

The background of the slide features a blurred image of a laptop and a tablet. The laptop screen is the primary focus, displaying a large, light blue Facebook 'f' logo on a dark blue background. The tablet to the left also shows a similar scene. The overall color palette is dominated by various shades of blue.

# FACEBOOK 101

Getting Your Business on Facebook

# Who We Are & What We Do



High Quality Training



Connection to Resources

Free, Confidential Consulting



Helping local businesses start, grow and prosper through street-smart business education and assistance.

# INTRODUCTION

Why should your business be on Facebook?

More than 200 million businesses are on facebook

Over 70% of Facebook users view local businesses at least once per week

44% of users admit facebook influences their shopping decisions

71% of shoppers feel they see relevant ads on facebook

Average facebook user clicks on 8 ads per month

LET'S GET STARTED

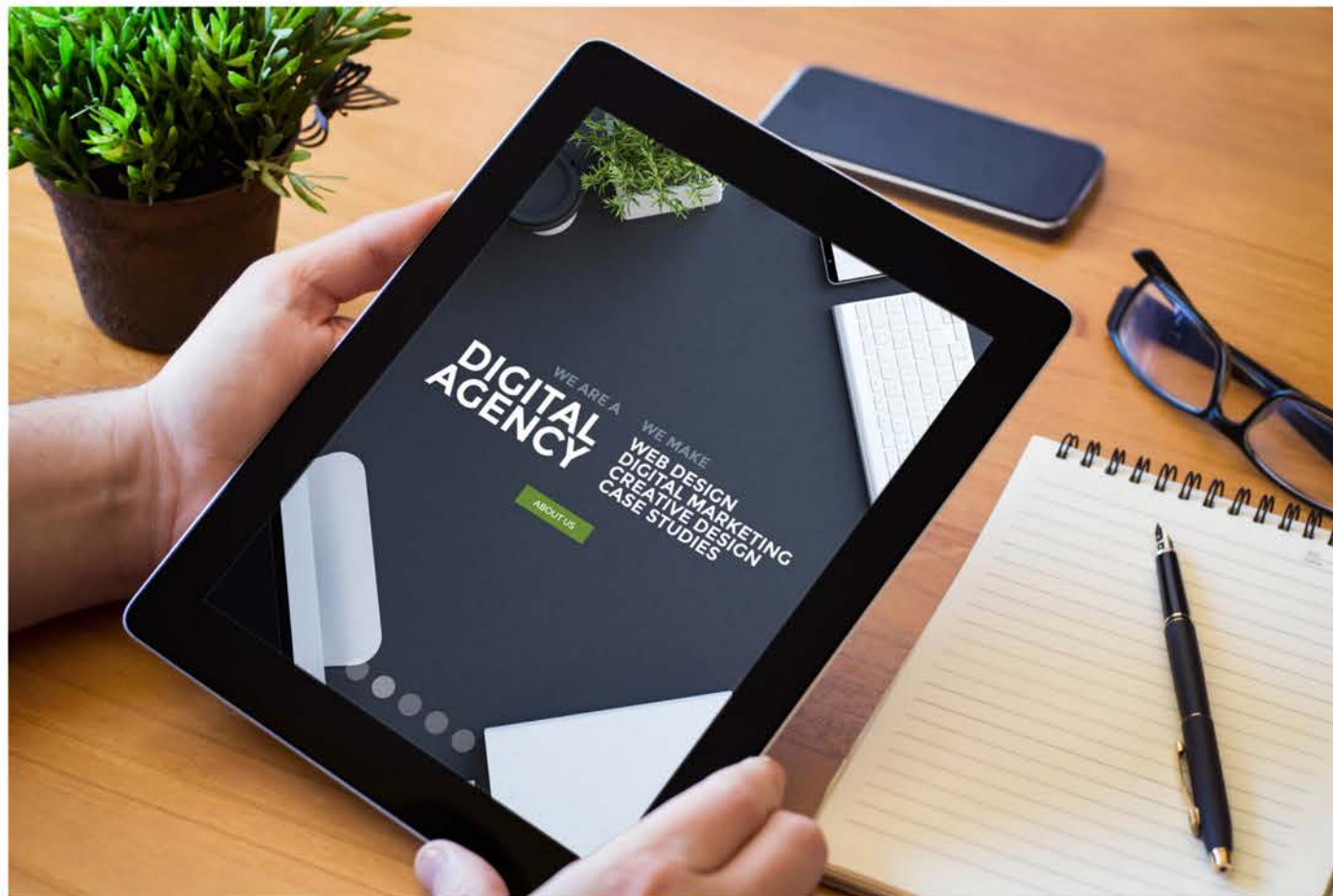




# WELCOME EDISON APPS, LLC

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We are a small business marketing agency that specializes in helping small businesses maximize their productivity, increase brand awareness, grow revenue, and utilize automations to create amazing experiences for their customers.



**Brandon Lee**  
professional problem solver



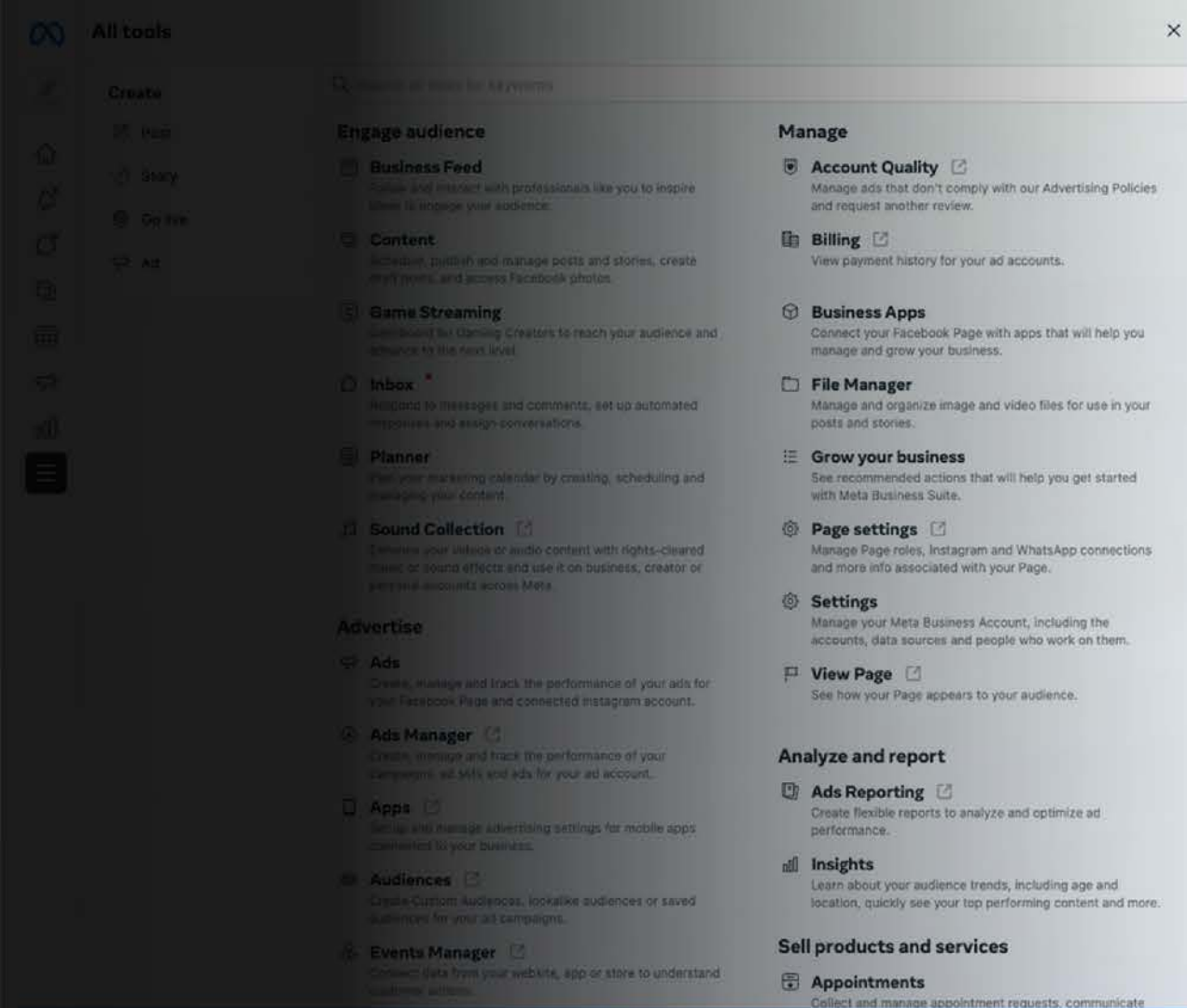
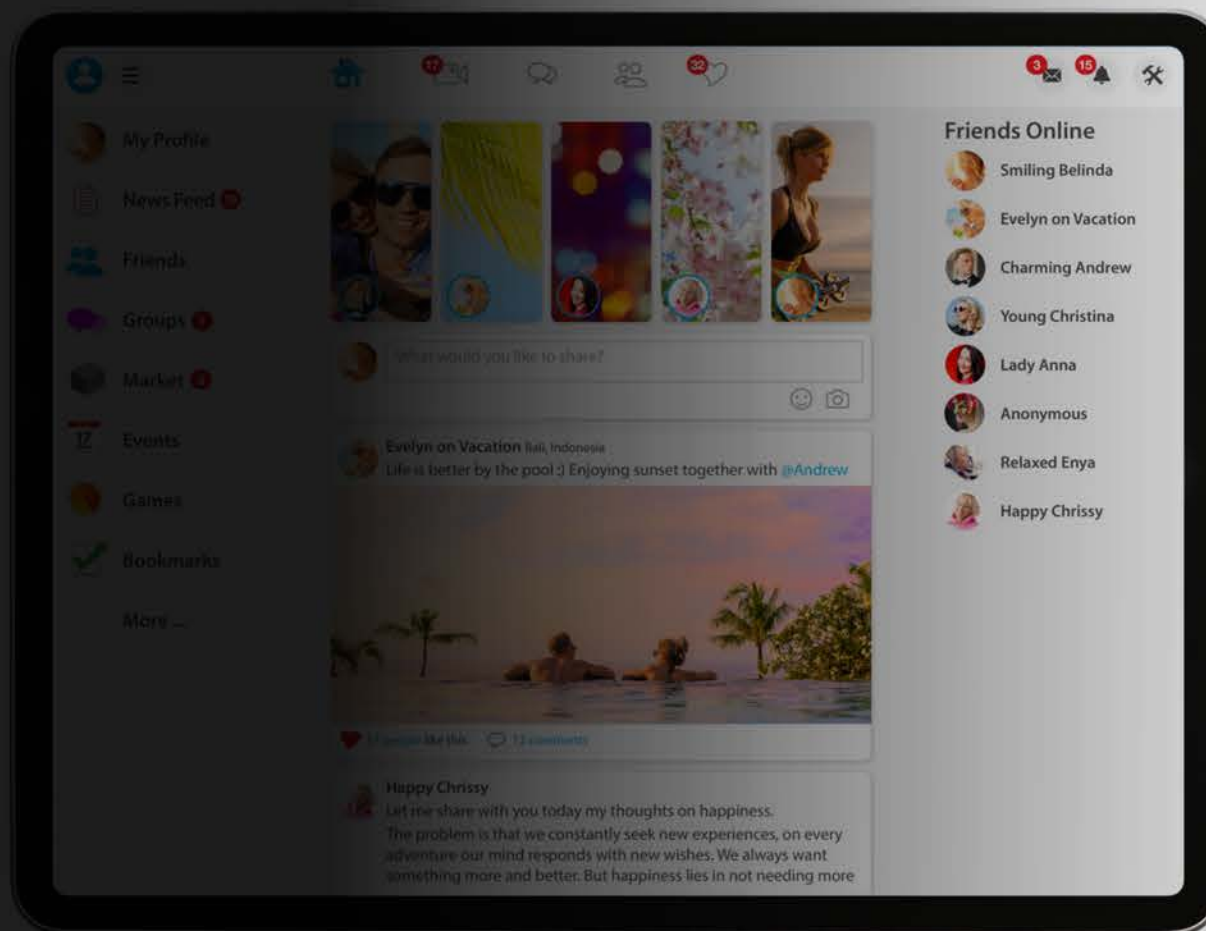
## 1. CREATE FACEBOOK BUSINESS PAGE

