



Small Business Success Guide

facebook for business



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Get Started

- Create your Facebook Page
- Claim a Page
- Merge Pages
- Manage multiple locations
- Build great creative

When you put your business on Facebook, you put it in front of millions of potential customers. Below are a few tips to get up and running quickly.

Create your Facebook Page

A Facebook Page is the first and easiest step toward finding your people on Facebook across desktop and mobile. Creating your first Page is easy:

- Go to facebook.com/pages/create
- Choose a Page category
- Select a more specific category from the dropdown menu and fill out the required information
- Click Get Started and follow the on-screen instructions

Tip: Be sure to check if there is a Page already created for your business, or a duplicate Page, before creating one. You may be able to claim it or merge.



Claim a Page

If somebody else has created a Page for your business, you may be able to claim it if it's unmanaged.

- Click on the gear icon at the top right of the Page
- Select, Is this your business?
- Follow the on-screen instructions
- You may need to prove your relationship to the business, such as a phone number, email or other certification

Merge Pages

If there are two Pages that represent the same thing and have similar names, you may be able to merge these Pages.

- Go to facebook.com/pages/merge
- Select the Page to keep (“preferred Page”) from the first dropdown menu
- Select the Page to be merged from the second dropdown menu
- If the Pages can be merged, click Confirm and Facebook will review the request
- If the option to merge Pages is not available, it means that the Pages aren't eligible to be merged

The people who like the Pages and any check-ins will be added to the preferred Page, and posts, photos, reviews, ratings and the username will be deleted from the merged Page. The merged Page will be removed from Facebook and you will not be able to unmerge the Pages.

Manage multiple locations

If your business has multiple physical locations, you can set up a structure to give each location its own Page visible from a Locations tab on the main Page. Admins of the main Page can then add, edit or delete Pages for new locations. For help setting up this structure, contact Facebook support. For help setting up this structure, advertisers can contact Facebook support at www.facebook.com/business/resources.

Build great creative

Your ads don't have to be award winners to be effective. Just pay attention to a few important things to build creative that works.

Put your best photo forward

Great photos will show your business in a better light. But you don't need to be a pro with a \$1000 camera. The following are a few tips to help.

- **Pick an interesting subject** like people, products or settings
- **Shoot for quality** with sharp focus, good lighting and good composition
- **Smartphone shots are fine**, just use interesting angles, filters and keep them clutter free

Pick your words carefully

You don't have to be a writer to write effective ad copy. Follow some simple tips to get off on the right foot.

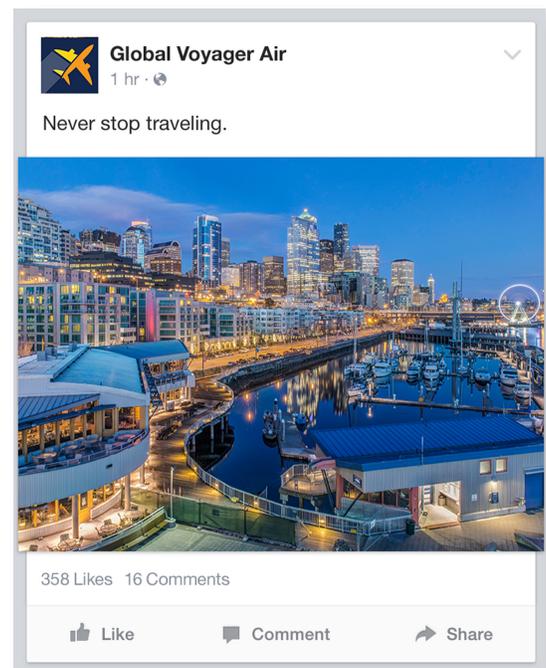
- **Choose your tone.** A high-end restaurant will sound different than a sports pub.
- **Stick to what's important.** Keep your copy focused and it'll be more memorable.
- **Write to the customer.** You can entertain, inspire or inform them. Just don't ignore them.

