

Intel® Easy Steps

Use Facebook* for Promoting Business

Using Facebook* for Business Promotion

In the previous activity 'Creating a Facebook Account' you learnt how to open a Facebook account, create a profile and use it for interaction with friends. Such popular social networking sites can also help you in promoting your business.

In fact, Facebook is changing the way many businesses interact with their customers and promote their company. It isn't just big brands that are finding success on Facebook, even small mom and pop stores are successfully using its potential to reach new customers in their communities. It is really exciting for small businesses to have a tool that costs nothing but is powerful and gives the opportunity to reach hundreds, thousands, even millions.

One of the ways to use Facebook for promoting business is creating a page for the business. Since the resource is free, you can easily utilize the full potential of the site.

A. Create a Page for your Business

1. You can also have a profile for your business similar to the profile you created for yourself. To create a profile for your business, click Create a Page located at the bottom of the home page.

Create a Page for a celebrity, band or business.

2. Click Local Business or Place.



3. Select a category from the options listed in the drop-down box and fill in the details in the form like address, city, pin code and contact number.

Local Business or Place
Join your fans on Facebook.

Choose a category ▼
Business or Place

Street Address

City/State

Zip Code

Phone

☐ I agree to Facebook Pages Terms

Local Business or Place
Join your fans on Facebook.

Local Business ▼
Handicraft

1A ABC Road

Bikaner

300000

023423456787

☒ I agree to Facebook Pages Terms

4. Click the checkbox to agree to the terms of the page.



- Then, click Get Started.



- Click on 'I already have a Facebook account' and type your email and password that you used while registering on Facebook.

Create a Facebook Account

☒ I already have a Facebook account
☐ I do not have a Facebook account

Email:


Password:

☐ Keep me logged in

- Then click on 'Log In'.
- This will take you to the 2 step process for setting up your business page.

Set Up Sona Handicraft

1 Profile Picture 2 About



- In step 1 you will have to select a profile picture which may be the logo of the business. You may either upload a file available on your computer or import it from your website.
- In step 2 you will provide some basic information about the business that you are promoting.

Set Up Sona Handicraft

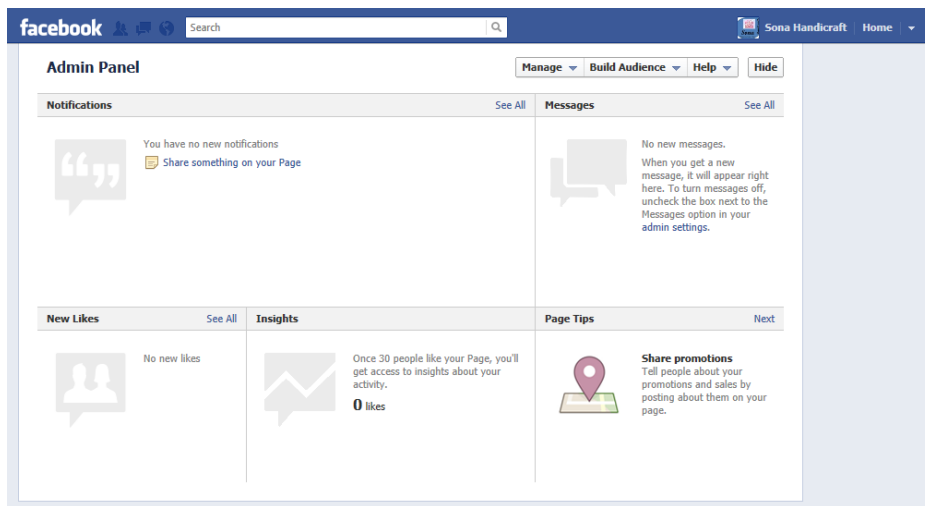
1 Profile Picture 2 About

Please provide some basic info about Sona Handicraft.

[Add Another Site](#)

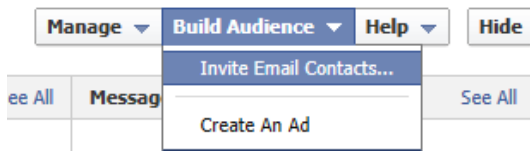
Note: You may click on 'Skip' in both the steps to provide the details later.

- Your Facebook page has been created and will appear as below.



B. Suggest your Page to Contacts

Social Networking Media like Facebook is used to promote or market a business or a concept. You can make your page popular by suggesting your page to your friends.

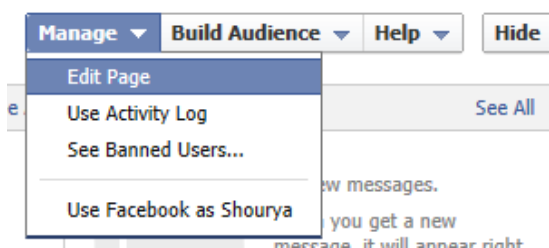


Click on 'Build Audience' -> 'Invite Email Contacts' to invite contacts from your email ids to visit your Facebook page.

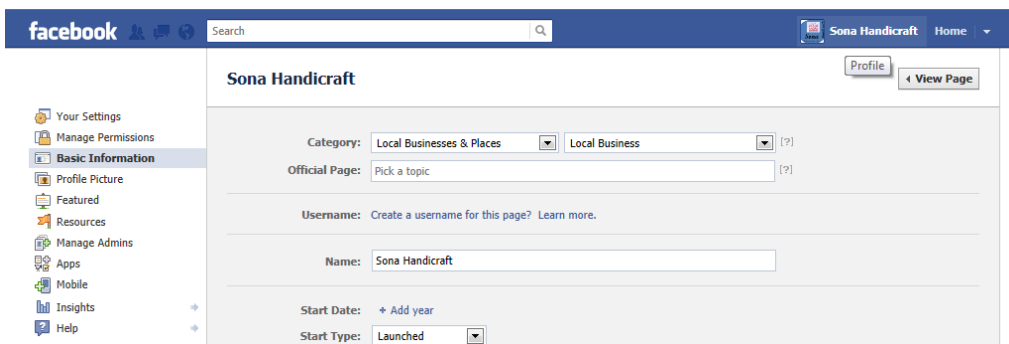
Note: You may also invite contacts from your Outlook, Thunderbird, Apple Mail etc. by clicking on the 'Other Tools' in the following page.

C. Manage your Page

1. You may change the information, profile picture on your page by clicking on 'Manage' -> 'Edit Page'.



2. You will get the screen as given below.

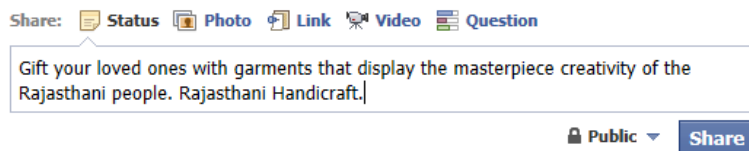


You can do the following activities on this screen.

- Click on 'Manage Permissions' to allow or restrict access to others.
- Click on 'Basic Information' to change/edit the basic information for the page.
- Click on 'Profile Picture' to change the profile picture/logo on the page.

D. Post a Status Message and Add Comments

1. To post a status message, click to place your cursor in the box under Status. Type your message and click Share.



2. To comment on a post, or photo or any content, click the Comment link. Click to place your cursor in the comment box. Type your comment and press Enter on your keyboard.



E. Sign out of your Facebook Account

Click on 'Home' -> 'Log Out' to exit your Facebook account.