Create your company's Facebook page, optimize it for the industry you serve, upload photos and videos, post content consistently



## 2. CREATE META AD ACCOUNT

Once you have a Facebook ad account, create a Meta Pixel, install it on your website, create ad campaigns, review analytics



## 3. FACEBOOK BUSINESS MANAGER

What can you do here? Utilizing the simple tools to your advantage, and then go deeper with all tools.

# GETTING STARTED

The image shows the Facebook 'Set up your Page' interface. On the left is the setup form, and on the right is a 'Desktop Preview' of the page.

**Set up your Page**

Pages > Set up your Page

**Page information**

Page name (required)  
Test Page For Demo ✓

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)  
Advertising/Marketing ✓

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

Description  
We do cool things for cool people, digitally, making them lots of money.

**Images**

Profile photo · Optional

Cover photo · Optional

Drag to Reposition

**Save**

By creating a Page, you agree to the [Pages, Groups and Events Policies](#)

**Desktop Preview**

Test Page For Demo  
Advertising/Marketing · Unofficial Page

Home About Photos Videos More

Message

**About**  
We do cool things for cool people, digitally, making them lots of money.

Create post

Photo/video Tag people Check in

First, you need to create a Facebook Business account by visiting [business.facebook.com](https://business.facebook.com).

You will need to provide some basic information about your business, such as its name, industry, short description of your products/services.

Once you have created your account, you can start customizing it.

# CUSTOMIZE YOUR PROFILE

The image shows a Facebook Business Page profile for "Test Page For Demo". The page features a cover photo of a rocky landscape, a profile picture, and a navigation menu. A dropdown menu is open over the "More" link in the navigation bar, with the "Edit tabs" option highlighted by a red box and a red arrow. The "Edit tabs" option is located at the bottom of the dropdown menu, below "Community".

**Manage Pages and profiles**

- Test Page For Demo
- Meta Business Suite
  - Inbox
  - Planner
  - Publishing tools
  - Insights
  - News Feed
  - Business Apps
- Home
- News Feed
- Messenger tools
- Ad Center
- Notifications
- Insights
- Page Quality
- Edit Page info (4 new)
- Settings (4 new)

**Test Page For Demo**  
Create @Username · Advertising/Marketing

**Home** Groups Events Reviews More

Advertise

Videos  
Photos  
About  
Community  
**Edit tabs**

Add More Information to Test Page  
You're missing some details for your Page. Get Started

Manage your Page and Instagram account together with Meta Business Suite. Open now

**Set your Page up for success**  
Finish setting up your Page so people on Facebook know you're a credible business.  
5 of 13 steps completed

Completed Establish your Page's identity

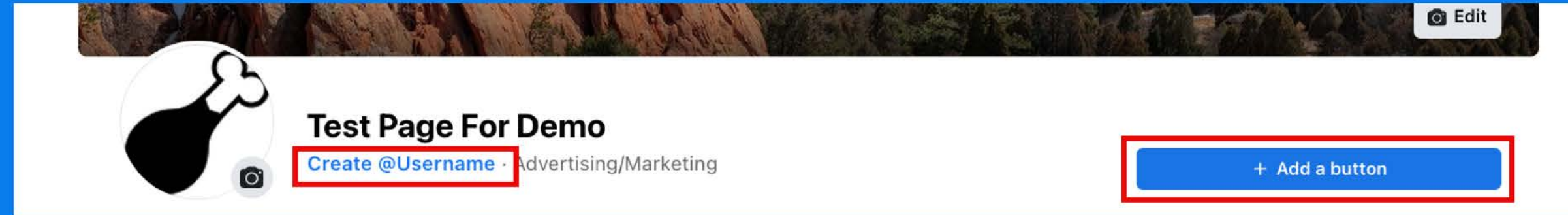
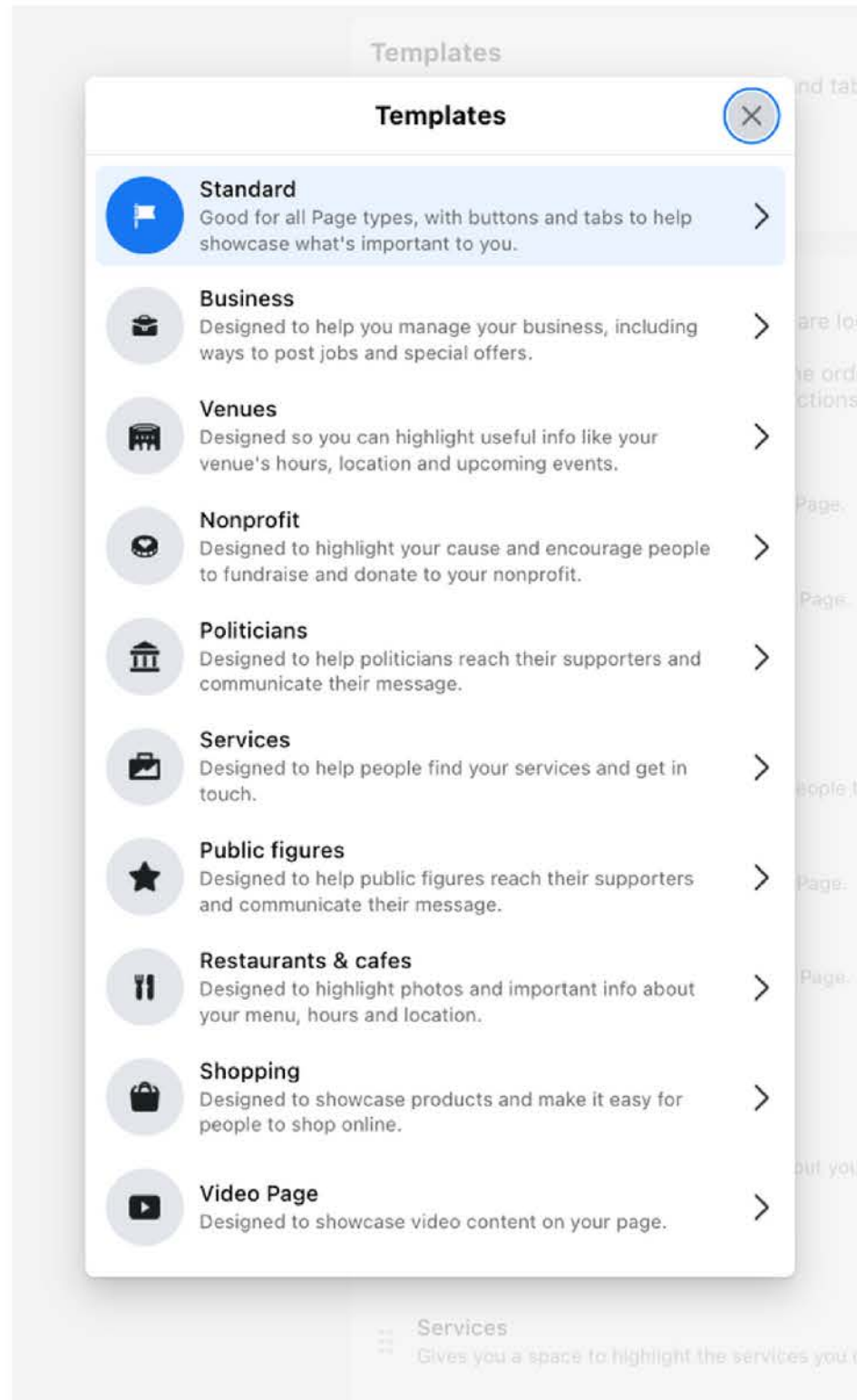
Create post

Photo/video Reel Get messages

Create Live Event Offer Ad

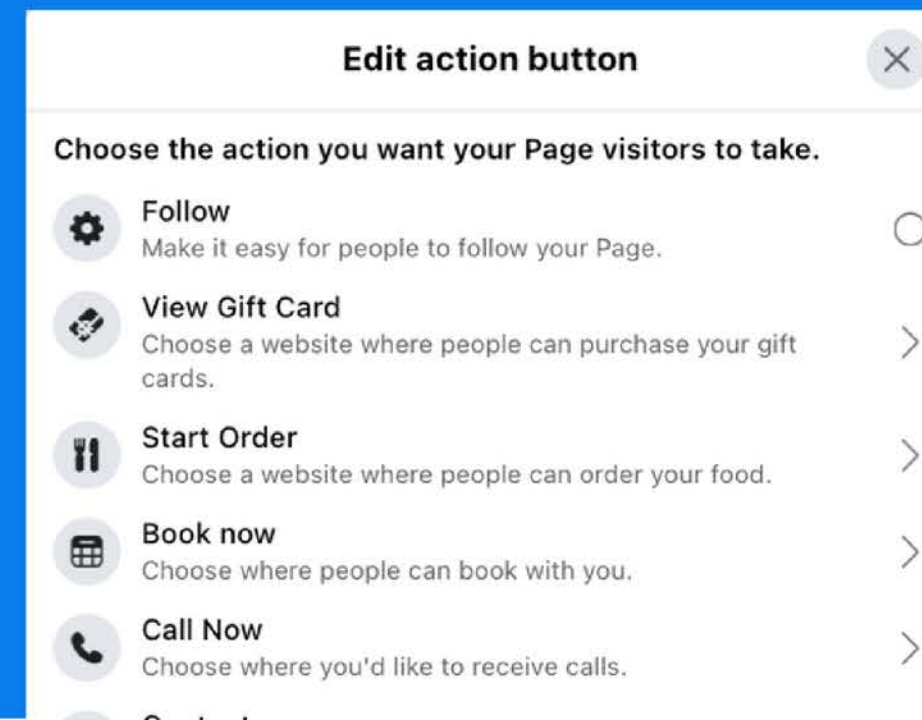
# CHOOSE TEMPLATE, TABS & USERNAME

The right template makes all the difference in your Facebook Page's appearance and functionality. Make sure you do not just use the standard!