Boost your posts to increase reach

Here's how to boost posts from your Page:

1. Click Boost Post in the lower-right corner of your post
2. Choose your audience and budget
3. Click Boost Post

For more creative tips and inspiration, go to www.facebook.com/business/a/creative-tools





Learn about your audience

- Likes
- Reach & Engagment
- Visits
- Posts
- People

The Insights Tab on Pages Manager tells you more about the people who like and engage with your Page, as well as the demographics of people who have visited your Page.

This information can help guide better posts and targeting. Here's some of what can be found on *Insights*:

Likes

See how many likes you have, how the number of likes changes over time and where they come from.

Reach & Engagement

In the “Reach” section you can see how many people saw your post or ad. You can also see the types of engagement each post generated, such as post clicks, likes, comments and shares.

Visits

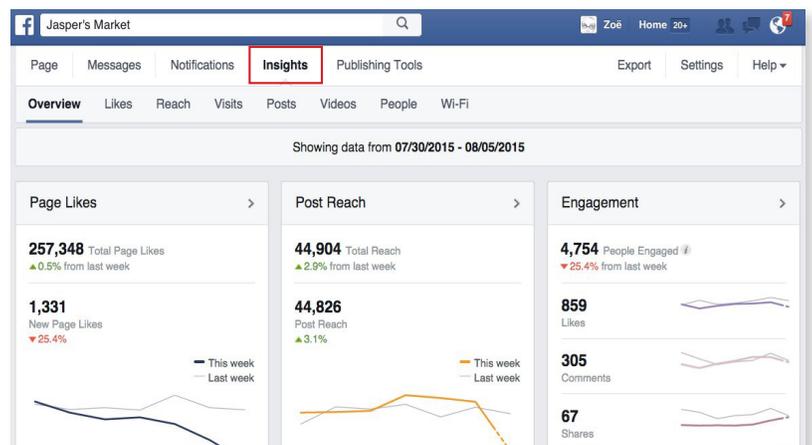
In the “Visits” section, see the number of times each tab on your Page was viewed, and where they're coming from, such as a search engine, blog or other.

Posts

Learn what works and what doesn't with a daily breakdown of your posts. You can gather data on how many people responded with clicks, likes and more, as well as what time of the day they engaged with your page.

People

You can learn more about the audience engaging with your page in the “People” section; this includes information such as age, gender, language and location.





Reach the right audience

- Targeting
- Custom Audiences
- Custom Audiences from your website
- Lookalike audiences

Facebook's targeting features are powerful and simple to use, allowing you to reach only the people who are interested in your business.

There are four main targeting types: location, demographic, interests and behaviors.

Location

You can target your campaigns by country, state, city, zip code or different combinations. You can also exclude certain areas. For example, target all of New York City except for zip code 10024.

Demographic

Targeting options include relationship status (such as civil unions and domestic partnerships) as well as timely changes in life events, like getting engaged or married. It also covers information like workplace and job title, and offers expanded information about education.

Interests

Interest-based targeting segments have one simple meaning. For example, if a business wants to reach baseball fans, they can select "baseball" as the segment in order to reach all the people that have liked or expressed an interest in baseball-related topics on Facebook.

The screenshot shows the 'Who do you want your ads to reach?' interface. It includes sections for 'NEW AUDIENCE', 'Audience Definition', and various targeting filters. The 'Audience Definition' section shows a gauge indicating the audience size is defined. The 'Audience Details' section lists: Location: United States: San Francisco (+50 mi) California; Excluded Connections: Exclude people who like Jasper's Market; Age: 18 - 65+. The 'Potential Reach' is 4,300,000 people.

This close-up shows the 'More Demographics' dropdown menu. The menu items are: Relationship, Education, Work, Financial, Home, Ethnic Affinity, Generation, Parents, Politics (US), and Life Events. The 'Age' filter is set to 18 - 65+, 'Gender' is set to All, and 'Languages' is set to Enter a language... The 'Interests' and 'Behaviors' sections are also visible with 'Suggestions' and 'Browse' buttons.

