



CELEBRANT MEDIA

FOR YOU, FOR EVERYONE.

Why Facebook?



Why Facebook?

Almost 3 Billion

Global Users, and Counting. Facebook announced recently that they had amassed almost 3 billion members, making Facebook twice the size of the largest country in the world, if it was a country.

Average Facebook User Spends 55 Minutes Per Day

Nearly one hour per day, per user. That's a lot of Facebook time. How can your company grab a bit of consumer attention?

It's FREE advertising

Should not cost you a penny. Yes you can use Facebook advertising. Do it wrong and you won't see a return. Do it right and you see a return on your investment.

Build a Community

Facebook business pages are excellent places to gather your customers, prospects, and fans to provide reviews, share opinions, voice concerns, and offer feedback. You can build a community on your Facebook page in a number of ways, including:

- Posting useful, relevant, and interesting links
- Asking fans to contribute with comments
- Organizing contests and promotions
- Providing a place to leave reviews and other feedback offering incentives for activity on the page

- If the Facebook page you create for your business successfully brings people together, you can develop a loyal following that will continue to grow.

Facebook Is Good for Search Engine Optimization (SEO)

Facebook can be an effective way to direct traffic to your business website and blog. Your posts, links, and other actions that are contained on your public Facebook page also can give you an SEO boost if they are indexed by search engines.

With the speed of social media and new weight being added to information shared through social channels, having a Facebook page filled with rich content relevant to your business can help you boost your search engine rankings.

Your Competition Already Has One

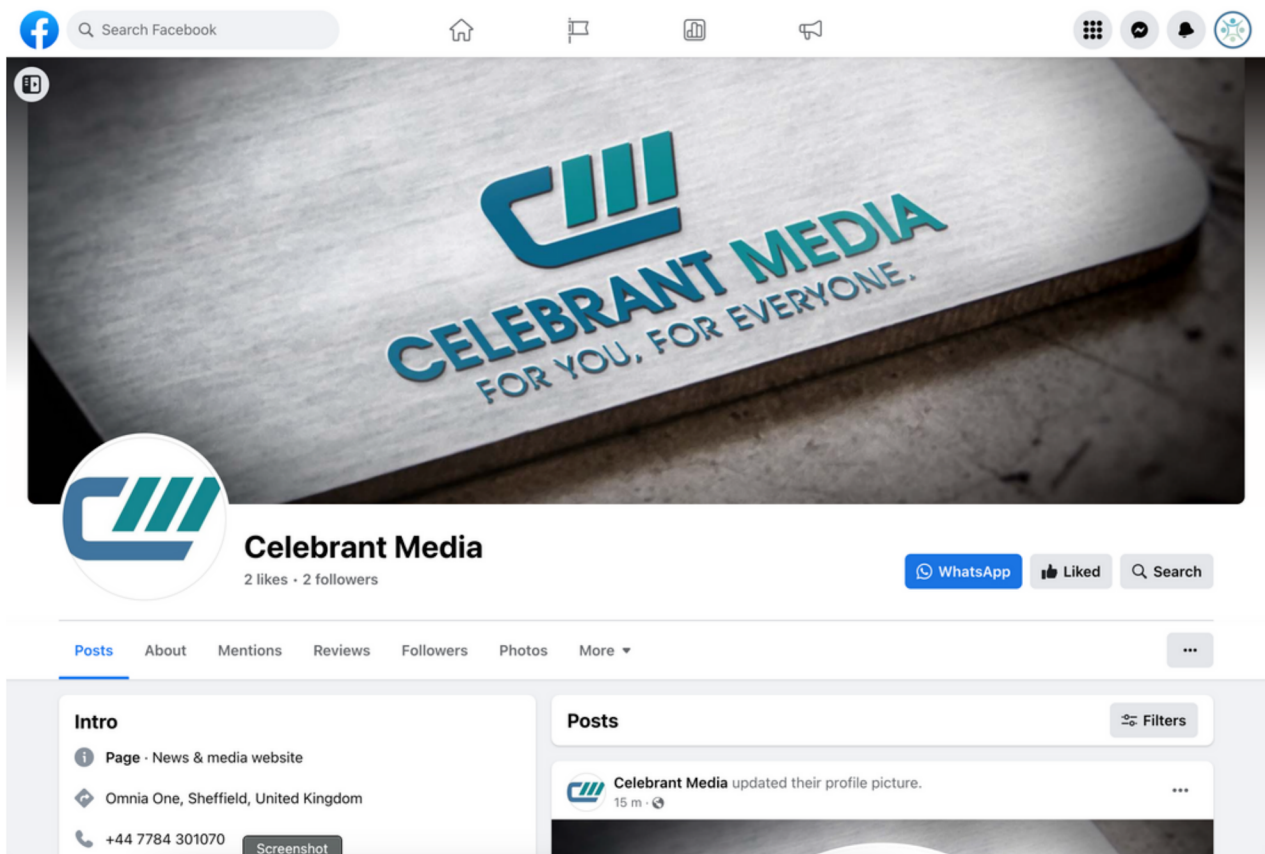
Doing something simply because your competition is doing it isn't a good enough reason. But, when it comes to social media, not having a Facebook page or a presence on other social networks can cost you opportunities—especially if your competition is using social media and using it well. Many of your customers are looking for this kind of social interaction, so if you aren't engaging them, you can bet your competitors will.