**Create your Page's Username – this is also your page's URL that you share pointing potential clients to your page.**

**Create a call to action (CTA) with the blue button. Depending on your industry, goal is to engage the visitor with the most important action they can take to get to doing business with you.**





# COMPLETE YOUR PROFILE

Complete all the sections under setup your page for success

The screenshot displays the Facebook Business Manager interface for a page named "Test Page For Demo". A red arrow points to a red-bordered box at the top of the page setup section, which contains the following text:

**Set your Page up for success**  
Finish setting up your Page so people on Facebook know you're a credible business.  
5 of 13 steps completed

Below this box, the page setup progress is shown as a series of 13 steps, with the first five completed. The remaining steps are:

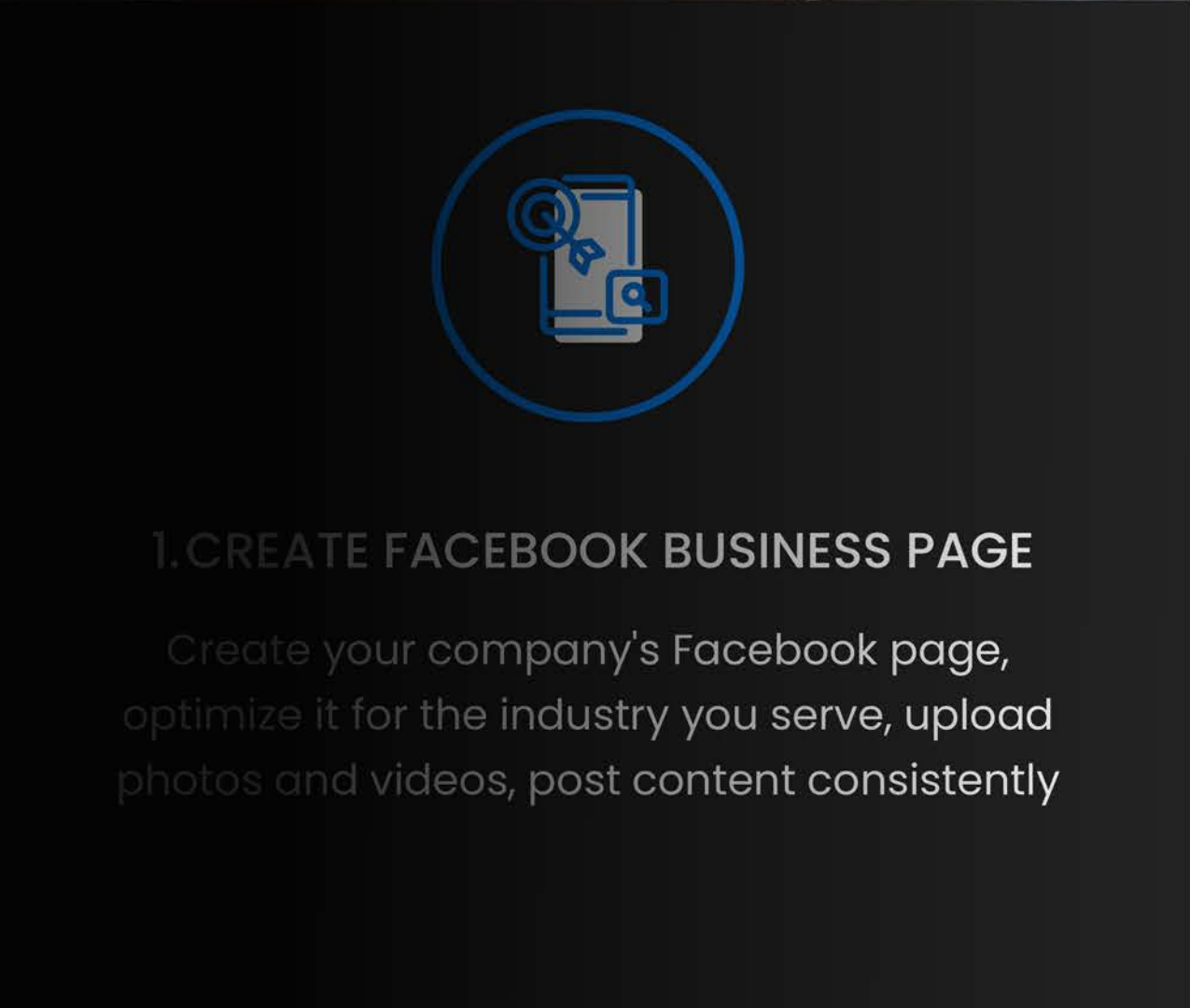
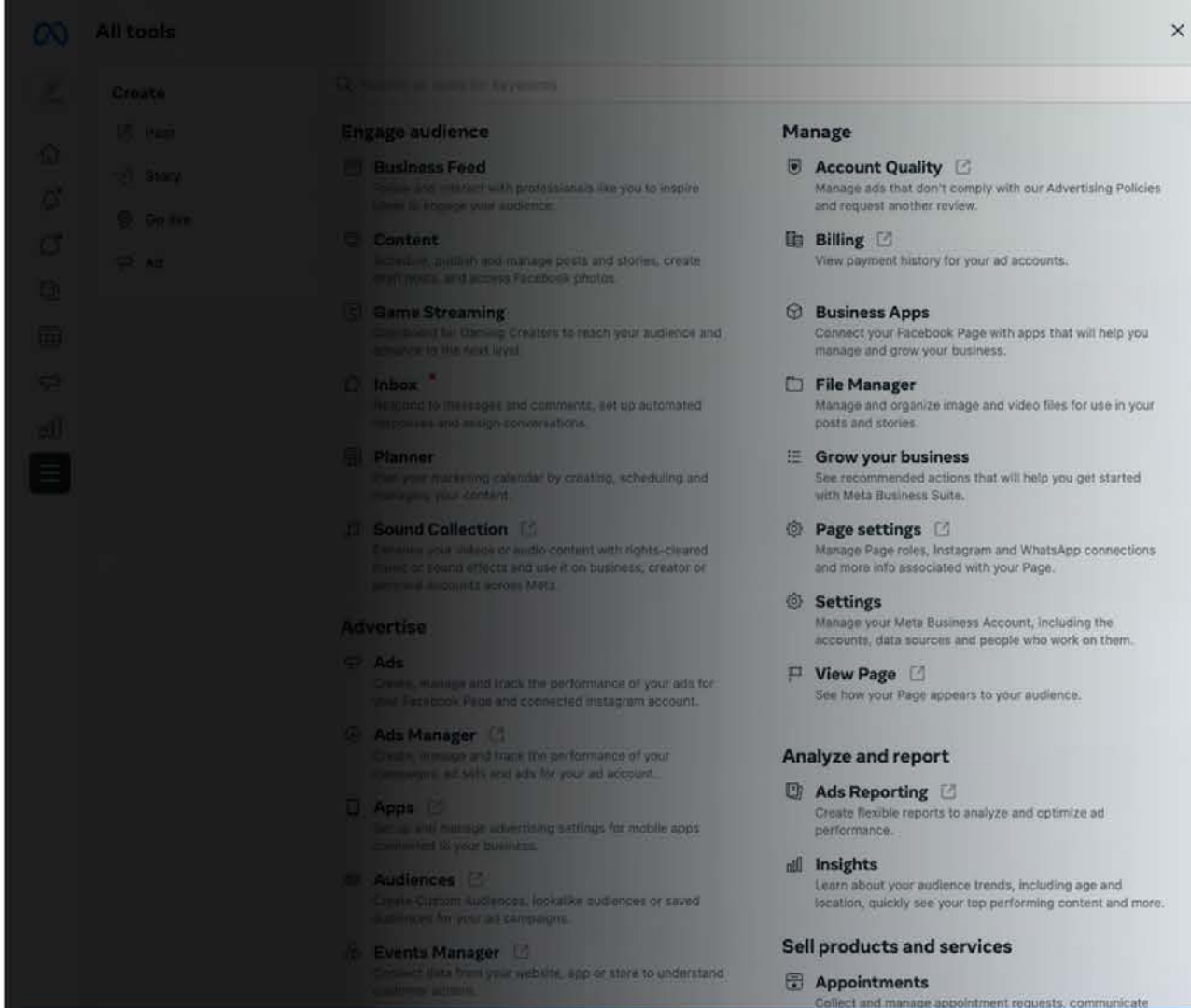
- Establish your Page's identity (Completed)
- Provide info and preferences (6 steps left)
  - Website: Does your business already have a website? (Add website, More)
  - Location info: Do you want your Page to display a business address or service area? (Add location info, More)
  - Business hours: Do you want people to see business hours on your Page? (Add hours, More)
  - Phone number: Do you want to be contacted by phone? (Add phone number, More)
  - Set your messaging preferences: Link your WhatsApp account so people can message your Page over WhatsApp. (Link WhatsApp, More)
- Add an action button: Make it easy for people to do things like call or book with you. This button appears at the top of your Page. (Add button, More)
- Introduce your Page (2 steps left)

The right side of the screenshot shows the page's public profile, including a "Create post" button, a "Photo/video" button, a "Reel" button, and a "Get messages" button. Below these are buttons for "Create", "Live", "Event", "Offer", and "Ad". A post from "Test Page For Demo" is visible, showing a profile picture update and a cover photo update, both from 26 minutes ago. The post has 0 people reached, 0 engagements, and a distribution score of -.