Behaviors

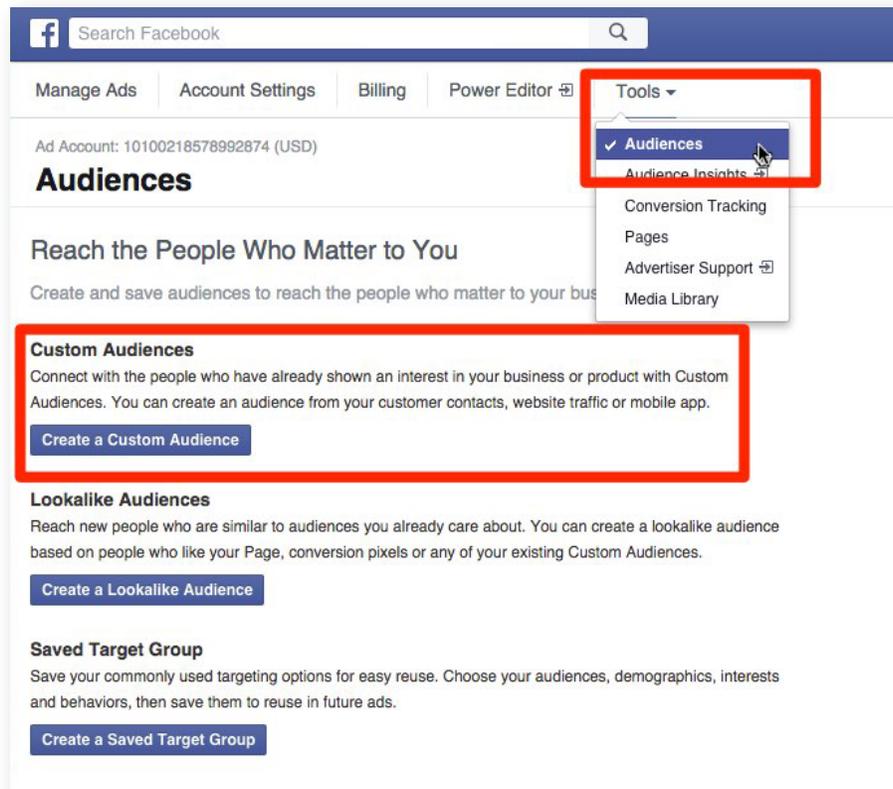
You can also target campaigns to people based on purchase intent and what devices they use (for example, people who use iPhones and are interested in indie rock).

Custom Audiences: Reach your best customers on Facebook

Reach your existing customers and contact lists on Facebook using Custom Audiences. It's a secure, privacy-safe way to get more mileage from your marketing.

Prepare your list

- Create a list of either customer emails or phone numbers. Lists that contain both emails and phone numbers aren't currently supported. To use both types of contact info, you should create separate lists.
- Separate each entry on the list by a new line. For phone numbers, include the country code with the full number (for example, 1-555-321-4321).
- Save your list in CSV or TXT format
- You're now ready to upload your list

