

PALADIN DATA CORPORATION™

# BizCoach Webinars



FREE ADVANCED TRAINING



## Social media marketing: Get started with Facebook

Samantha Waters



PALADIN™  
DATA CORPORATION



### Before we start

- This webinar assumes you already have a personal Facebook account.
- Do not create a personal Facebook account for your business. Instead, use your personal Facebook account to create a Facebook business page.
  - **Facebook policy:** It's against the [Facebook Terms](#) to use your personal account to represent something other than yourself (example: your business), and you could permanently lose access to your account if you do so.
- After the slide presentation, I will show you the steps in the demo.
- The steps in this webinar assume that you are using a desktop computer.
- This webinar will be about an hour long. You can drop out at any time. The recording will be available on the Help Portal within one day.



- Why have a Facebook business page?
- Create a business page
- Add your business page info
- Edit your business page
- Add page admins
- Interact with other's posts and pages
- Post on your own page
- Best practices

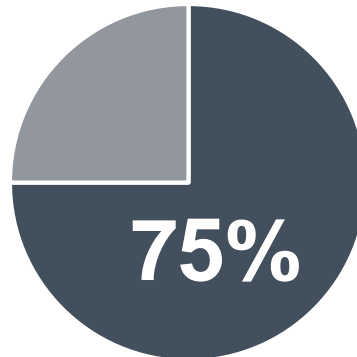


### Why have a Facebook business page?

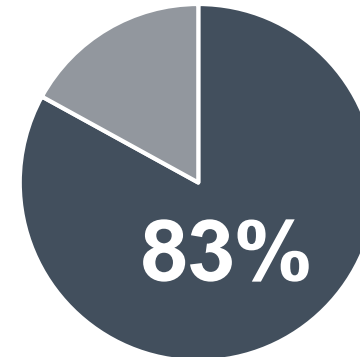
- It increases your authority as a business.
- It builds brand loyalty and recognition.
- It gains momentum in social media, because Facebook is the most widely used social media platform.

### How many internet users are on Facebook?

75% of male internet users and  
83% of female internet users are  
on Facebook.



Males



Females

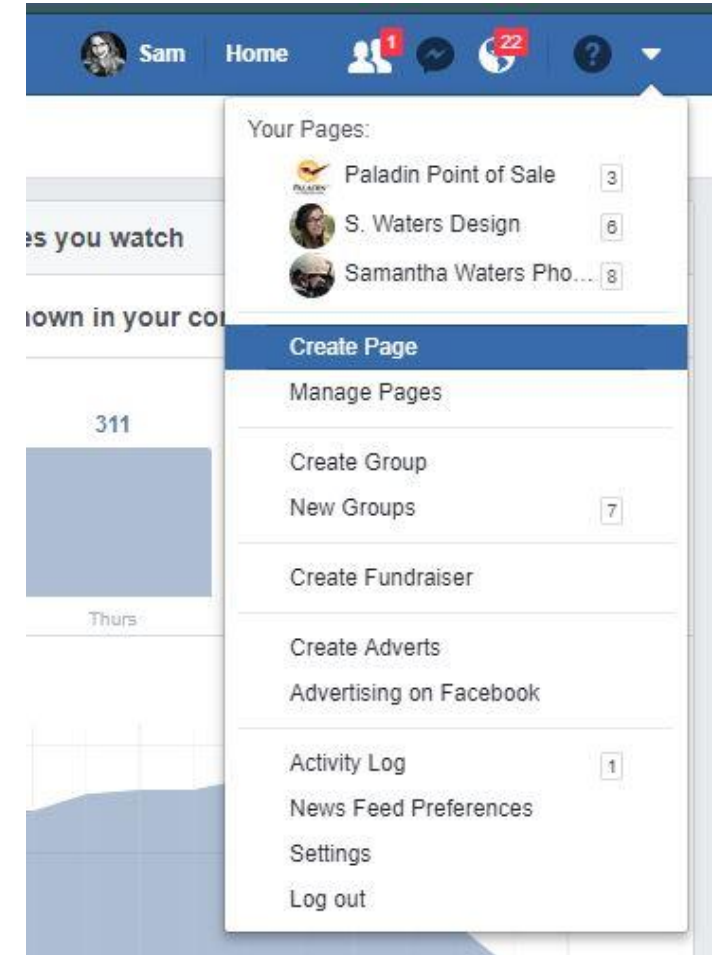


## Create a business page

1. Decide who will be the business page owner, and log in to their Facebook account.

**Note:** This person does not have to manage the page.

2. In the top right corner, click the arrow icon.
3. Click **Create Page**. Facebook will prompt you for information. Make sure that the information you enter is accurate and well-written.





### Your business page info

- Profile photo — A logo is standard.
- Cover photo — A storefront or group picture of the team is standard.
- Other photos — Examples: Photos inside your store and of team members.
- Call-to-action button
- About — This is the first place people will look to learn about your business.
- Website URL
- Phone number
- Location
- Hours of operation