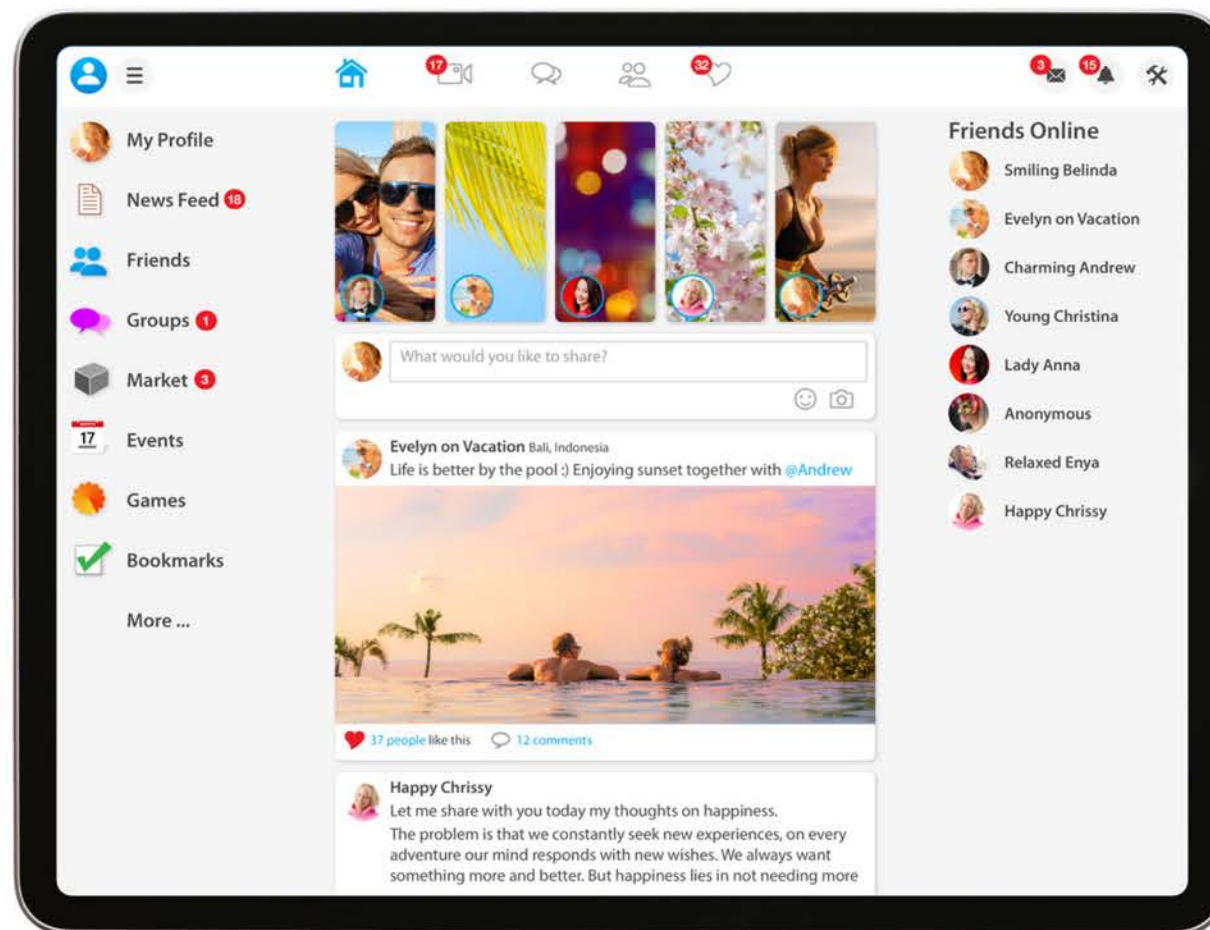
## 2. CREATE A META AD ACCOUNT

Create your Facebook ad account, create a Meta pixel, install it on your website, create events, review analytics



## 1. CREATE FACEBOOK BUSINESS PAGE

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## 3. FACEBOOK BUSINESS MANAGER

What can you do here? Utilizing the simple tools to your advantage, and then go deeper with all tools.

# AD ACCOUNT

The image shows a screenshot of the Facebook 'All tools' menu. The menu is organized into several categories: 'Create', 'Engage audience', 'Advertise', 'Manage', and 'Analyze and report'. The 'Ads Manager' option is highlighted with a red box and a red arrow pointing to it. The 'Create' section includes 'Post', 'Story', 'Go live', and 'Ad'. The 'Engage audience' section includes 'Business Feed', 'Content', 'Game Streaming', 'Inbox', 'Planner', and 'Sound Collection'. The 'Advertise' section includes 'Ads' and 'Ads Manager'. The 'Manage' section includes 'Account Quality', 'Billing', 'Business Apps', 'File Manager', 'Grow your business', 'Page settings', 'Settings', and 'View Page'. The 'Analyze and report' section includes 'Ads Reporting'. A search bar at the top of the menu allows users to search for tools by keywords.

**All tools**

Search all tools for keywords

**Create**

- Post
- Story
- Go live
- Ad

**Engage audience**

- Business Feed**  
Follow and interact with professionals like you to inspire ideas to engage your audience.
- Content**  
Schedule, publish and manage posts and stories, create draft posts, and access Facebook photos.
- Game Streaming**  
Dashboard for Gaming Creators to reach your audience and advance to the next level.
- Inbox**  
Respond to messages and comments, set up automated responses and assign conversations.
- Planner**  
Plan your marketing calendar by creating, scheduling and managing your content.
- Sound Collection**  
Enhance your videos or audio content with rights-cleared music or sound effects and use it on business, creator or personal accounts across Meta.

**Advertise**

- Ads**  
Create, manage and track the performance of your ads for your Facebook Page and connected Instagram account.
- Ads Manager**  
Create, manage and track the performance of your campaigns, ad sets and ads for your ad account.
- Apps**  
Set up and manage advertising settings for mobile apps connected to your business.

**Manage**

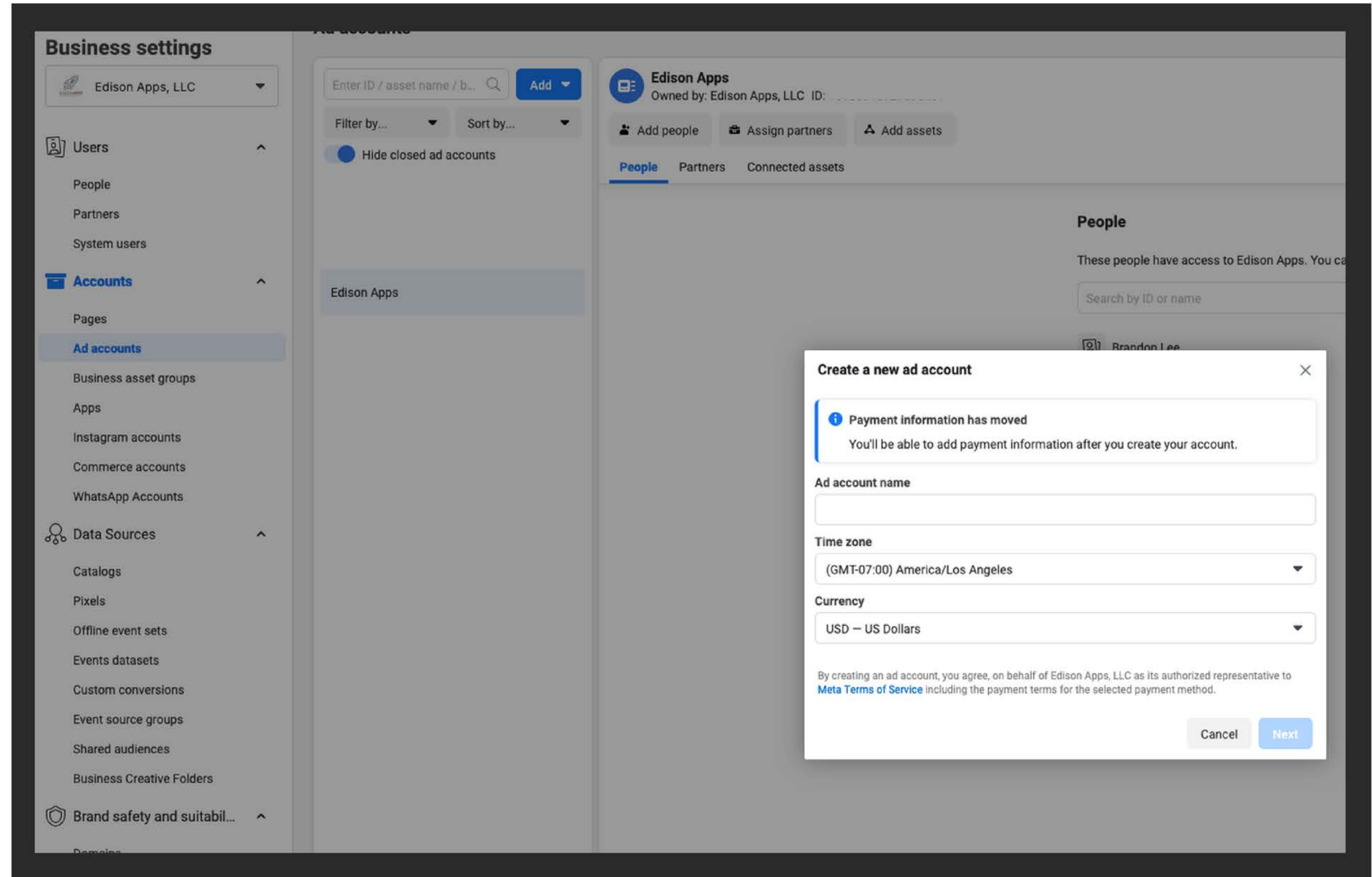
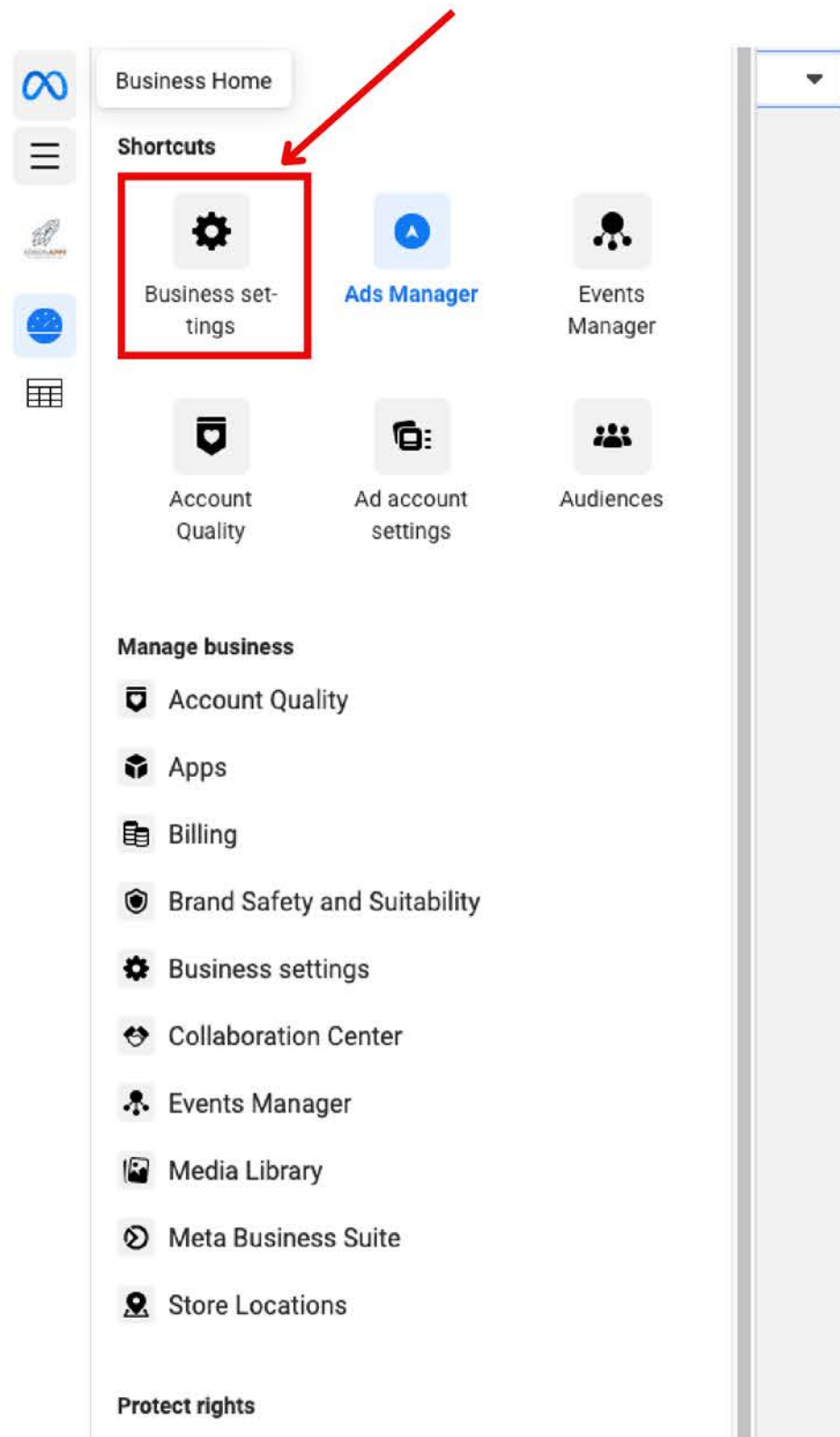
- Account Quality**  
Manage ads that don't comply with our Advertising Policies and request another review.
- Billing**  
View payment history for your ad accounts.
- Business Apps**  
Connect your Facebook Page with apps that will help you manage and grow your business.
- File Manager**  
Manage and organize image and video files for use in your posts and stories.
- Grow your business**  
See recommended actions that will help you get started with Meta Business Suite.
- Page settings**  
Manage Page roles, Instagram and WhatsApp connections and more info associated with your Page.
- Settings**  
Manage your Meta Business Account, including the accounts, data sources and people who work on them.
- View Page**  
See how your Page appears to your audience.

