

How to Use a Facebook Business Page

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[Facebook](#) has hit 500 million users and more companies are using Facebook and [social media](#) in their marketing and advertising strategies. There is a huge amount of audience reach in [social media marketing](#), but there are also certain tactics a business should use when engaging with their customers.

Here are 3 effective tools to use for your [Facebook business page](#).

1. Business Page

Have a business page that is separate from your personal account. It should represent your company and be designed to encourage visitors of your page to interact with other facets of your profile. It should also include a call to action and a link to your business website if you have one. You have the most control over this page. Facets include:

- Company Info
- Photos
- Videos
- Links
- Discussions
- Updates
- Several hundreds of optional applications

Any consumer or company can interact with you on your business page by simply clicking the “Like” button at the top of the page.

2. Facebook Groups

Groups are simple networks that allow you to build a community of supporters for your brand. They provide a Facebook marketer the use of:

- Discussion boards
- Photos

- Video
- Links

Plus, they're free. Period. Any company can affordably and instantly network with consumers and other companies through Facebook groups.

3. Facebook Events

Facebook Events is a free application that enables you to promote marketing events. These events could include sponsored parties, product launches, or fundraisers.

Events get their own pages, like groups, that include:

- A "wall" attendees can post comments on
- List of invitations and RSVP's
- Discussions
- Photos
- Videos
- Links

All friends invited receive a personal notification requesting their RSVP. Facebook events are a quick and easy way to promote events to hundreds of people, monitor who will be attending, and gauge the anticipation of attendees.

These 3 basic Facebook tools provide marketers with the ability to reach their audiences at a much more personal and involved level. It allows for an audience member to feel like they are a part of their brand and share their association with other friends.

[Social media marketing](#) is fast becoming the best way to reach consumers. It is important for a business to maintain a presence in [social media](#) and be available to consumers online.

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