**Note: Appearance matters. So, include professional-looking photos, images, and text.**

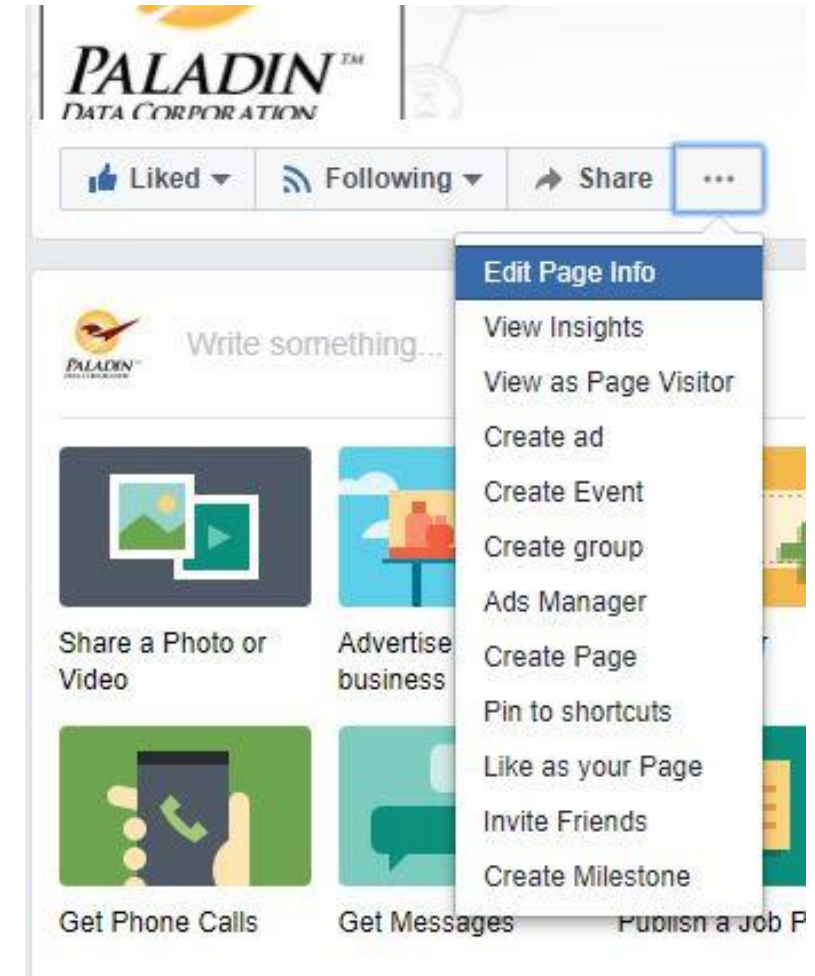
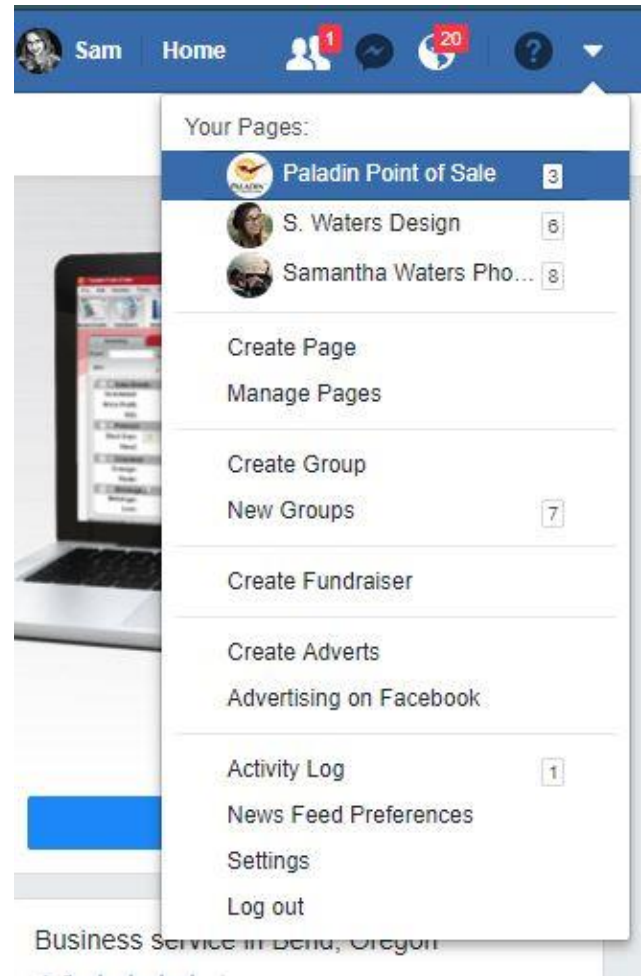


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## Social media marketing: Get started with Facebook

