comment Share

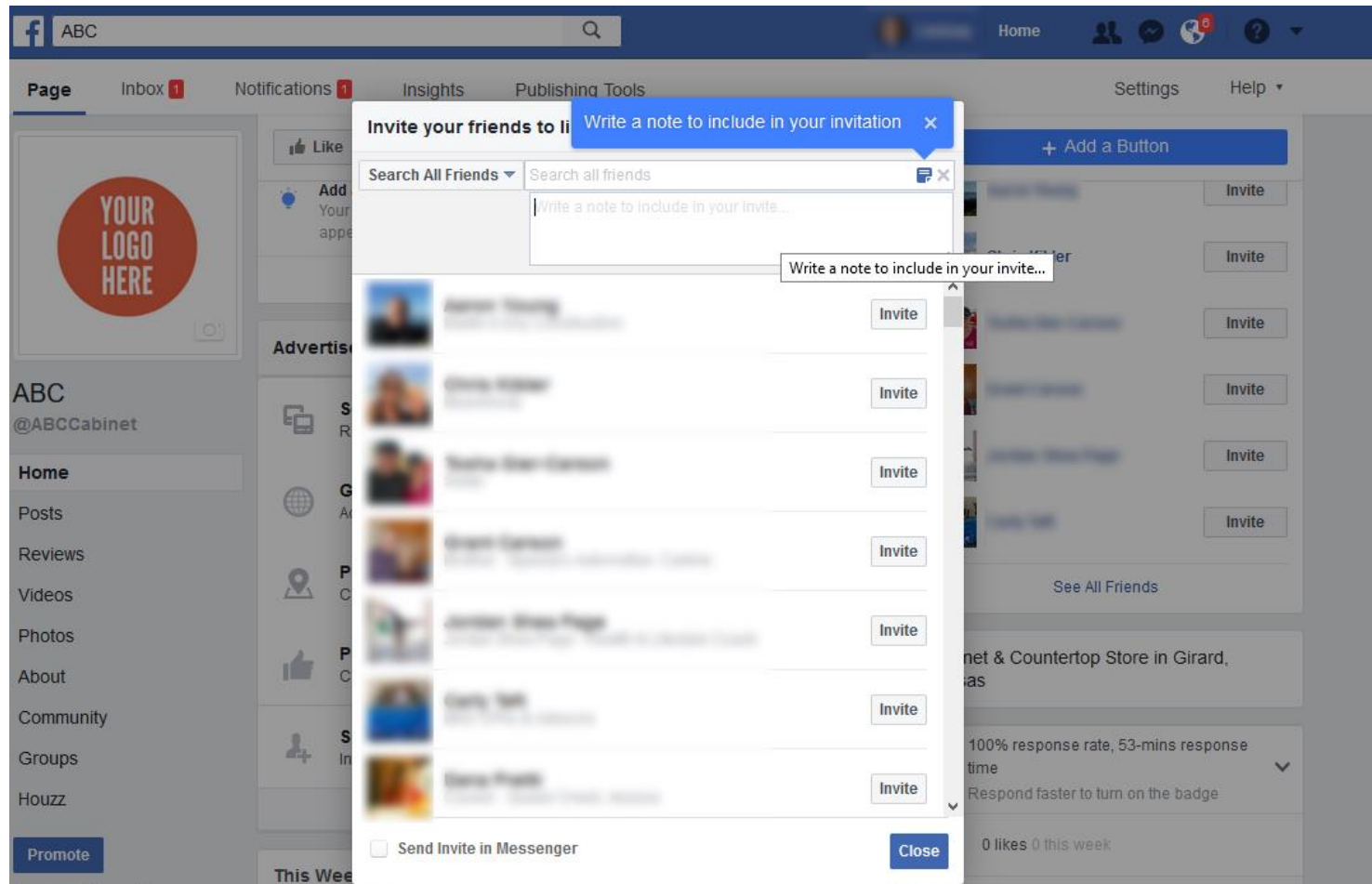
- xi. By clicking on the arrow next to “Desktop News Feed,” you can view what the ads will look like on the desktop and mobile news feeds. You can adjust the ads accordingly. If the “Call Now” button is used, it will only appear on the mobile news feed. You can click on the arrows on the top right to scroll through each ad.



- xii. Choose a reoccurring monthly budget – Select a monthly reoccurring budget. (\$35/month, \$75/month, \$150/month, or choose your own. You can change or cancel this at any time.) It also estimates the number of clicks you will receive each month.
- xiii. Select “Start Promotion.”



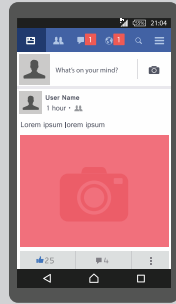
n. Share Page with Friends



facebook posting

activate

Utilize a call to action on Facebook.



visualize

Always post something with a picture.

video

Short videos (30-180 seconds) are a good way to engage your audience and keep them entertained.



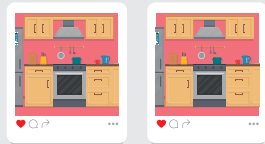
Spark conversation

Ask questions to engage your followers.



post a minimum of three times a week

be original



Don't post the same picture multiple times on your page.

<12

limit

Don't post more than 12 pictures of a project at time.

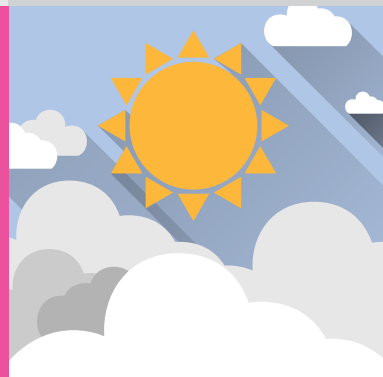
share

Share information and posts from your clients' industry partners and community.



link

Link your social media posts to your website.



vary

Post at different times of the day, so you reach all of your followers.