There are 2.8 billion active Facebook users as of 2023, and an increasing number of consumers are using the site to find products, services, and brands to solve their everyday problems. Facebook and other social networks make it easy for potential customers to find you. And when they do, they are often more likely to remember your brand and share it with their own connections.

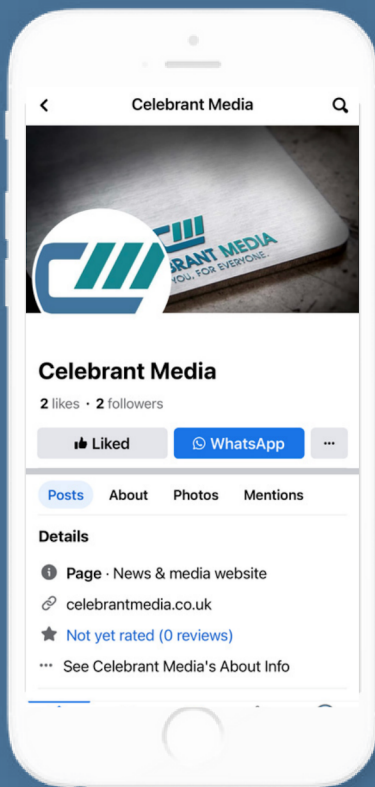
Ultimately, a branded Facebook page for your business can be a powerful way to expand your reach and increase awareness of your business online.

Get in Front of Your Clients and Customers Every Day

Most people on Facebook visit the site every day, so regular status updates, shared links and videos, and other information give you a chance to connect with your customers daily.



Setting up a business facebook page



Big difference between a business facebook page and a personal one. Keep them separate. One for posting pictures of your family, nights out and your personal opinions the other is for promoting your business and engaging with customers.

At this point I am presuming you have a personal Facebook page if you don't you need to go to facebook.com and create one.

Here is what you will need to set up your business page

Your business name and description

Name your Page after your business, or another name that people search for to find your business. Use the About section to tell people what your business does.

A profile photo and cover photo

Choose photos that represent your business well. Many celebrants choose to use their logo as a profile photo. Some use a portrait picture, either can work.

Your cover photo needs to represent your business, a wedding for wedding celebrants or flowers for a funeral celebrant.