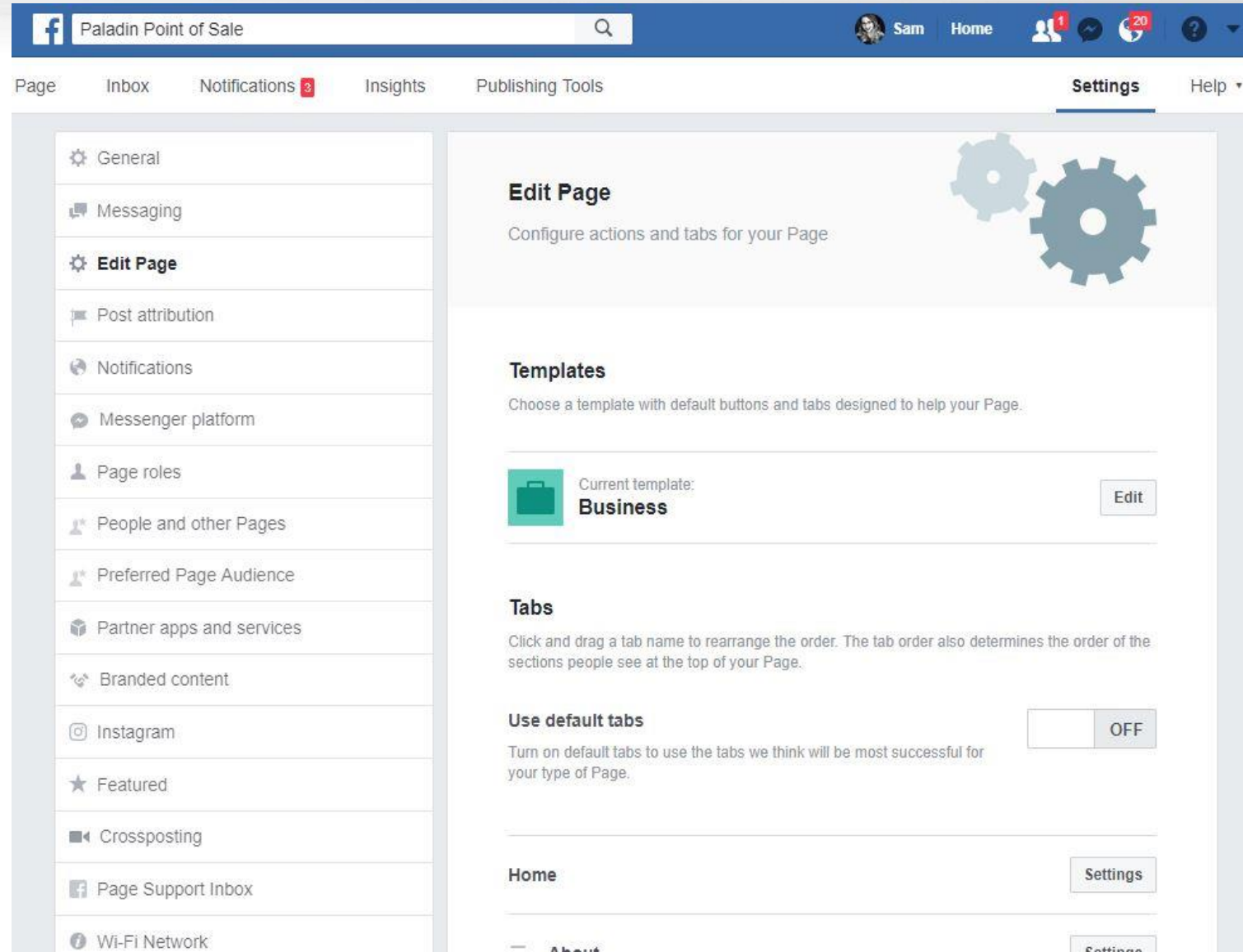
### Edit your business page

1. Log in to your Facebook account.
2. In the top right corner, click the arrow, and then select your business page.
3. To edit page details, click the ellipses next to **Share**, and then click **Edit Page Info**.



### Edit your business page

- To edit the information that will appear on your page, click **Settings**, and then click **Edit Page**.
- To change the order of info on your page, in the right pane, in the **Tabs** section, click and drag any tab to a new position.



Paladin Point of Sale

Page Inbox Notifications Insights Publishing Tools Settings Help

**Edit Page**  
Configure actions and tabs for your Page

**Templates**  
Choose a template with default buttons and tabs designed to help your Page.

Current template: **Business** [Edit](#)

**Tabs**  
Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.

**Use default tabs** ☐ OFF  
Turn on default tabs to use the tabs we think will be most successful for your type of Page.

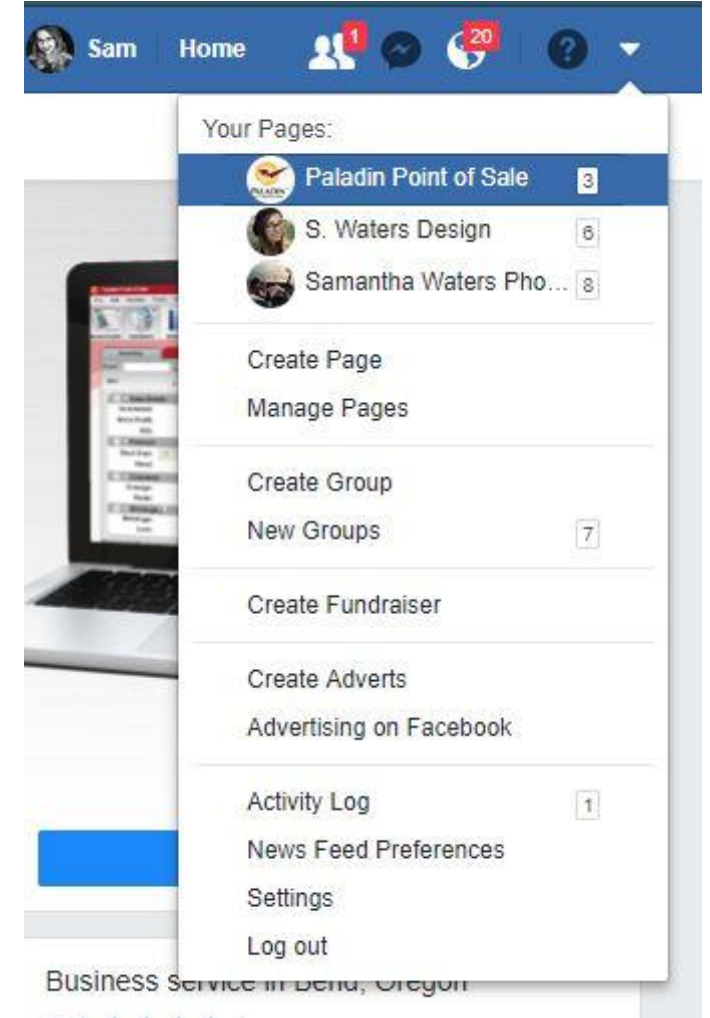
**Home** [Settings](#)

