



TIPS FOR BUSINESS FACEBOOK PAGE

HAVE A LOGO & USE IT



Ensure you have an identifiable logo and use it in your profile pic and wherever you can to promote your business and have people identify with it. If you don't have a logo or want a revamp, there are many graphic designers that you can use. Keep it clean and simple and allows the viewer to see instantly what your business is about.

OPTIMIZE THE ABOUT SECTION

Often neglected, the About section on your facebook page is one of the most important pieces to help your business grow. Here you are able to tell the viewer the details about your business, what makes you stand out and how to reach you. Think of it is that first 5 minutes of meeting someone... you want to make a great impression!



CALL TO ACTION



Use the Call To Action Button. The button encourages people to take an action that is important to your business, such as booking appointments or shopping on your website..There are 7 options to choose from, pick the one that suits your business.

JACKIEWHITEQUILTS.COM
FOR MORE INFORMATION

