

How to Create Facebook Fan Page

Facebook Fan Page is not only designed for an artist or public figure, but also great for businesses. This Facebook Fan Page can be one of free marketing tools since it allows you to create awareness to your brand through search engine results and also sort of advertising. The other benefit of this Fan Page is that this account enables you to have unlimited friend count which is great compared to basic personal Facebook account which is limited and capped to 5,000 friends. Moreover, this Fan Page also allow people to check into your brand and leave comment which is great for branding.

Setting up a Fan Page account is easy but you need login to your personal Facebook account to start it. If you do not have one, you should create one even your data will not appear in your Fan Page unless you choose to add it. This is required as one way of verification and also to show a compliment of being Facebook user.

What You Will Need:

- **Business Description**

To give your audience some perspective on your business, start with describing the industry you work in and what will you offer. Let your audience also know little bit about history or background of your business, such as whether your company is a new or established business. Also, spend some times to write about your business mission and vision in which can indicate your company competitive advantage.

- **Product Information**

List all your available products and write brief descriptions about each of them. The shorter is usually better, but importantly it must be clear, easy to understand, descriptive and not misleading. Avoid giving wrong information because it will greatly impact your business reputation which is very costly or perhaps even lead to no chance to repair it. In addition, adding physical dimension will always help to help your customer visualized it.

- **Pictures**

Having High Resolutions pictures are expected for greater result. Not only gives professional look on your business, but it also helps you in case you need to edit or modify the picture adjusting to Facebook template. Prepare good amount of pictures,

especially when you have several products to sell. Moreover, make sure that all the pictures taken are attractive and will increase your chances of boosting sales.

- **Contact Information**

Even Facebook Fan Page is considered a touchpoint with your customer, some customers still prefer to have an alternative way to contact you. Therefore, contact information is very important to be displayed immediately when you create it. Contact information also gives some degree of verifications to your business to help customer to identify a potential scam Page. In case you just establish a new business, perhaps it is better to create a new contact information which exclusively apart from your personal ones to give you more privacy.

Once you have all the details above, now you can create a Fan Page by following the steps below:

1. Choose a Page Type

After login to your Facebook, now you can choose a Page from Local Business or Place, Company, Organization or Institution, Brand or Product, or Entertainment. You just need to fill all the information required such as address for Local Business, or product category and Product name for Product or Brand Page.

2. Fill in “About” Information

Set Up Cool Web Developer

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

155

*Tell people what your Page is about...

Website (ex: your website, Instagram, Twitter or other social media links)

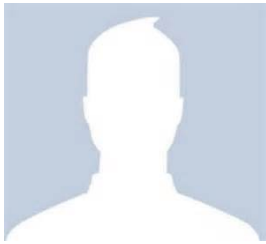
It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.

http://www.facebook.com/ Enter an address for your Page ...

Need Help? Skip Save Info

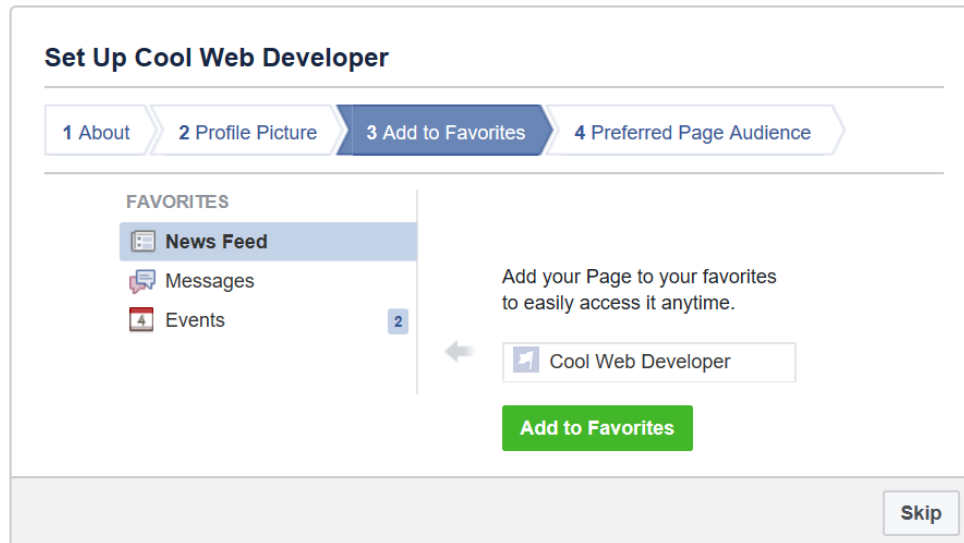
Give brief description about your page which will help it show up in the right search result. This information can be updated later in your Page Settings. If you have existing website or other social media account for your business, you also can add the information in this page, so that people can visit to the link if they need more information or prefer to be connected in other way.

3. Add Profile Picture



In Facebook, Profile Picture is really important to determine the reliability of your account. Make sure you have proper, updated and professional profile picture in how you want your business to be presented. Inappropriate profile picture can drive people away and prevent them to even look at your page.

4. Add to Favorites



Since this Fan Page is designed to be an addition to your personal account, Facebook provides tool that allow you to add your page in Favorites. This tool enables you to access it easily through your account.

5. Set up Preferred Page Audience

Facebook users usually vary from all kind of category. In order to meet your expectation, you can set who would you like to be your audience of your page. You can set it by location, age, gender, interests and language if you target people using only in certain language.

After you done creating the Page, then it is the time to manage your page. Check our complete guidance on how manage your Facebook Fan Page for the best result.