**Analyze and report**

- Ads Reporting**  
Create flexible reports to analyze and optimize ad performance.

# CREATE AD ACCOUNT

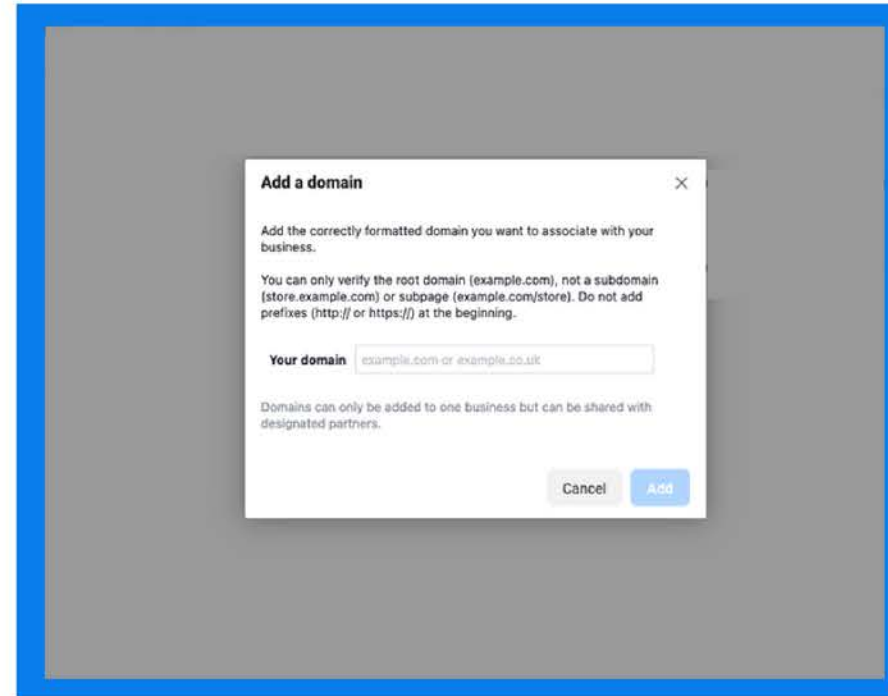
Use Ad Manager to get to Business Settings to complete setup



# VERIFY YOUR DOMAIN

Add your domain and then follow the prompts to add verification tag to your domain.

- Instagram accounts
- Commerce accounts
- WhatsApp Accounts
- Data Sources
- Catalogs
- Pixels
- Offline event sets
- Events datasets
- Custom conversions
- Event source groups
- Shared audiences
- Business Creative Folders
- Brand safety and suitability
- Domains**
- Block lists



You must have access to your domain and/or website editor, or have a developer help you verify your domain.

### Domains

testfordemo.com Not verified

Owned by: Edison Apps, LLC ID: 617452336942425

**Verify your domain**

Select one option

Add a meta-tag to your HTML source code

**Add a meta-tag**

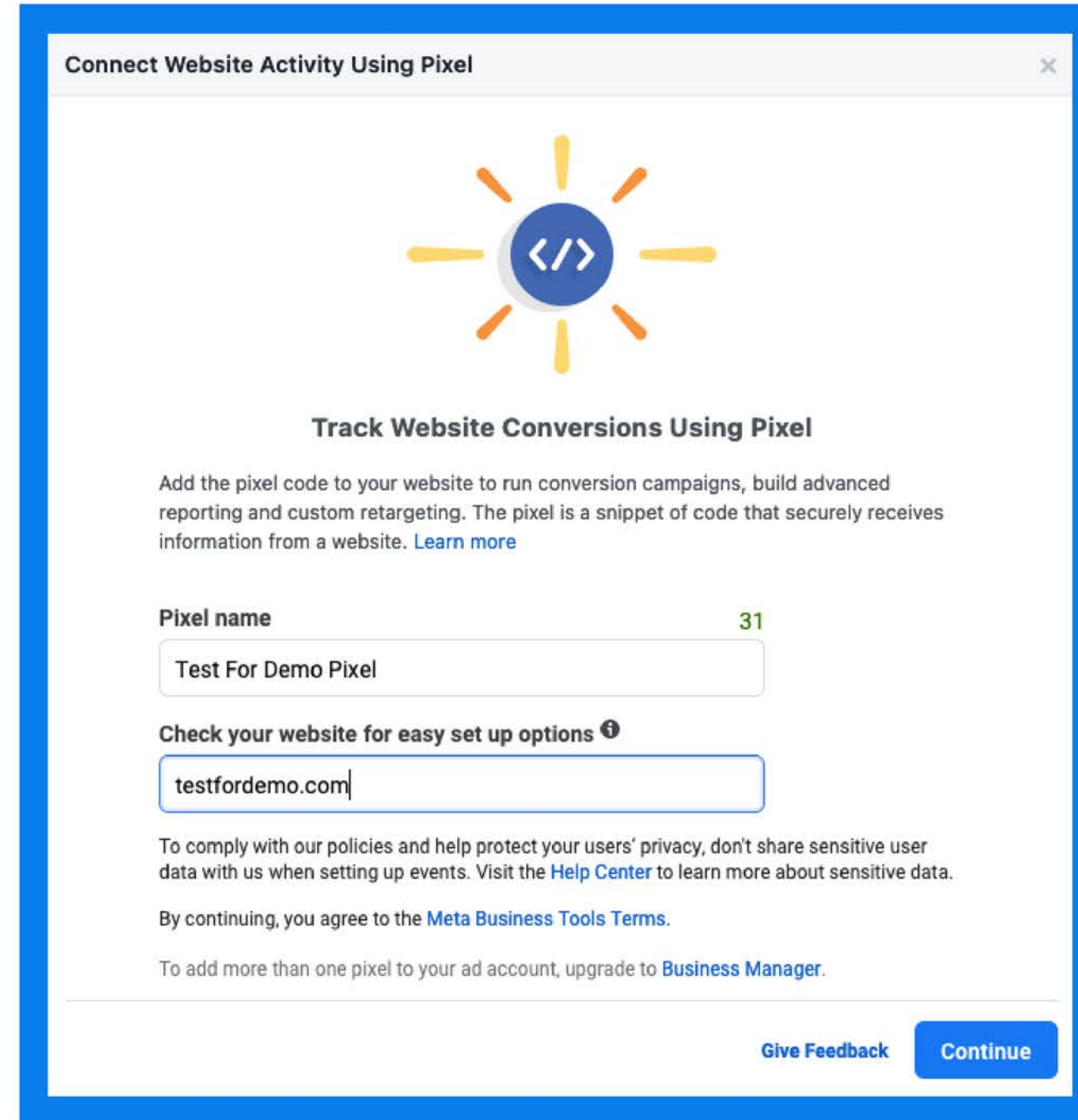
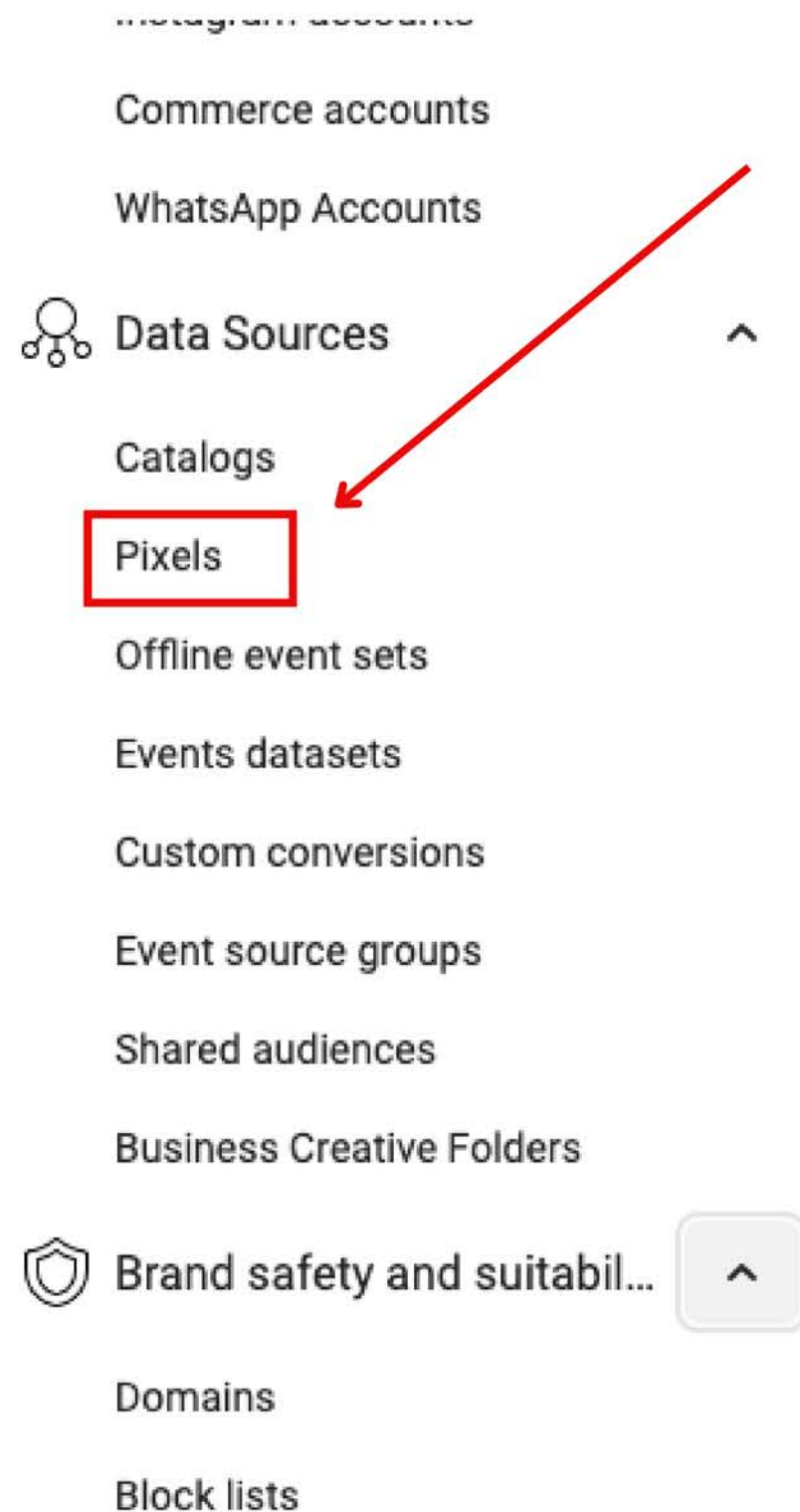
Verify this domain by copying and pasting the provided meta-tag code into the <head> ... <head> section of your website's home page HTML code.