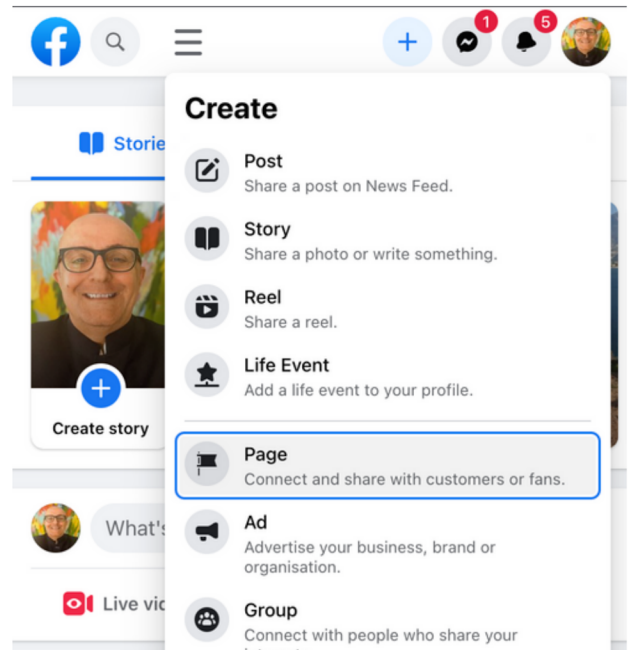
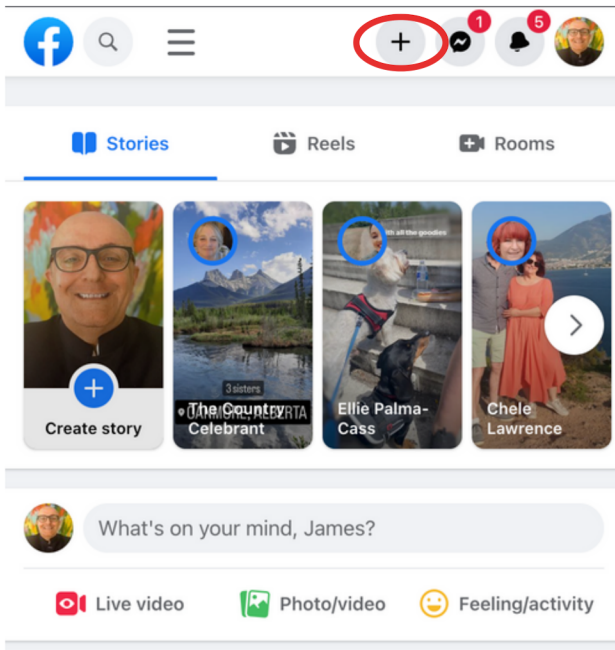
If you have a brand/logo/website you should copy the style and images onto your page to keep your brand consistent and professional.

Facebook image sizes: you may need some sort of photo editor to create the correct size image. At time of writing the following link will give you the dimensions.