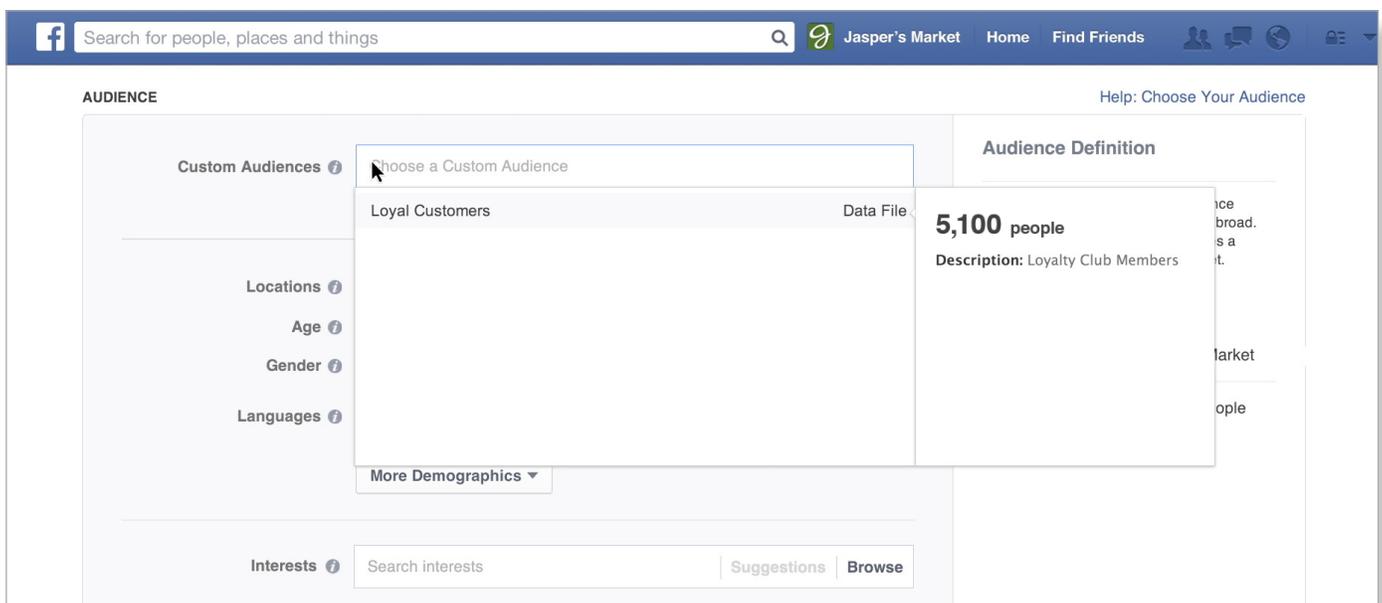


Upload your list to Facebook

- Go to the Audiences tab in Ads Manager at www.facebook.com/ads/manage
- Click Create a Custom Audience
- Select Customer List from the list of audiences
- Upload your Custom Audience list. There are 3 ways you can do it:
 1. Choose Upload a file to upload the customer list you created, or use the drag-and-drop feature
 2. Copy and paste your list into your Ads Manager
 3. Upload a file directly from your MailChimp account
- Click Create Audience. Your Custom Audience will be ready in about 30 minutes

Reach your Custom Audience with Facebook Ads

- Go to www.facebook.com/ads/create and create an ad
- Choose your Custom Audience in the Custom Audiences field (you can also layer on targeting options like location, age, gender and interests to refine your audience more)
- Finish setting up your ad and then place your order
- When you run your ad, it will be targeted to reach your Custom Audience



Custom Audiences from your website: Remarket to website visitors

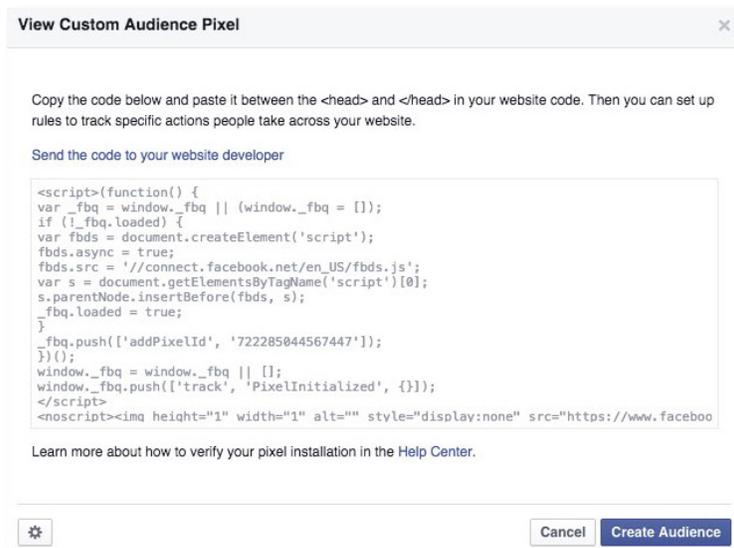
Custom Audiences from your website lets you target your Facebook Ads to people who have visited your website or have expressed interest in your business.