**About** [Settings](#)



## Add page admins

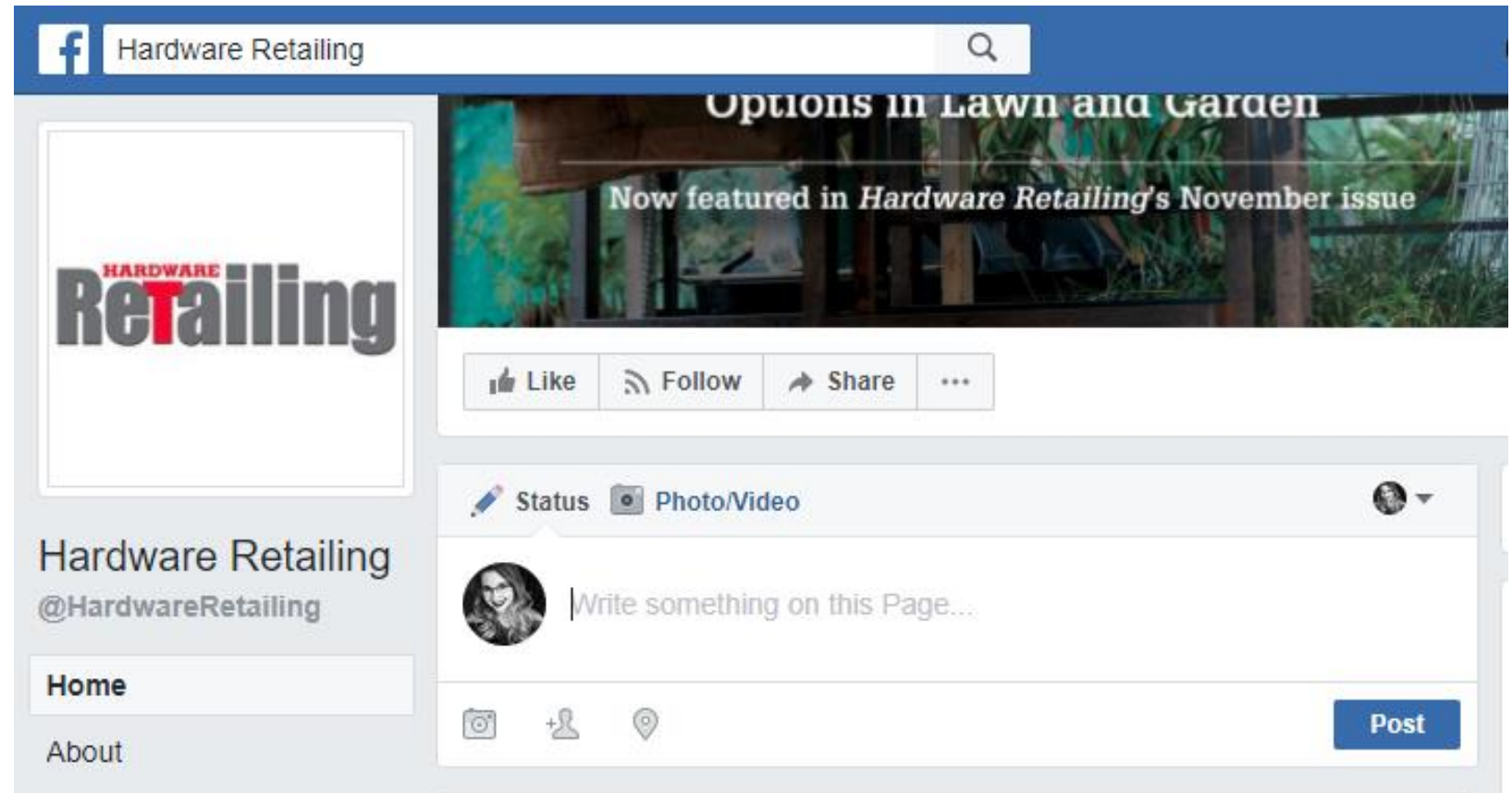
- It's easy for someone else to manage your page. A page admin can do everything that the page owner can do, except delete the page.
- To give another person a role, click **Page roles**.
- Search for his/her Facebook profile, and then select a role. If you want him/her to manage the page, we recommend that you select the **Admin** role.
- After you assign a role to someone, your business page will appear in that person's Facebook account.





## Interact with the posts and pages of other businesses

It's important that you interact with other's posts and pages, so they return the favor.