- Copy this meta-tag:  
`<meta name="facebook-domain-verification" content="aves1p61xa837wg0werajkg0npja2" />`
- Paste the meta-tag into the <head> ... <head> section of the website's home page HTML source, and publish the page.  
**Note:** Verification will fail if the meta-tag code is outside of the <head> section or in a section loaded dynamically by JavaScript.
- After you've published the home page, confirm that the meta-tag is visible by visiting <http://testfordemo.com/> and viewing the HTML source.
- Click **Verify domain**.  
**Note:** It may take up to 72 hours for Facebook to find the meta-tag code. If the domain status is still not verified, you'll need to click **Verify domain** again or confirm the meta-tag is listed in the scrape results in the [Sharing Debugger Tool](#).

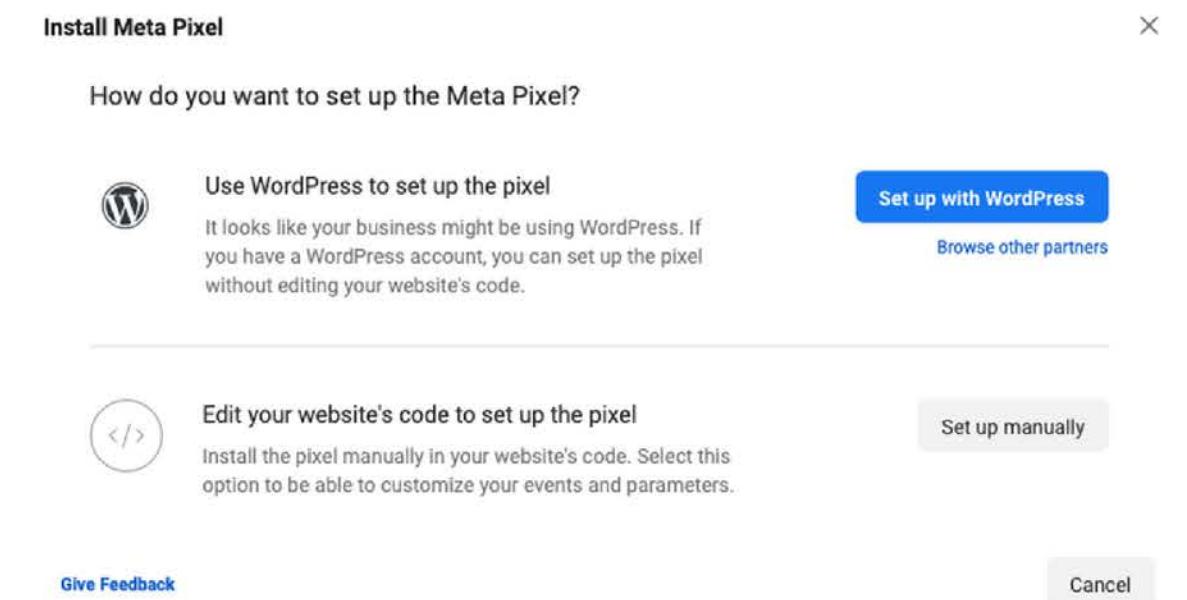
**Verify domain**

# CREATE META PIXEL

This is how you track your ad performance, audience engagement, and make smarter marketing decisions



You will need to choose how to install the pixel on your website. If you have a popular platform like Wordpress, Wix, Shopify, Webflow, WooCommerce, Squarespace (it's super easy)



**If you can't use a partner integration, you might need to hire someone to help you.**

# ADD EVENTS

Events are the behaviors users engage in on your website that you want to track.

### Connect Your WordPress Account to Meta

Install Plugin   Connect to Facebook   Verify connection   **Set up events**   Confirmation

#### Add Events Using Event Setup Tool

You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events.

Only use this tool on websites that you manage. The website that you connect to will have access to your ad account configurations.

Website URL  
 [Open Website](#)

[Give feedback](#)   [Back](#)   [Next](#)

### Facebook Event Setup Tool

Finish Setup

**Events on This Page**   All Events

No events found on this page.

[+ Track New Button](#)   [Track a URL](#)

[Give Feedback](#)   ?

### Set Up Event

Select the event type you'd like to track.

**View Content**

- Schedule
- Search
- Start Trial
- Submit Application
- Subscribe
- View Content**

Add Content ID and Content Type

[Cancel](#)   [Confirm](#)

# ADD EVENTS

Choose the correct event that corresponds to the data that you want to track

## Finish Setup

Please review your events. You can access and manage your event tracking through your settings in Events Manager.

- View Content**  
Button text is: "view calendar" Delete
- Subscribe**  
Button text is: "sign up" Delete
- Contact**  
Button text is: "start planning" Delete
- Contact**  
Email address is "events@trainwreckco.com" Delete
- Find Location**  
Button text is: "sierra madre st colorado springs co" Delete

Back Finish

**Pixel/Conversions API** Aggregated Event Measurement

Shows web events received through the Meta Pixel and Conversions API.

Events	Used by	Connection Method	Event Match Quality	Total events ↓
<b>PageView</b> Active		Browser · Server	Okay	217 Last received 6 minutes ago
<b>Find location</b> Active				0 Waiting for first event
<b>Contact</b> Active				0 Waiting for first event
<b>View content</b> Active				0 Waiting for first event
<b>Subscribe</b> Active				0 Waiting for first event

Pixel/Conversions API **Aggregated Event Measurement**

View and manage events configured for iOS 14.5+ ad optimization on primary domains associated with your Business Account. Verify primary domains you own to ensure you

Configure Web Events



# CONFIGURE WEB EVENTS

Similar but Different to the Pixel Events. These events are for iOS devices using OS 14.5 or greater. Enhanced privacy protections limit tracking, and this tool helps you maximize the tracking data on those devices.

### Edit Web Event Configurations

To change this domain's configuration schema, select the desired pixel or custom conversion and the event you want configured on the domain. Place the events in order from highest to lowest priority so Facebook receives the event that's highest in priority when a customer takes several actions during a web session. It may take 72 hours for ads and ad sets to be published after certain configuration updates, and ads and ad sets will stop running if you remove events that are being used for optimization. This may include those belonging to your Collaborative Ads partners. [Learn more](#)