Set up Custom Audiences from your website

- First you need to build an audience list
- Go to the Audiences tab in your Ads Manager at www.facebook.com/ads/manage
- Select the button Create a Custom Audience
- A box will appear with a variety of options.
Choose Custom Audience from your website.
- Review and agree to the Terms and Conditions

Place the code on your website

- To retarget ads to people who visit your website, you need to insert a Custom Audience pixel onto your site
- To do this, copy 100% of the pixel code from the Create Web Remarketing Pixel box and paste it between the `<head>` and `</head>` tags on all pages of the website. Or, if you have a website developer, send them the code and have them add it to your website.
- Click Create Audience
- If you need help, download the Facebook Pixel Helper from the Chrome Web Store



View Custom Audience Pixel

Copy the code below and paste it between the `<head>` and `</head>` in your website code. Then you can set up rules to track specific actions people take across your website.

Send the code to your website developer

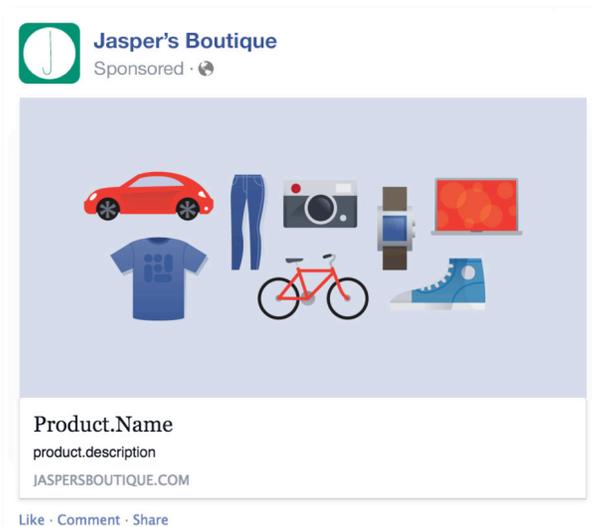
```
<script>(function() {
var _fbq = window._fbq || (window._fbq = []);
if (!_fbq.loaded) {
var fbd = document.createElement('script');
fbd.async = true;
fbd.src = '//connect.facebook.net/en_US/fbds.js';
var s = document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(fbd, s);
_fbk.loaded = true;
}
_fbk.push(['addPixelId', '722285044567447']);
})();
window._fbq = window._fbq || [];
window._fbq.push(['track', 'PixelInitialized', {}]);
</script>
<noscript>https://www.</a> | One of Ameri     | Sport > Bicyc | Bicycle      | new       |
| 513      | Unicycle       | <a href="https://www.">https://www.</a> | Better than a    | Sport > Bicyc | Bicycle      | new       |
| 506      | Tricycle       | <a href="https://www.">https://www.</a> | Three wheels     | Sport > Bicyc | Bicycle      | new       |
| 489      | Road bike      | <a href="https://www.">https://www.</a> | Speed and pe     | Sport > Bicyc | Bicycle      | new       |
| 468      | Tandem Bicy    | <a href="https://www.">https://www.</a> | You and a frie   | Sport > Bicyc | Bicycle      | new       |
| 520423   | Beach Cruise   | <a href="https://www.">https://www.</a> | Santa Monica     | Sport > Bicyc | Bicycle      | new       |
| 456168   | Multi color U  | <a href="https://www.">https://www.</a> | Classic, pristir | Home & Gar    | Umbrellas    | new       |
| 15551    | Classic Stripe | <a href="https://www.">https://www.</a> | Inspired by vit  | Home & Gar    | Indoor       | new       |
| 13812    | Old Course L   | <a href="https://www.">https://www.</a> | Nearly five fee  | Furniture > C | Ottomans     | new       |
| 27514001 | Silver Porcel  | <a href="https://www.">https://www.</a> | Lustrous and     | Furniture > C | Garden Stoo  | new       |
| 27621    | Three-Fish G   | <a href="https://www.">https://www.</a> | Lustrous and     | Furniture > C | Garden Stoo  | new       |
| 27554    | Blossom Gar    | <a href="https://www.">https://www.</a> | Embellished v    | Furniture > C | Garden Stoo  | new       |
| 27554001 | Navy Blue &    | <a href="https://www.">https://www.</a> | Embellished v    | Furniture > C | Garden Stoo  | new       |
| 27641    | Kelly Garden   | <a href="https://www.">https://www.</a> | Chinese garde    | Furniture > C | Garden Stoo  | new       |
| 27641001 | Gold Porcela   | <a href="https://www.">https://www.</a> | Chinese garde    | Furniture > C | Garden Stoo  | new       |



