**Marketing your Business thru Social Media Platform: Facebook**

People nowadays are fond of posting daily updates about their individual lives through social media. The most used social media platform is Facebook. This app allows you to reach out to a variety of audience which is a great outlet for one’s business. Facebook has around 2 billion active users per month.

It is considered a very smart move to use Facebook as an avenue for one’s business. Facebook offers a lot of tools that aids the user in promoting one’s Facebook page.

But the question is, “How do you make use of Facebook to boost or grow your small business?”

**Tip # 1 – CREATE Business Page**

Creating one’s business page in Facebook is somehow similar with your profile but the page focuses on business and brands. It gets likes in order for posts and updates to be seen. You also get to invite people to view your page.

Your business page, once created should be equipped with all the necessary information such as, business address, contact information, website (if applicable), operating hours, and products. It must also contain a profile and cover photo that speaks about your business.

**Note:** Your page must be clear and concise and must focus on what your business is about. It should highlight the necessary info about the business.

**Tip #2 – POST, POST, POST**

Posting is a very common feature of Facebook. We post to inform, to educate, to gather likes, to share what we learn and to build our network.

In using Facebook as a platform for your business, posting regularly is a must. But it must not be overbearing like posting every minute or posting so little information that it makes your followers lose interest.

In posting, quality over quantity matters. You need to take note of the content of your posts that would both be informative and interesting. It must be transparent and has great quality.

**Note:** Posting regularly with good quality content promotes your business.

**Tip #3 – PROMOTE PAGE/FACEBOOK ADS**

Creating content for your page and sharing is sometimes not enough. Luckily, Facebook offers ways in order to widen your business’ market scope. When you create your page, you can send invites to your potential and target customers. You can also link your website to your Facebook page.

Also, Facebook offers a PROMOTE PAGE option where you spend a small amount as payment so your post could reach more viewers and followers.

Another way to increase visibility is to make use of Facebook Ads. Promoted Facebook posts are similar to regular posts but they reach more people and targets audience that are most likely to be interested in your business. They can target people by age, gender, location, and most importantly interests.

**Note:** To increase audience and post’ reach, engage in Facebook ads and Promoting page

**Tip #4 – ENGAGE FOLLOWERS**

Engaging is defined to be an interaction between people. Facebook’s algorithm prioritizes pages and posts that creates engagement between members.

Since Facebook is a social media platform, you as a Facebook business page owner needs to be social, thus, your posts should be an avenue for conversation.

It is a must for Businesses to respond to followers’ queries, comments, suggestions, and concerns. Getting to know the customers’ needs and wants can be addressed by using polls and responding to reviews.

**Note:** To be engaging, you must post quality content. That is friendly, conversational, and easy to understand. Updates must be timely and private messages and comments should be responded promptly and clearly.

**Tip#5 – RIPPLE/SNOWBALL EFFECT**

The most common attitude of human beings is imitation. Human beings have the tendency to use something that has been tried and tested by someone familiar like friends, family, relatives, and influencers. Thus, they tend to try it for themselves.

Social media especially Facebook is the new “word-of-the-mouth”, “the talk-of-the-town”. As a business owner, you would want to be mentioned or talked about by people. The satisfied customers that you have are your best tools in promoting your business.

When you treat your customers well, they are most likely to recommend your business to their own network of friends and colleagues that would create a bigger audience for your business. This creates a ripple effect.

**Note:** To create a wider audience for your business, start with a few customers that are satisfied by your work ethics, product quality, and good service. These few customers would then spread the word about your business, and voila! Bigger and better audience.