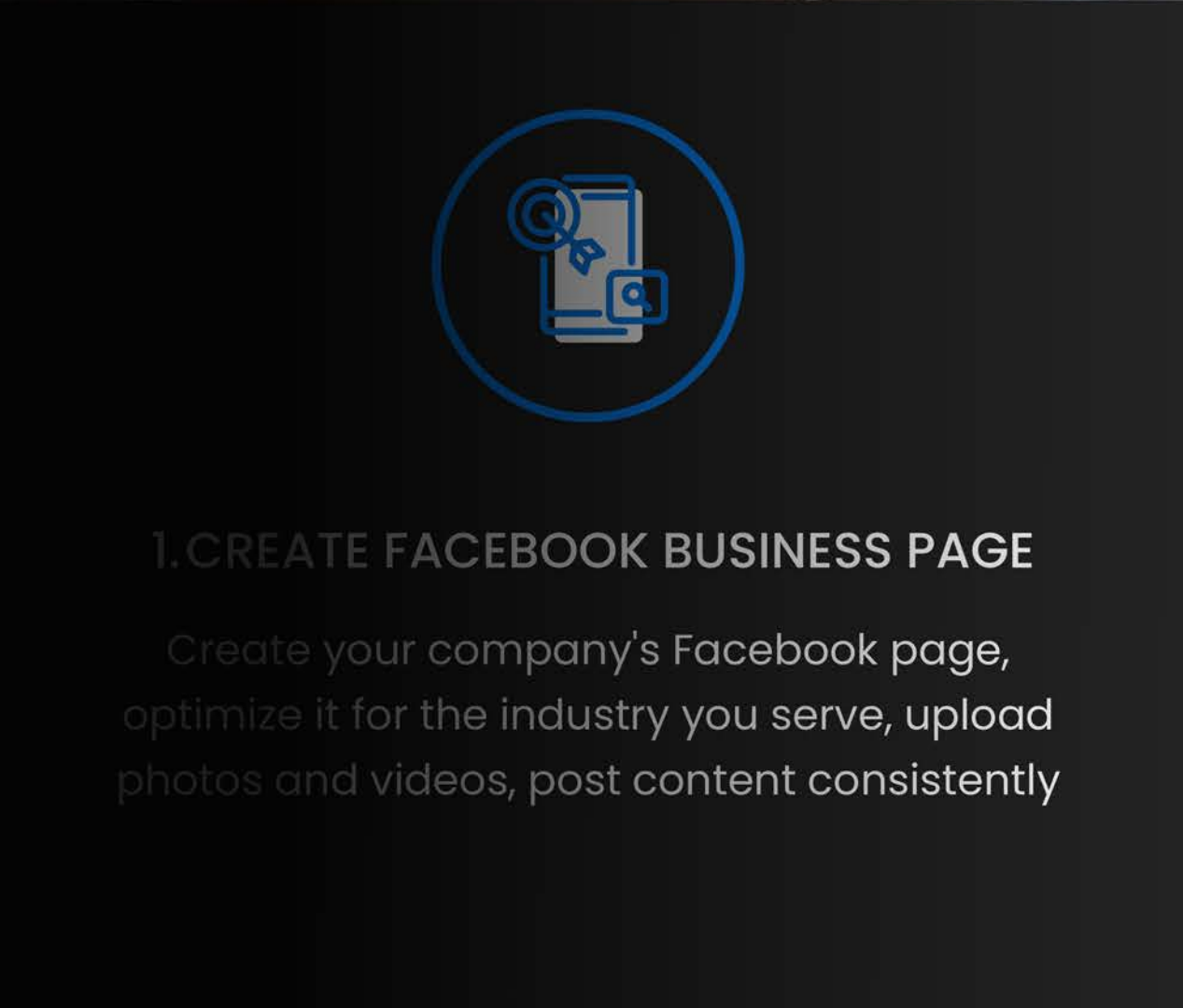
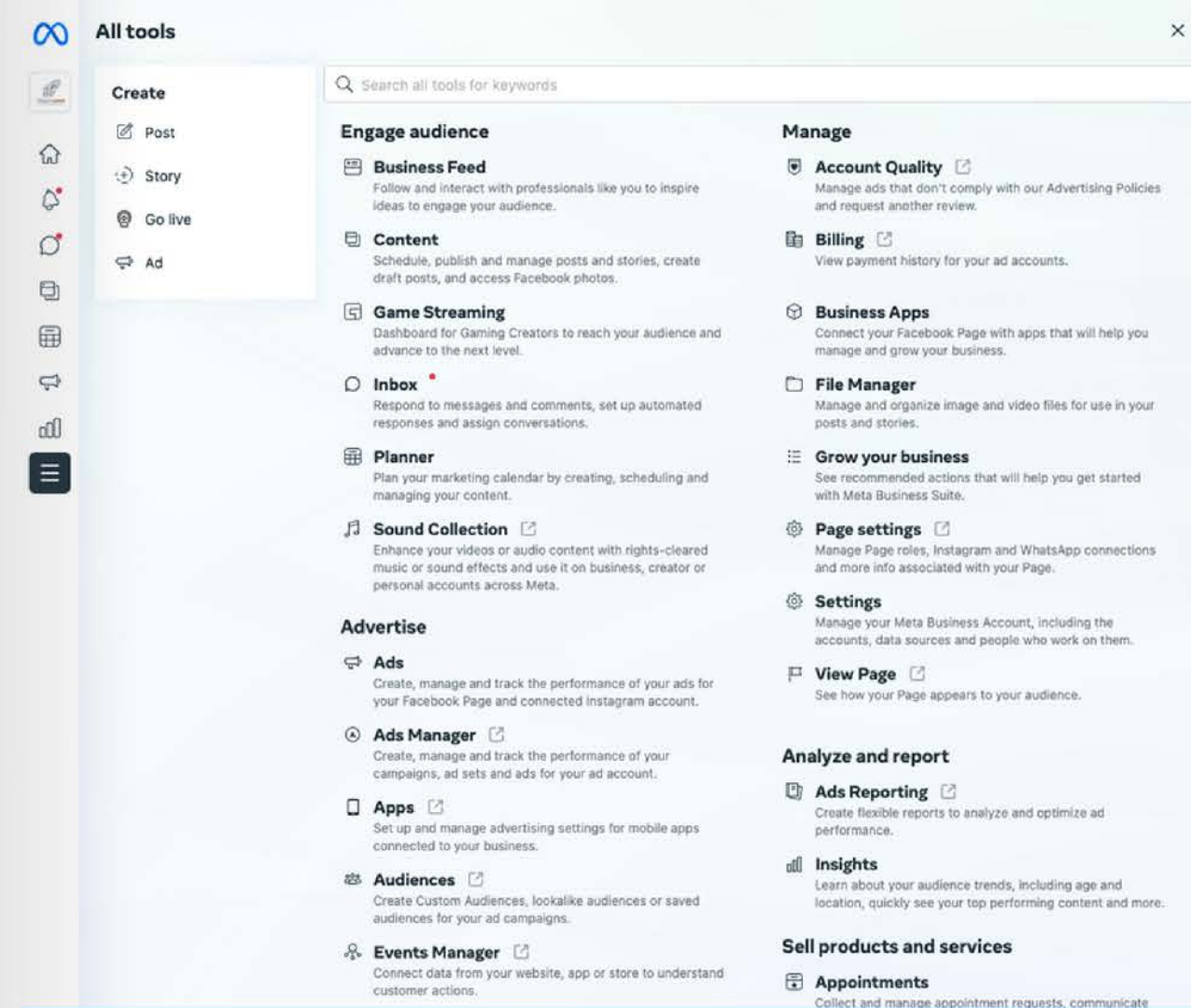
Events slots filled: 8 of 8 [Add Event](#)

Priority ⓘ	Pixel/Custom Conversion	Event Name ⓘ	Value Optimization ⓘ	Configured Event Usage ⓘ	Owned By ⓘ
Highest priority	☰ Custom Conversion ▼	☰ Choose an event ▼		1 Event	🗑️
	☰ Choose a Pixel or Custom Conversion ▼	☰ Choose an event ▼		1 Event	🗑️
	☰ Choose a Pixel or Custom Conversion ▼	☰ Choose an event ▼		1 Event	🗑️
	☰ Choose a Pixel or Custom Conversion ▼	☰ Choose an event ▼		1 Event	🗑️
	☰ Choose a Pixel or Custom Conversion ▼	☰ Choose an event ▼		1 Event	🗑️
	☰ Choose a Pixel or Custom Conversion ▼	☰ Choose an event ▼		1 Event	🗑️
	☰ Choose a Pixel or Custom Conversion ▼	☰ Choose an event ▼		1 Event	🗑️
Lowest priority	☰ Choose a Pixel or Custom Conversion ▼	☰ Choose an event ▼		1 Event	🗑️



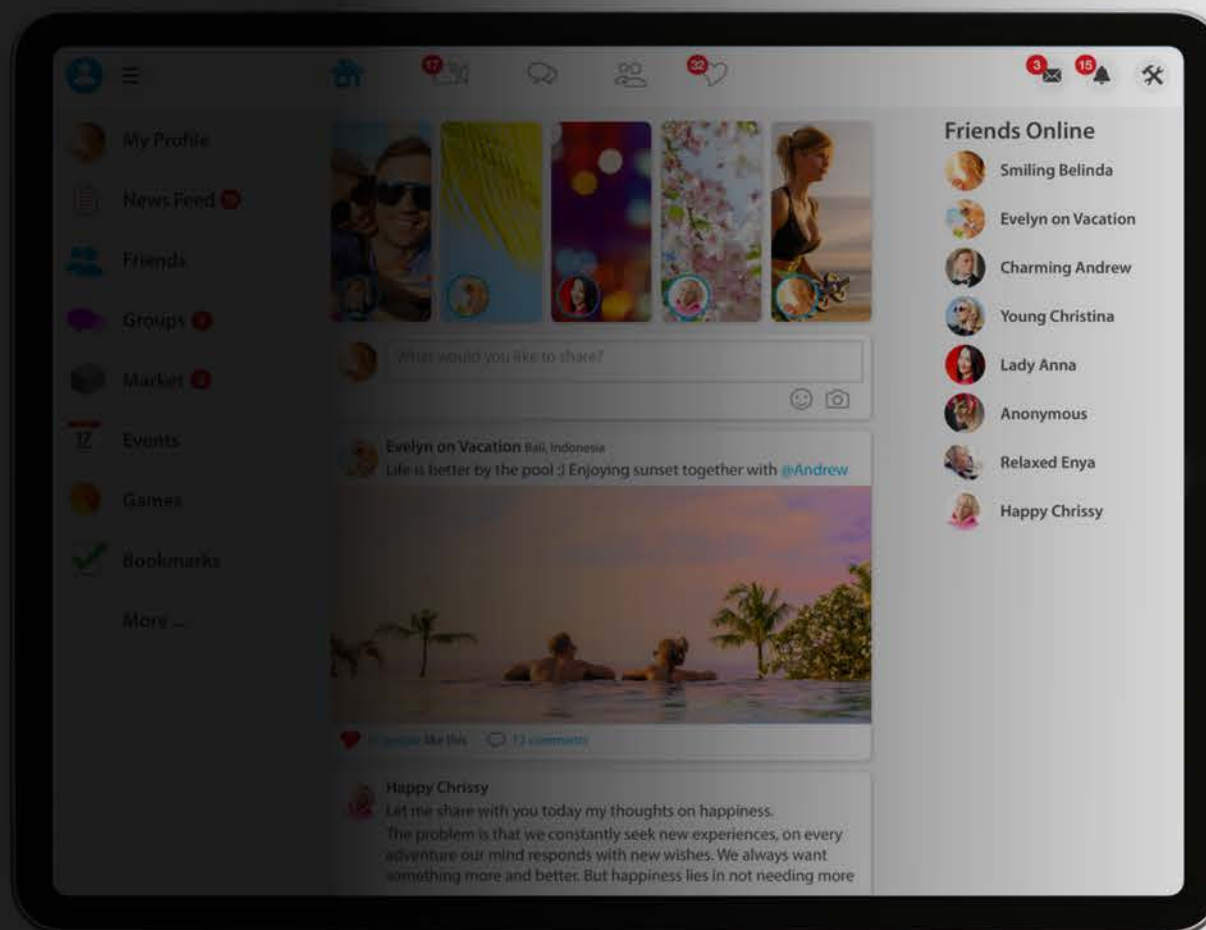
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## 3. FACEBOOK BUSINESS MANAGER

What can you do here? Utilizing the simple tools to your advantage, and then go deeper with all tools.