```
<script>
...
window._fbq.push(["track", "ViewContent", {
content_type: 'product',
content_ids: ['232085048'] }]);
...
</script>
```

### Set up your pixel

- Place the Custom Audience pixel on your website, or app events if you have an app, and modify it to report when product IDs from your catalog are being viewed, added to cart, and purchased
- Your Custom Audience pixel is the same pixel used to create website Custom Audiences
- You can find your pixel code in your ad account under the Audiences tab



### Create a dynamic template and run ads

- Create an ad template. This will be automatically filled with products from your uploaded product catalog.
- Give your ads a title and use keywords to dynamically pull in images, product names, prices and more from your catalog
- You can choose to show a single product, or use a carousel to show multiple products
- Optimize your ads for performance by splitting your products into different product sets, each with a unique bid



# Success stories

- MVMT Watches
- Acorns
- Joe Bonamassa
- Best Buy Furniture
- Boba Guys
- Wink Threading
- Intown Primary Care
- Gottesman Real Estate

# MVMT Watches

## eCommerce

The watch brand used Facebook carousel ads to show multiple products in one ad unit, at no extra cost and without using overcrowding creative, leading to a lower cost per acquisition compared to other advertising platforms. The brand also uses video ads together with Custom Audiences to target people who have watched 100% of its video ad placements.

### Products used

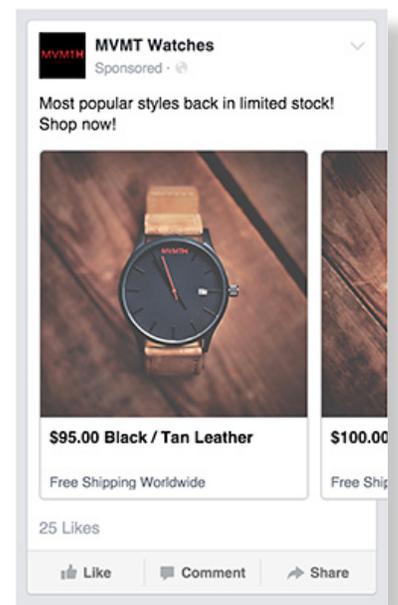
Carousel Ads, Custom Audiences, Lookalike Audiences, Video Ads

### Goals

Drive online sales

### Success

- 1.8x higher CTR with carousel ads
- 3x lower cost per acquisition compared to other ad channels
- 25% increase in CTR using carousel creative



# 1.8x

higher CTR with  
carousel ads

# 3x

lower cost per acquisition  
compared to other ad channels

# Acorns Finance

The financial services company used Facebook to launch its micro-investing app. They reached quality mobile investors and acquired new customers, in addition to taking market share from other finance apps, all as a direct result of Facebook advertising. By using mobile app installs, targeting, Custom Audiences and Lookalike Audiences, Acorns was able to run its campaign with scale and precision.

## Products used

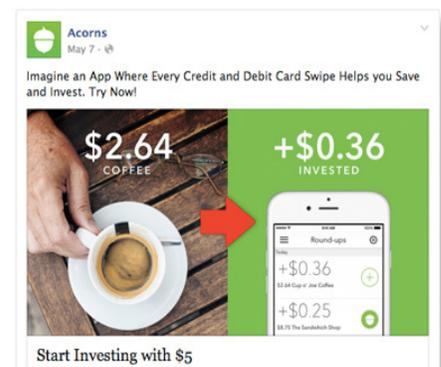
Mobile App Installs, Custom Audiences, Lookalike Audiences

## Goals

Drive downloads, acquire new customers

## Success

- 33% of all investors were acquired through Facebook
- #1 Finance app in the US Apple app store for nearly a week
- 7-10% higher account balance for those who signed up via Facebook versus other channels.



# 33%

of all investors acquired  
through Facebook

# #1

Finance app in the US Apple  
store for nearly a week