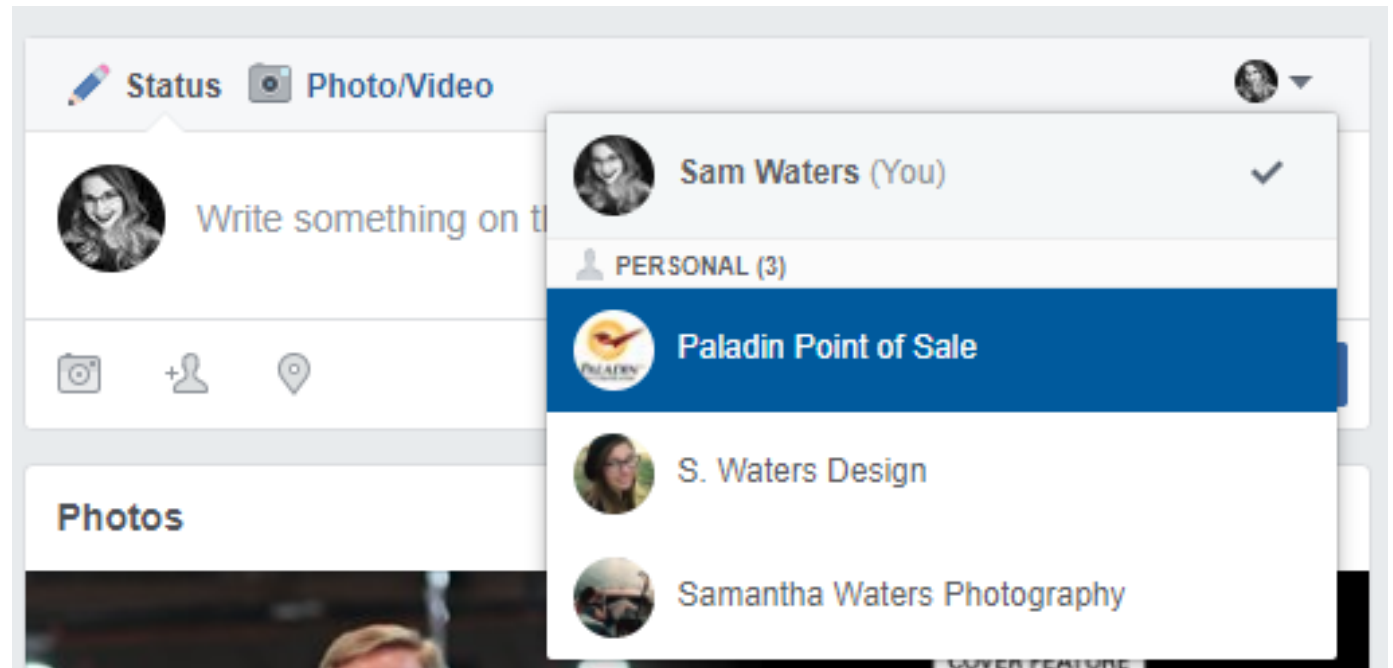




## Interact with the posts and pages of other businesses

### Post on other pages

- Some businesses allow you to post things on their pages, and others don't.
- If you see a box that says **Write something on this page...**, you can create a post there.
- Before you publish your post, make sure to select your preferred entity.

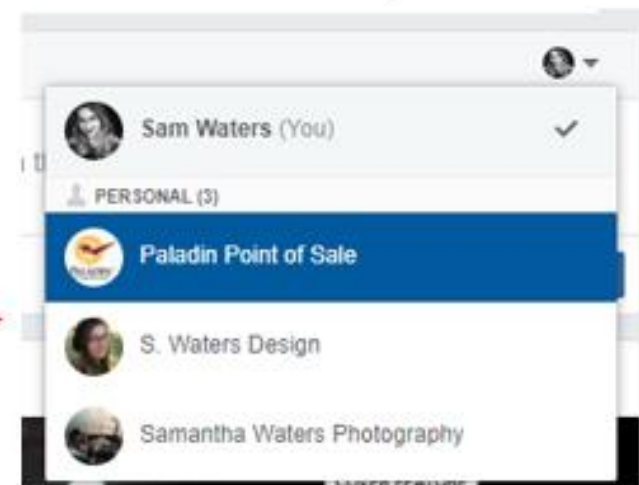


Share their post.  
Remember to do this for other pages, so that they will do it for you. This is also a good way to keep your page active when you can't think of content.

Like their post.  
Remember to do this for other pages, so that they will do it for you. Also if they tag you in something, make sure to like the post.



Be sure that you are acting as the correct entity.



Comment on their post.  
Remember to do this for other pages, so that they will do it for you.



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## Post on your business page

Under **Write something...**, select a post type, and then make sure to post as your preferred entity.

The image is a composite screenshot illustrating the Facebook post creation process. On the left, the 'Write something...' section is shown with eight post type options arranged in a 2x4 grid: 'Share a Photo or Video', 'Advertise your business', 'Create Offer', 'Start a Live Video', 'Get Phone Calls', 'Get Messages', 'Publish a Job Post', and 'Help People Find your Business'. A red circle highlights the entity selection icon (a small person with a dropdown arrow) in the top right of this section. A red arrow points from this circle to a dropdown menu on the right. This menu shows the current entity 'Sam Waters (You)' at the top, followed by a 'PERSONAL (3)' section, and then a list of business entities: 'Paladin Point of Sale' (highlighted in blue), 'S. Waters Design', and 'Samantha Waters Photography'.

Write something...

Share a Photo or Video

Advertise your business

Create Offer

Start a Live Video

Get Phone Calls

Get Messages

Publish a Job Post

Help People Find your Business

See All

Sam Waters (You)

PERSONAL (3)

