



# facebook



enhancing your digital presence 



Well, what is Facebook?

It's a free social profile platform where users can connect with friends and share updates, videos or photos. Try it!



## Why does my business need a Facebook account?

**01** **68%** of online U.S. adults use Facebook

**02** **79%** of consumers research online prior to making in-store purchases

**03** **57%** of buyers say that social media influences their purchases, lead by Facebook at **44%**

**04** **52%** of users discovered new products they were interested in purchasing on Facebook.

## Did You Know?

Facebook has over **1 billion** daily active users. That's about **1 in every 7** people!



**95.8%** of marketers say that Facebook gives the **best** ROI (return on investment) among all other social media platforms

# Create a Facebook business account

**01** Visit [www.facebook.com/pages/creation/](http://www.facebook.com/pages/creation/)

**02** Enter your business information, including page name, address, and type of business, etc.

**03** Confirm your email or phone number & verify your business profile

**04** Make your first post!

Boost your posts with Facebook ads

Avoid long, wordy posts

Make your content relevant and worth sharing

Be sure to update these settings: profile picture, about page, website link, location address, phone number, and business hours #TipsFromEbbie



## Questions?

Give EBC a call or send us a message at

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