# Joe Bonamassa

## Entertainment

Musician Joe Bonamassa used Facebook video ads to promote his latest album, achieving his highest-ranking album yet. The promoted videos featured Joe playing one of the songs from his album along with a message encouraging people to download the song for free at any time by clicking a link or following the call-to-action button at the end of the video. Viewers were then encouraged to sign up for his newsletter so that they could stay connected about upcoming shows.

### Products used

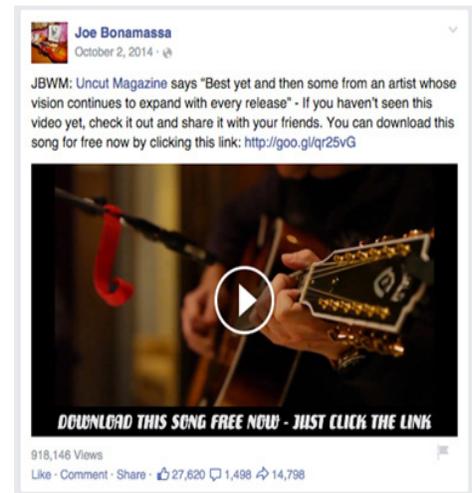
Video Ads, Custom Audiences

### Goals

Raise brand awareness, drive leads, drive sales

### Success

- 3.6x return on ad spend with Facebook ads
- 2.4M video views
- Reached the Top 10 on Billboard 200 chart because of Facebook ads



# 3.6x

return on ad spend  
with Facebook ads

# 2.4M

video views

# Best Buy Furniture

## Retail

The New Jersey-based brick and mortar wholesale furniture chain moved all of their print advertising and direct mail to Facebook, beating their previous year's sales by 10-15%. The owner, Eden Lulu, posts eye-catching circular-style images on Best Buy Furniture's Page, showcasing the latest furniture sales with clear pricing information. He often includes a few calls-to-action, with corresponding links, depending on what action he wants customers to take.

### Products used

Boosted Posts

### Goals

Raise brand awareness, drive sales

### Success

- 40% of site traffic comes from Facebook
- 25% of store traffic comes from Facebook
- 10-15% increase in sales year-over-year as a result of moving print ads to Facebook



# 40%

of site traffic comes from Facebook

# 25%

of store traffic comes from Facebook

# Boba Guys

## Restaurant

Boba Guys used the Local awareness Get Directions call-to-action button to drive foot traffic to their new and existing locations. They also used boosted posts with high-resolution photos of their products to stay connected with their customers.

### Products used

Local Awareness, Boosted Posts

### Goals

Raise brand awareness, drive sales

### Success

- \$1 cost per new customer acquisition
- 9x return on ad spend



\$1

cost per new  
customer acquisition

9x

return on ad spend

# Wink Threading

## Professional Services/Beauty

To boost visits, the eyebrow-shaping salon ran a Local Awareness ad campaign targeting women living within a one-mile radius of its Dallas store, transforming a small investment into a big return. By uploading photos of relaxed customers receiving salon services, adding a “Get Directions” button linking the reader to the Wink Threading website, and running the ad on desktop and mobile News Feed they were able to attract women at home and on the go.

### Products used

Local Awareness ads

### Goals

Drive traffic, increase sales

### Success

- 15% increase in sales in 1 month
- 2x increase in page clicks during campaign



# 15%

increase in sales in  