# BUSINESS MANAGER

Snapshot of your page, acts as a dashboard for page Admins

The screenshot displays the Meta Business Suite interface. On the left is a navigation sidebar with the following items: Meta Business Suite logo, a dropdown menu for 'Test Page For De...', and menu items for Home, Notifications, Inbox, Content, Planner, Ads, Insights, and All tools. The main content area shows the page header for 'Test Page For Demo' with a profile picture and a 'Manage Facebook Page' link. Below the header are buttons for 'Create post', 'Create ad', and 'More'. A 'Messaging' widget shows '0 0%' for both 'Messaging conversations started' and 'New messaging connections'. A 'To-do list' section indicates the user is up to date. The 'Manage your marketing content' section features a 'Planner' tab with sub-tabs for 'Posts' and 'Stories'. Three post cards are visible, each with a placeholder image and the text 'This post has no text'. The first card has a 'Create ad' button, the second has a 'Boost post' button, and the third has a 'Create ad' button. All posts are dated 'Apr 4, 2023, 11:24 AM' and show '0 people reached' and '0 comments'.

# BUSINESS MANAGER CONTENT

Detailed review of you page's content, with light reporting tools





**Content**  
Schedule, publish and manage posts and stories, and more.

Export data | Create reel | Create

★ You can manage multiple Facebook Pages and Instagram accounts together  
Multiple assets can be managed together on select tabs within **Content**, **Video insights** and **Monetization**. Only assets within the same Meta Business Account can be managed together.  
[Select asset\(s\)](#)

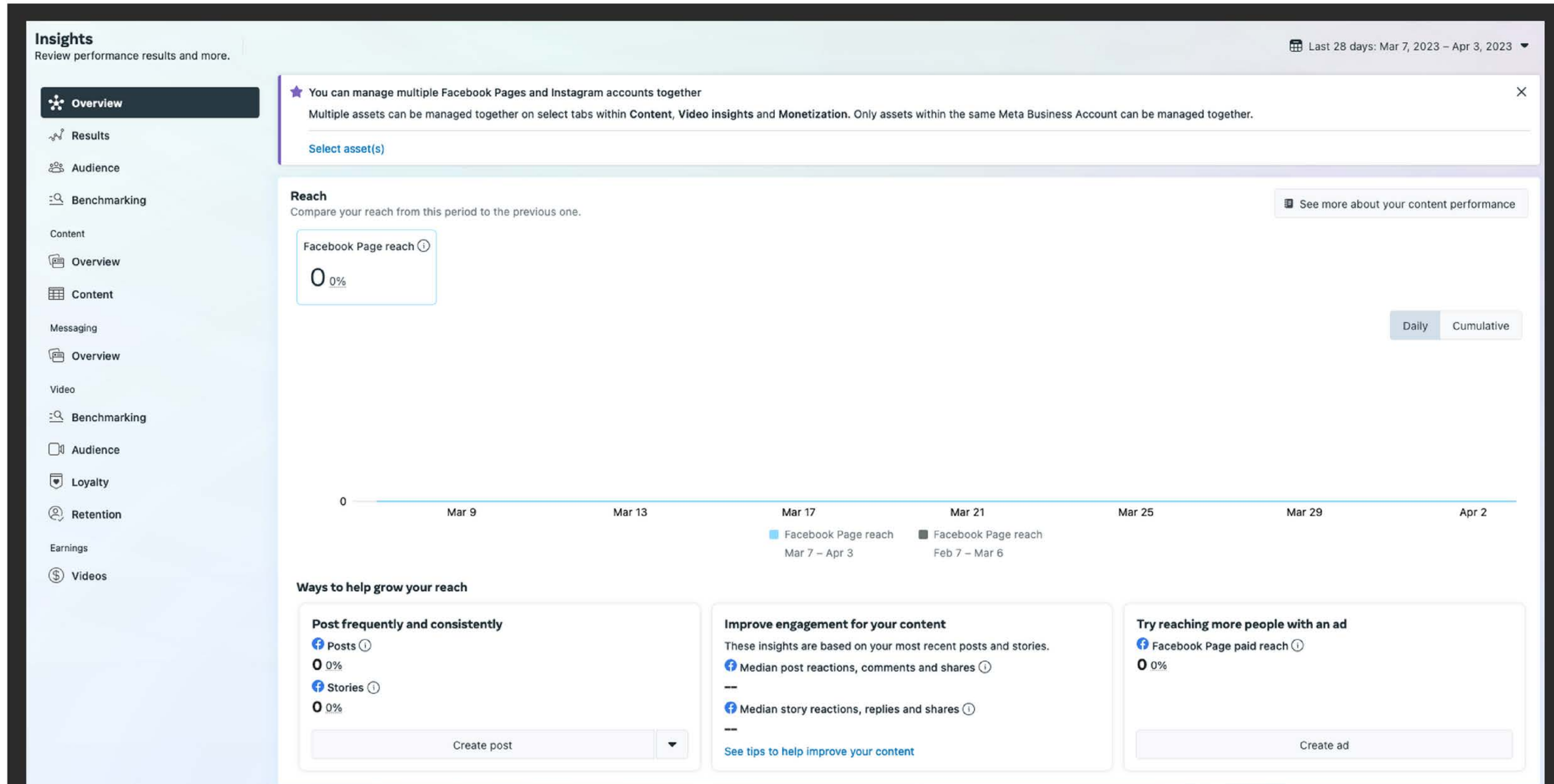
Published | Scheduled | Drafts | Expiring | Expired

Post type | Filter | Clear | Search by ID or caption | Last 90 days: Jan 4, 2023 – Apr 3, 2023 | Columns

	Title	Date published	Reach	Engagements	Likes and reactions	Comments	Shares
<input type="checkbox"/>	 Test Page For Demo updated their profile picture.  Test Page For Demo	Create ad   ...   Tue Apr 4, 11:24am	0 Accounts Center accounts reac...	0 Post engagements	0 Reactions	0 Comments	0 Shares
<input type="checkbox"/>	 Test Page For Demo updated their cover photo.  Test Page For Demo	Boost post   ...   Tue Apr 4, 11:24am	--	0 Post engagements	0 Likes and reactions	0 Comments	0 Shares

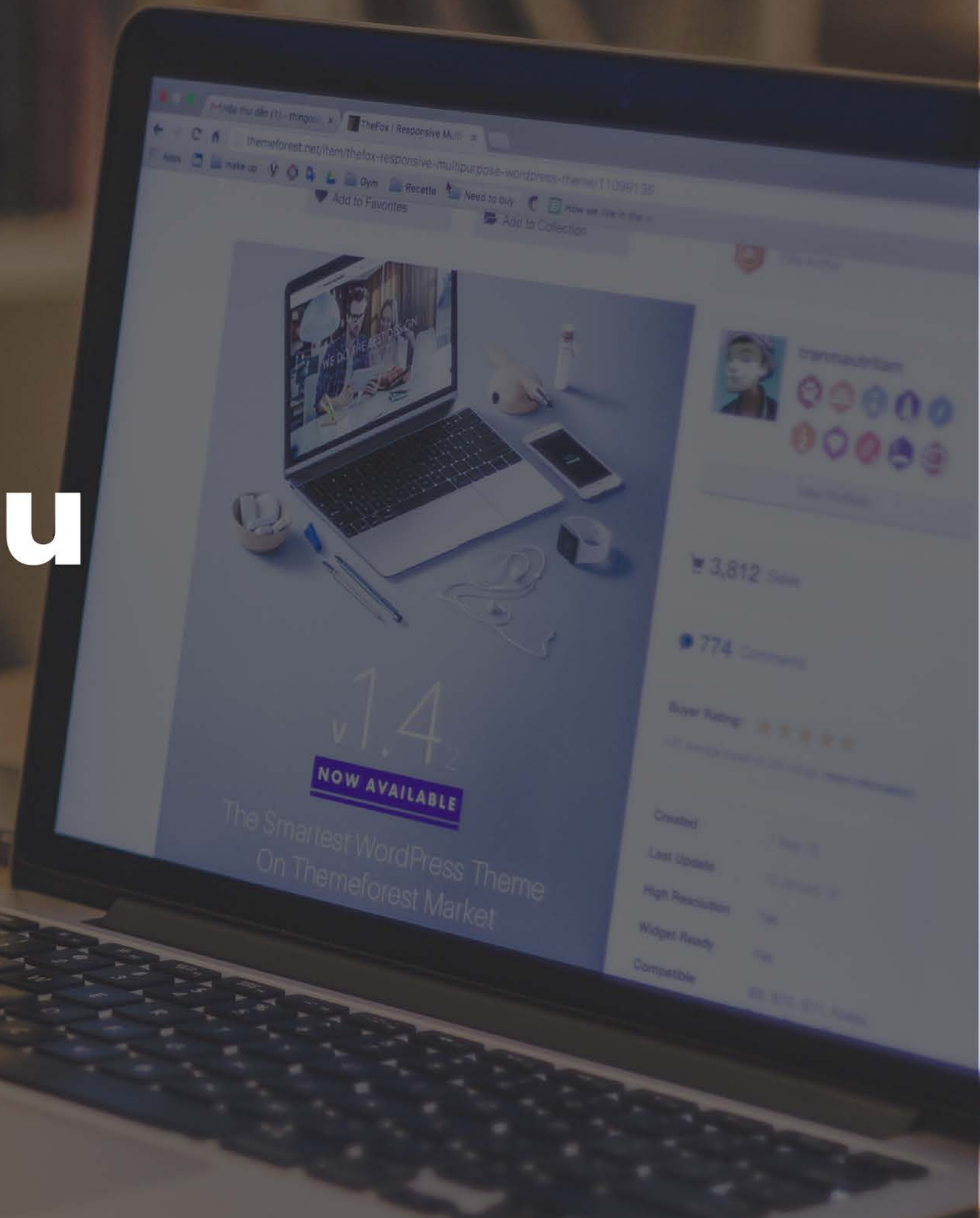
# BUSINESS MANAGER INSIGHTS

Detailed reporting tools and page analytics



# Thank You

Questions?



# RESOURCES

Scan the QR code for a PDF of additional Facebook resources



# NEXT STEPS

- 1) Attend the 3 additional Social Media Presentations this month.
- 2) Setup FREE consulting with one of the marketing/social media experts with the SBDC
- 3) Request more courses that you'd like presented to the SBDC team.

# EVALUATIONS

Be on the lookout for course evaluation link coming to you from the SBDC team. Help us continue to provide quality, relevant content that serves your business's needs.

# Thank you!

Please tell your business friends to find us at [www.larimersbdc.org](http://www.larimersbdc.org)

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