Paladin Point of Sale

S. Waters Design

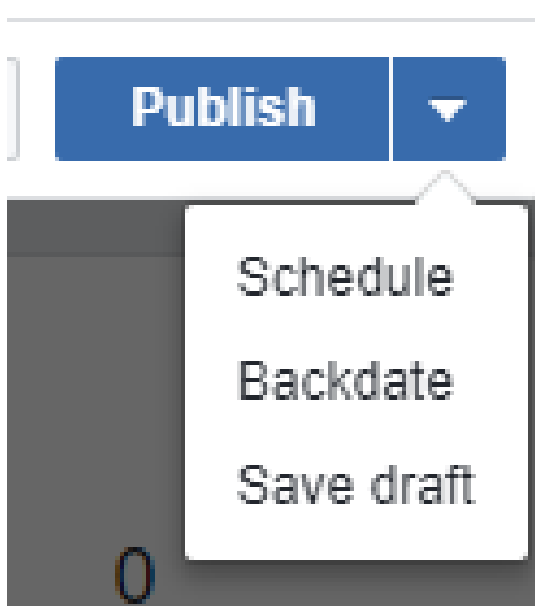
Samantha Waters Photography



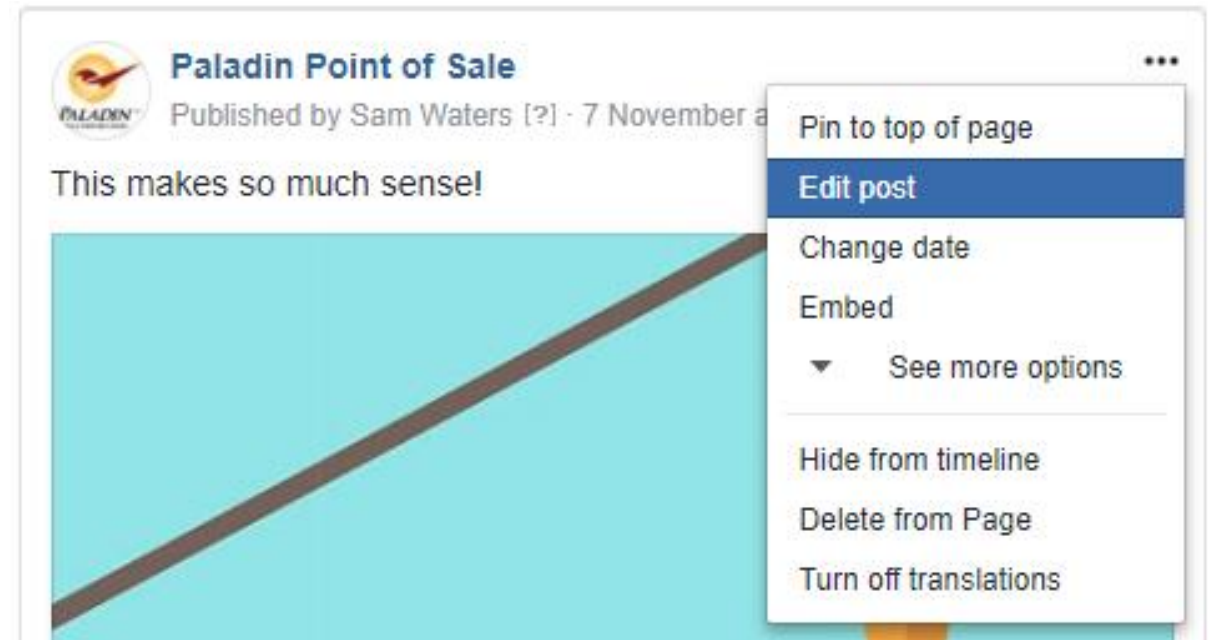


### Post on your business page

You can schedule your post, or you can publish it immediately.



If you accidentally publish something, or need to make an edit, you can make changes.



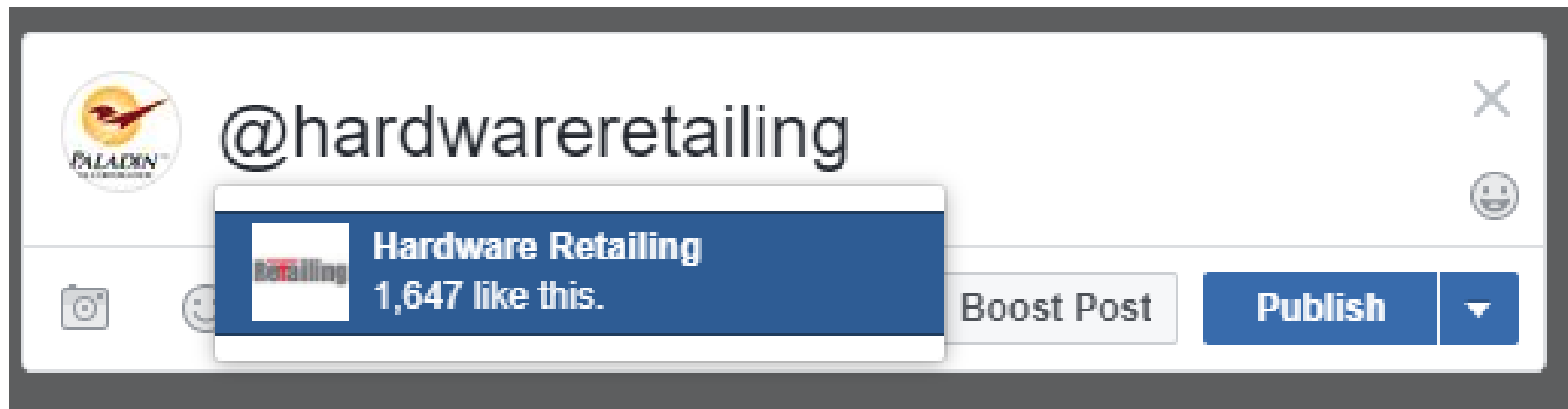


### Post on your business page

To tag another business in your post, use the page's handle.

A handle looks like this: @paladinpos

If you don't know a handle, you can find it on their business page.





### Post on your business page

#### **Post Ideas**

- Contests
- Giveaways
- Sales
- Questions
- Photos of staff and happy customers
- Great news for your company
- Town events
- Repost old content that performed well
- Useful articles or videos
- Interesting industry news
- Industry-related memes

If you can't think of content, share someone else's!

**To increase engagement, include images with your posts.**

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## Post on your business page

**Paladin Point of Sale**  
Published by Sam Waters [?] · 20 November at 07:29 · 🌐

Do you know what "economic nexus" is? Or a "Home Rule" state?  
Take this quiz and find out your Tax IQ.

 An icon depicting a checklist with a pencil and an arrow pointing to a person's head with question marks, symbolizing a quiz or test.

**What is your TAX IQ? | Avalara Tax IQ Quiz**  
Do you know what "economic nexus" is? Or a "Home Rule" state? Take this quiz and find out your Tax IQ  
AVATAXIQ.COM

**Paladin Point of Sale**  
Published by Sam Waters [?] · 4 October · Bend · 🌐

"Small hardware stores are not dead" says this Paladin user to Hardware Retailing Magazine. Read this article and see why this still store going strong!  
[http://www.hardwareretailing.com/after-10-years-10th-stree...](http://www.hardwareretailing.com/after-10-years-10th-stree.../)

 A photograph of the exterior of 10th Street Hardware, showing a colorful display of pots and plants in front of the store.

**After 10 Years, 10th Street Hardware Looks to New Beginnings | Hardware Retailing**  
10th Street Hardware, in Philadelphia, recently celebrated its 10th anniversary. The store owners are planning a second location in another neighborhood.  
HARDWARERETAILING.COM

**Ace Hardware**  
23 March 2016 · 🌐

One animal shelter is a step closer to winning a makeover with Animal Planet's Pet Nation Renovation contest! Vote for your #1 pick now:  
<http://www.animalplanet.com/petnation>

 A photograph of a woman standing in front of a chain-link fence, with text overlay promoting the Pet Nation Renovation Contest.