one month

# 2x

increase in page  
clicks during campaign

# Intown Primary Care

## *Professional Services/Health/Wellbeing*

Dr. Scott B. Parry previously spent \$3,000 on TV ads with little success. So he turned to Facebook, and used Video Ads to build awareness of his current and upcoming location. His Facebook video provided a walkthrough of the new clinic while it was under construction, and the ad targeted men in their mid-to-late 40s, resulting in Dr. Parry seeing a 25% increase in patient visits over 3 months.

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### Products used

Video ads

### Goals

Raise awareness, acquire new customers

### Success

- 25% increase in patient visits in 3 months
- \$20 investment
- \$0.10 cost per video view



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25%

increase in patient visits  
in three months

\$0.10

cost per video view

# Gottesman Real Estate

## Professional Services/Real Estate

This boutique real estate brokerage firm needed immediate interactions, something neither print nor digital campaigns could provide. So they used Facebook link ads to directly target homebuyers in the Austin area, resulting in 3.5x more visitors than usual at an open house during the campaign.

### Products used

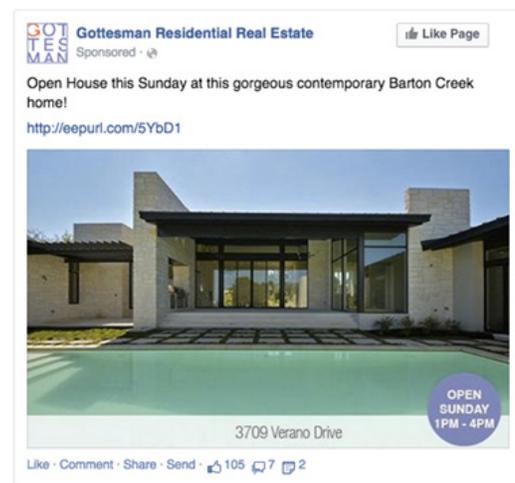
Link Ads

### Goals

Drive traffic

### Success

- 3.5x increase in open house attendance versus average open house
- 65% increase in site visits over 3 days



# 3.5x

increase in open house attendance  
versus average open house

# 65%

increase in site over  
three days





# Resources

# Start with these resources

## **Facebook Ads Guide**

Find image size requirements and character limits for Facebook Ads.

[facebook.com/business/ads-guide](https://facebook.com/business/ads-guide)

## **Advertising Policies**

Learn what kinds of ad content and practices are and are not allowed on Facebook, as well as requirements on certain kinds of ad content. We recommend that all advertisers review these policies before creating ads.

[facebook.com/policies/ads](https://facebook.com/policies/ads)

## **Ads Manager**

Create and manage your Facebook ads in Ads Manager. Also available as a mobile app for iOS and Android.

[facebook.com/ads/manage](https://facebook.com/ads/manage)

## **Need more help?**

### **Facebook for Business**

Get the latest news, advertising tips, best practices and case studies for using Facebook to meet your business goals.

[facebook.com/business](https://facebook.com/business)

### **Blueprint**

Learn at your own pace, with more than 34 in-depth online courses on how to advertise on Facebook.

[facebook.com/blueprint](https://facebook.com/blueprint)

### **Support for Advertisers**

Find answers to your questions, or contact us for help.

[facebook.com/business/resources](https://facebook.com/business/resources)



**facebook** for business