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Here's How to Create a Facebook Page For Your Business

In the last issue we talked about the importance of building a business presence on Facebook. In this issue we're going to talk about creating a page for your business on Facebook.

There are some confusions as to how to separate your Facebook Business Page from your personal page. It used to be that you simply couldn't make a business page for your firm in case you didn't have a personal account.

But now, things have changed. Facebook now allows for creating pages solely for business purposes. This makes it easier to get your company noticed on the internet using Facebook as well as keep your photos separately and protected.

When practicing social media management, it is important to differentiate the two though. Professionals recommend using a page instead of a profile is far better where any business matter is concerned. While profiles are designed for people, pages, on the other hand are far more suitable for organizations, businesses, folks who've celebrity status or any person who needs professional presence in the Web. Because of this, a Business Page is a lot more fitting.

For business it is best to start with a page straight away rather than converting your profile to a page later on as this is a more strenuous task on your part later on.

To get started in Facebook for Business, you will have to go to the site and create a page. It is pretty straightforward to complete, just follow the steps provided and should you require help you can go to Facebook's support center for the answers to your questions and much more comprehensive directions:<http://www.facebook.com/help/?page=904>

Go for the very first option

After that, you will be asked for a page name, and if you are the official representative of the entities you created. It's also crucial that you have read the Facebook terms to make certain you won't have any trouble with your account becoming deactivated for violating the guidelines later on.

The site can be very strict when it comes to numerous accounts so be cautious not to mix your personal account together with your business page. Also, you will want to answer the basic questions on your Fan page as this is helpful in adding more credibility to your site like the company background or history, business locations along with contact numbers.

The great thing about Facebook marketing is that it gives you the advantage of analyzing. Using these, it is possible to assess the site visitors coming to your site as well as account your activity quite simply. Your business will also be able to effortlessly engage customers to promos and just as simply figure out whether these promos are effective in driving targeted traffic to your page and to the overall sales. This is not offered in a normal profile page.

Another advantage that a page will offer is its Like Button. The Like Button will give you an indication of customer base. The amount of possible 'Likes' to your page is unlimited unlike in a standard page profile page where folks are only limited to 5000 friends.

One thing you should keep in mind in your business page is to maintain professionalism. You need to always work towards having an enthusiastic and updated page which will garner the respect of people. In some cases, you will want to make your page far more fun and interactive than it is supposed to be. However, the bottom line is, you must always keep in mind that you are raising brand awareness. Each status update, pictures, links and notes which you post should consistently move towards a professional image despite of the site's casual manner.

Watch out for our next issue. You are going to learn about how this social network can help you attract new

customers and clients.

Not all online marketing methods have the same power as [Facebook marketing](#) to get the audience your business needs. In addition to that, utilizing [Facebook for Business](#) enables you to interact with your target audience.

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