**Go to AnimalPlanet.com/PetNation  
Pet Nation Renovation Contest**

No purchase necessary to enter or win the Pet Nation Renovation Contest. Contest begins on 3/23/16. Winner must be received by 4/16/16. Open only to 2016 Pet Nation contest winners. Additional rules and restrictions apply. See rules at [www.animalplanet.com/petnation](http://www.animalplanet.com/petnation). Winner must be received by 4/16/16. Winner must be received by 4/16/16. Winner must be received by 4/16/16.

49 1 Comment 42 Shares 1.5k Views

**To increase engagement, include images with your posts.**



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## Social media marketing: Get started with Facebook



## Post on your business page

**Paladin Point of Sale**  
Published by Sam Waters [?] · 4 October · 🌐

Another great show last month at The Bostwick-Braun Company Fall Dealer Market 2017!



1021 people reached

Boost Post

Like Comment Share

**Paladin Point of Sale**  
Published by Sam Waters [?] · 7 November at 14:19 · 🌐

This makes so much sense!



**Do Loyalty Programs Work? - Retail Science**  
Retailers continue to ask, do loyalty programs work? The short answer: YES!  
Read why you might want to start a customer rewards program in your store.  
PALADINPOINTOFSALE.COM

Great [contest](#) from our local [Ace Hardware](#).



Enter to Win a \$50 [Ace](#) Gift Card from Olson's [Ace](#)  
Fill-in this short form for your chance to win a \$50 [Ace](#) Gift Card!

[CONTEST.FBAPP.IO](#)

Play

## To increase engagement, include images with your posts.



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## Post on your business page



To increase engagement, include images with your posts.



### Posting on Facebook: Do's and don'ts

**DO** post friendly and engaging topics, that are engaging enough to strike an opinion, but won't cause a heavy emotional attachment.

**DON'T** post religious topics and political topics.

**DO** post neutral topics.

**DO** post images.



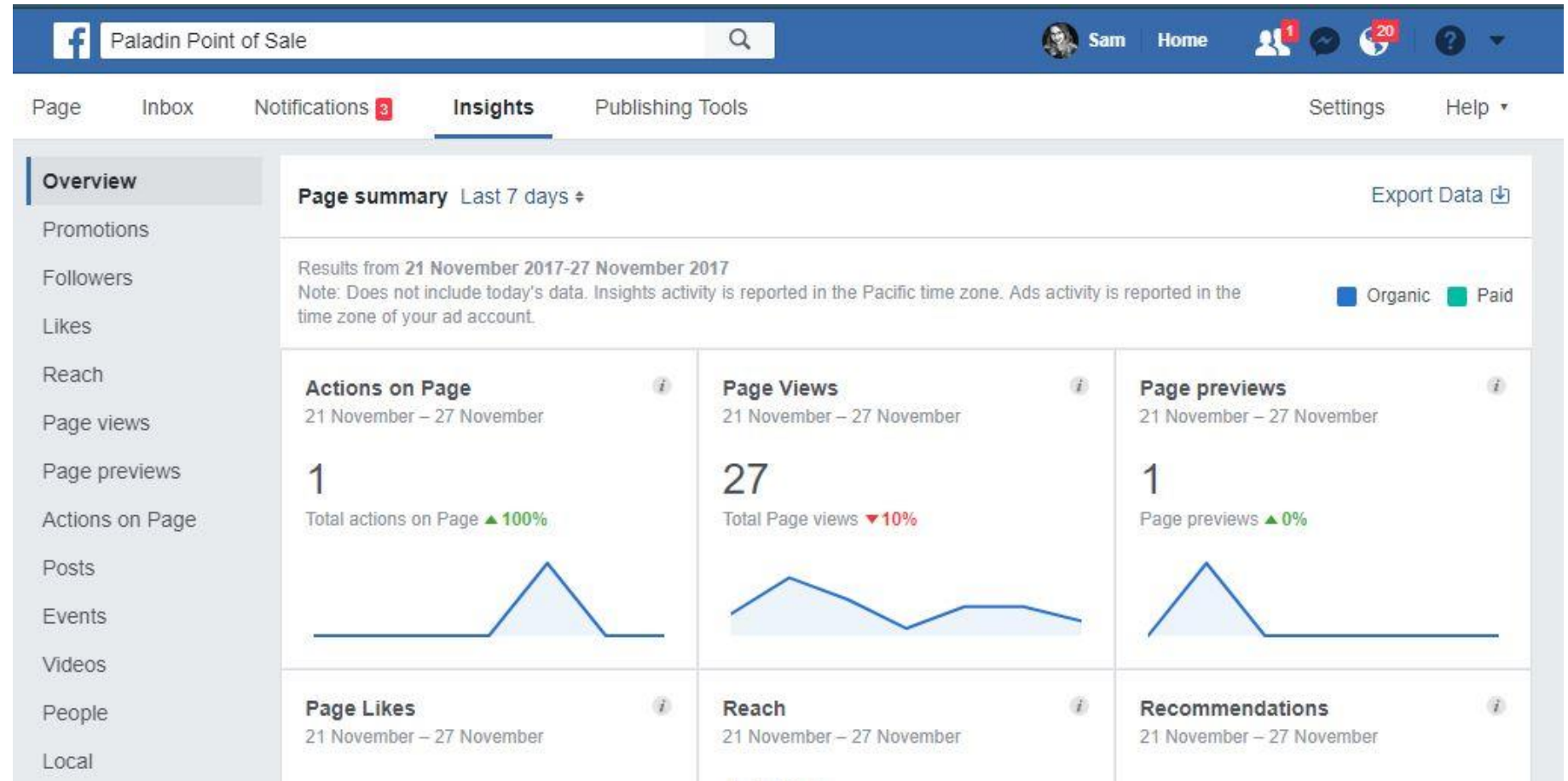
### Keep on posting

- It is about quality, not quantity.
- It is a good idea to post engaging content about 5 times per month.
- However, there is no golden number of posts that will work for all businesses.



