



## Facebook Business Pages By Jessie

### Personalised Business Page Set-Up

Set-Up Includes:

- Setting up your business page
- Creating your personalised landing page
- Adding appropriate apps to your business page
- Personalising settings and images on your business page
- Setting up Facebook links to external sources
- A tutorial on how to optimise your Facebook business page and how to maintain it

### 'Top-Up Service'

Option 1: Updating/amending personalised landing page when required

Option 2: Adding/expanding on a developed business page

Option 3: Adding/amending products to the 'shopping cart' app

### Price List

|  |          |
|--|----------|
| Personalised Facebook Business Page Set-Up | £95      |
| Top-Up Service Option 1                    | £25      |
| Top-Up Service Option 2                    | £25      |
| Top-Up Service Option 3                    | £25-£35* |

*Prices shown are excluding VAT. These prices are based on the use of the free website program and free apps –subscription versions of the website program and apps will be charged directly to the customer.*

*\*Price will depend on work required.*

### Contact Details

For further information or to arrange the set-up of a personalised Facebook business page please contact Pam or Jessica.

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### Services In Detail

#### Setting up a Business Page

Business pages are created by 'admins' and are accessed through a personal Facebook profile. In the process of personalising your business page I will be admin. An admin is the only person who can edit and add things to your business page however, more than one admin can be allocated to a page. For me to allocate another admin I will need to become friends with the allocated person on my personal profile and link them to the business page. Once this is done I can remove myself as admin from the business page however if you think you will require a Top-Up Service in the future, I can stay listed as an admin on your business page.

#### Creating a Personalised Landing Page

To create a personalised landing page, a website program will be used. You will be given your own login and password for the program in the Facebook tutorial so you can make your own amendments to the landing page if/when required. The free version of this program allows you to create a page that shows fan and non-fan content, add videos, images, create forms, add location maps, link to 'mail chimp' newsletters, add contact forms, create promotions etc. If the free version is not adequate for your needs there are versions you can pay a monthly subscription for but please note that this cost will not be included in your service fees. Non-fan content usually includes an incentive for people to 'like' the page like discounts, special offers or freebies only available to fans.

#### Adding Appropriate Apps

'Apps' stands for applications and are added to your page from external websites or from Facebook developers. There are many different apps for all businesses but like the landing page, some apps come at a price - this is usually a monthly subscription which will not be included in your service fees. An example of a popular app for small businesses is the shopping cart app. This is free and as well as making your business page ecommerce, the products are also listed on the worldwide Facebook Mall. Other free apps include reviews, blogs, contests, coupons, job vacancy posts, polls and links to twitter.

## Personalising Settings and Photos

Facebook is constantly changing the layout and the way permissions are set. Settings can be changed so you can control who can write/tag/add photos on your business page and control what is written using the 'profanity block list'. A vanity URL can also be created after so many users have 'liked' the business page so rather than having the standard Facebook URL which is usually the business name followed by a sequence of numbers, it can be changed to just the business name. This vanity URL will be done when possible as part of the service fee. Finally, the photos that appear at the top of the page can also be customised to only show the photos that you want rather than the standard setting of photos being chosen at random from your page's albums.

## Setting up Facebook Links to External Sources

Facebook has created Social Plug-ins which means you can link your Facebook business page with your company website. Having the Facebook link on a company website can encourage people to 'like' your page. This needs to be done through the company website management system or if the website is managed externally, you need to get your supplier to do this for you. Links can also be created within company e-mail accounts, the Facebook icon with a link to your business page can be created which again, encourages people to visit it.

## Facebook Tutorial

At the end of your Facebook Business Page Set-Up you will be given a 'Facebook Tutorial' which will ideally be face-to-face and backed up with written guidelines for you to keep. This tutorial will run through the program used for the personalised landing page so you can update it yourself, show you how to manage and update your apps and Facebook account and also tips on how to make your Facebook business page a success.

## Top-Up Service Options

### Option 1

This includes updating and amending content and/or offers to encourage fans on the personalised landing pages.

### Option 2

This includes adding or expanding a developed business page. For example, adding more apps to the page, changing settings, amending/deleting existing apps, adding links to websites and e-mail.

### Option 3

This includes adding/amending products to the 'shopping cart' app. The shopping cart settings will be set up as part of the main service fee however the input of products will be an extra charge. This includes formatting the product images, filling in product details and arranging individual product settings.