<https://dustinstout.com/facebook-image-sizes/>

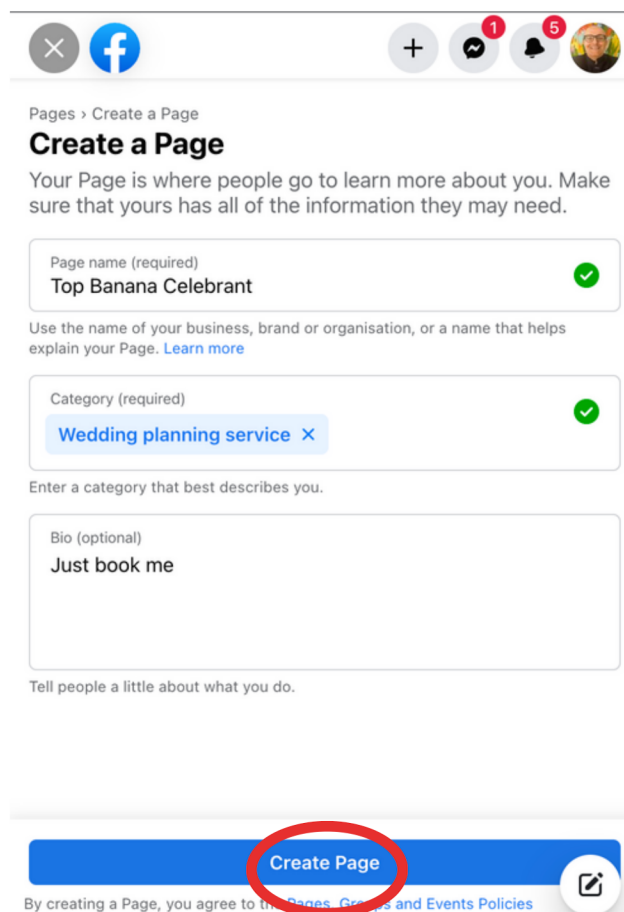
Setting up your page

Go to www.facebook.com and log in to your personal Facebook page and click '+' at the top of the page. Then click 'Page'.



Create your page

Then complete your details and select "Create Page" and follow instructions from that point.




Finish Setting up your page

Fill in the relevant sections, Name, Category, Address (You do not need list your address), opening hours, email, website, telephone etc.

Add your profile picture and cover photo

Click 'Upload profile picture' and 'Upload a cover photo'



Step 1 of 5
Finish setting up your Page
Success! You've created Top Banana Celebrant. Now, add more details to help people connect with you.

Email address ✓

Location

Address

Town/city

Postcode


Hours
Let people know your location's hours.

No hours available
Don't show any hours.

Always open
You're open 24 hours every day.

Open at selected hours
Enter your specific hours.

Page health: fair
Compared to similar Pages with high engagement.




Step 2 of 5
Customise your Page
Your profile picture is one of the first things that people see. Try using your logo or an image that people can easily associate with you.


or drag and drop


or drag and drop

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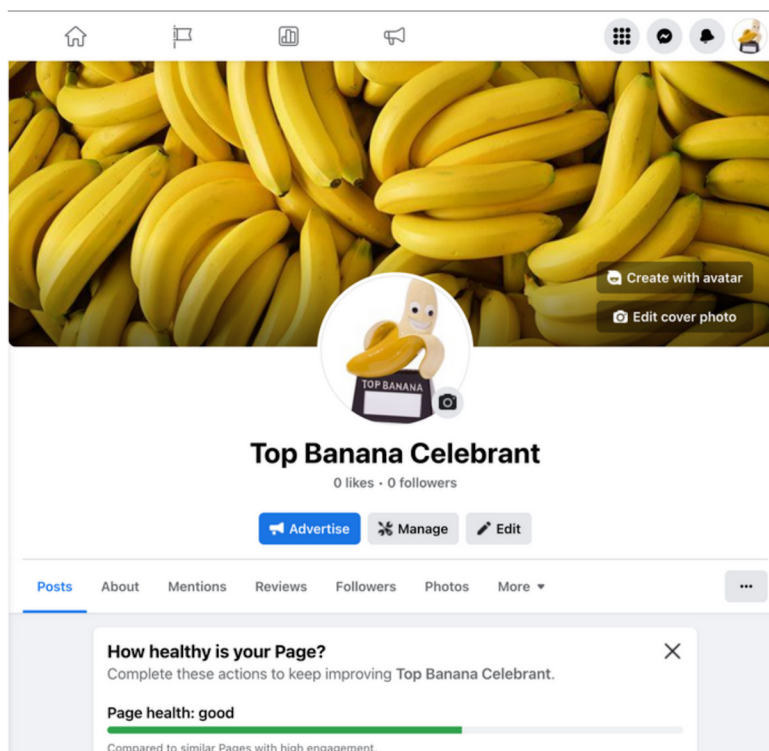




Page health: fair
Compared to similar Pages with high engagement.

Your new business page

Your page is now live. Now you have created the base of your page and you will need to do a few other things before promoting your page.



Adding your information and publishing

Go through each tab and add the relevant information. Don't rush this and make it relevant to your business.

Graphic Design | Website Design | Marketing



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