## How well did my post do?

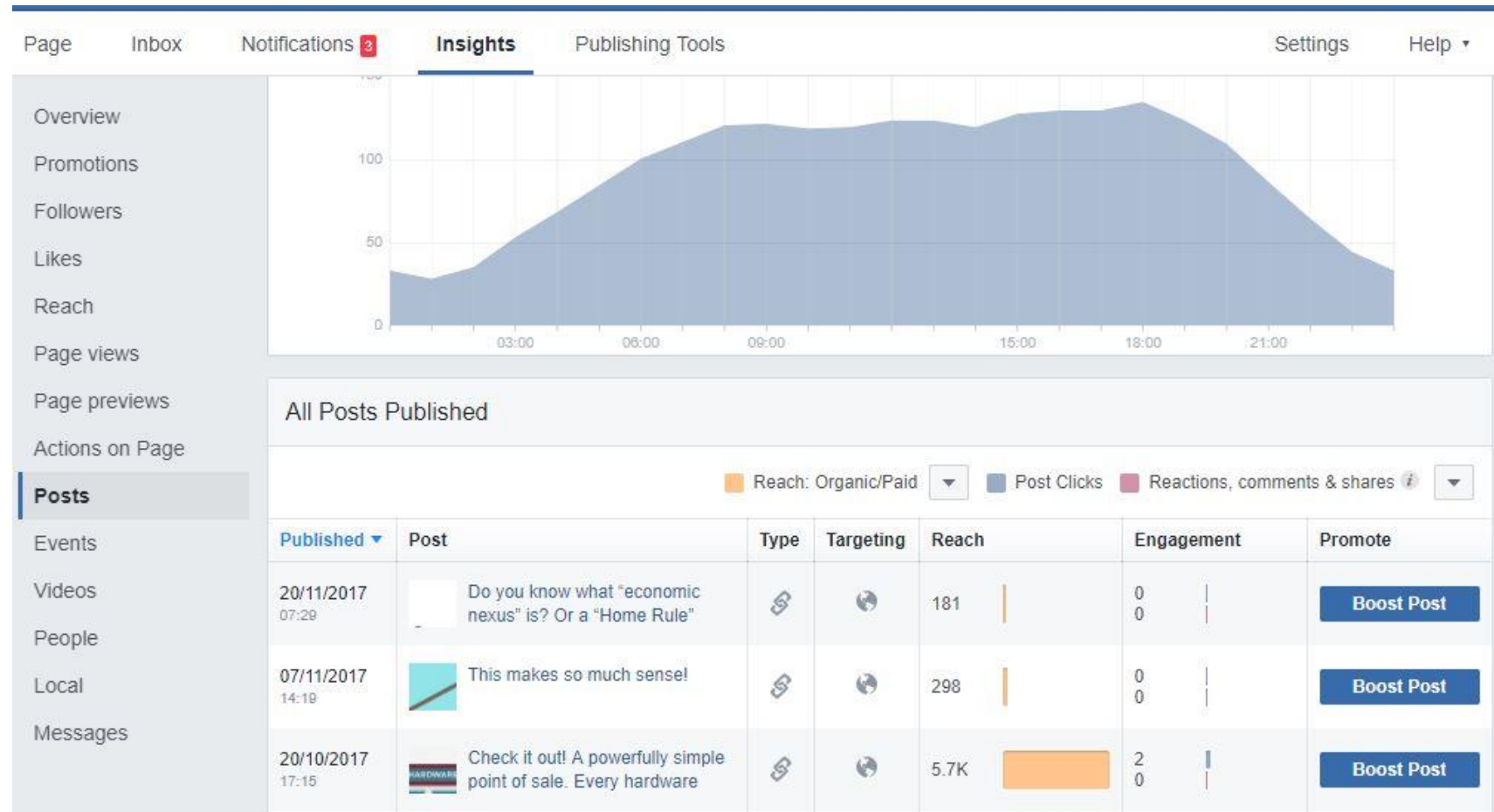
To see how well you page and posts are performing, click **Insights**.





### How well did my post do?

**Insights** will show you the kinds of data that you see in this graphic.







### Best practices: Responding to notifications

Page    Inbox    **Notifications**    Insights    Publishing Tools

If someone...

- Tags you: Click **Like**.
- Shares or likes your post: Keep that person in mind when looking for content to share.
- Clicks **Like** on your page: Click **Like** on their page.
- Sends you a message: Go to your inbox, and reply to that person promptly.
- Leaves a review on your page: Reply quickly, because people can see how much time it takes for you to respond and/or solve problems.



### More information

- If your Facebook efforts do not show immediate results, that's okay!
- If you want to learn more about current social media trends, search online.
- If you want to gain more followers, you'll need to learn the strategies that work best for your business and your goals.



### More information

- Your Facebook posts do not reach all of your followers. To have more engagement and to reach targeted audiences, consider these Facebook services:
  - **Facebook Ads**
  - **Page Promotions**
  - **Post Promotions**
- In your store, place checkout signs with this message:

*Never miss a sale. Join us on Facebook.*

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Learn more

- [Getting started with Pages](#)
- [Setting up your page](#)
- [Getting started with ads](#)
- [Facebook marketing resources](#)
- [Advertiser Help Center](#)
- [Advertising Insights](#)



### Our next webinar

**ID badges: Scan your way to more security and efficiency**

Tuesday, January 23rd, 2018 @ 9:00 am PST

Scan your ID badge to sign into Paladin Point of Sale or immediately approve a manager override.

This time-saving solution eliminates manual password entry and increases security in your store.

It's easy to set up. Learn more in this webinar.



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Recording available at:  
[portal.paladinpos.com/webinars](https://portal.paladinpos.com/webinars)

