



FACEBOOK BUSINESS GUIDE

FACEBOOK

has 2.80 billion monthly active users.

80 MILLION BUSINESS PAGES

44%

of consumers admit their shopping behavior is influenced by Facebook.

WHAT IS FACEBOOK BUSINESS?

Facebook has more than **2.8 billion** active users, making it an important platform for **small business** social media marketing.

A **Facebook Business Page** can help connect you with customers and offer key information about your business, products, services, and upcoming events.

There is often a great deal of confusion among new Facebook users about the difference between **Facebook profiles, pages, and groups**.

In order to create a Facebook business page, you will first need to have a personal Facebook account. Your business page will then be attached to your personal account.

It is yet another way to add to your local Search Engine Optimization (SEO) strategy so that your agency can be more easily found online.

The screenshot shows a Google search for "pacific crest services". The search results are as follows:

- LISTED SECOND ON GOOGLE SEARCH ENGINE** (indicated by a blue arrow pointing to the second result)
- Search results for "pacific crest services" (About 15,100,000 results (0.69 seconds))
- Result 1: <https://www.pacificcrestservices.com> - Pacific Crest Services. Description: practical application, and coaching on how to market, sell, and service commercial policies to get your agency writing commercial business quickly. LEARN MORE. WHAT OUR ... WHO WE ARE · Experienced Agents · New Agents · Pcs Agent Login
- Result 2: <https://www.facebook.com/.../Business-Consultant> - Pacific Crest Services - Home | Facebook. Description: JCN Insurance Services · CNA Financial · Jamie Allen Bishop. ★★★★★ Rating: 5 · 7 votes · Price range: Not Applicable

HOW TO SET UP A FACEBOOK BUSINESS PAGE

STEP 1

Go to <https://business.facebook.com/>

STEP 2

Click "Create Account" then type in your business name.

STEP 3

Add a category (Insurance Agency) to describe your Page. This is a way for people to find you on Facebook when they search for a type of business.

STEP 4

Enter your business information, like your address and contact information. Once you are finished, select Continue.

STEP 5

Add a profile photo for your Page, this can be your business logo or professional headshot.

STEP 6

Add a cover photo for your Page, if you used a professional head shot for your profile photo, use your logo to display on your cover page.

STEP 7

Every Page has a username. A simple and specific username will make it easier for people to find your business. People can type your username into the search bar after www.facebook.com/ to go directly to your Page. Your Page username appears below your profile picture and each time you post. **Example:** @pacificcrestservices

STEP 8

Edit the about section on your page, which allows you to share business details, like contact information, store hours, and to tell customers what you have to offer. This description will also appear in search results when people search for your business online.

STEP 9

Have a call-to-action (or CTA) button to get people who visit your Page to take an action.

For example:

- Book appointments
- Contact your business directly through chat, email or phone
- Download an app
- Buy something

Manage Page

- Pacific Crest Services
- Page
- News Feed (8 new)
- Updates (New updates)
- Manage Shop
- Business Suite
- Inbox (4 new comments) **CHECK YOUR INBOX DAILY**
- Business App Store
- Events
- Resources & Tools
- Manage Jobs
- Notifications (99 new)
- Insights

PROFILE PHOTO

PAGE BANNER

PacificCrest Services

GROUPS

Request Reviews for Pacific Crest Services

Businesses with at least one review get an average of 78% more Page visits in a month. You can write a post requesting people who like your Page to leave a review for Pacific Crest Services.

Request Reviews

Manage your Page and Instagram account together with Business Suite. [Go to Business Suite](#)

About **BUSINESS ADDRESS**

450 W State St Ste 215
Eagle, ID 83616

Promote your business locally to lead people directly to 450 W State St Ste 215 Eagle, ID 83616.

Promote Local Business

ABOUT

- Pacific Crest Services is an insurance alliance focused on helping agents build successful independent insurance practices. You deserve more than just carrier appointments. You need a solid foundation that includes training and education.
- Why Pacific Crest? Join hundreds of our alliance members operating in 23 states. Realize your business goals through the benefits we provide: strategi... [See More](#)

850 people like this

889 people follow this

16 people checked in here

WEBSITE

<http://www.pacificcrestservices.com/>

FACEBOOK POST

Pacific Crest Services is in Eagle, Idaho.
Published by IG pacific crest services · April 8 at 9:35 AM · Instagram

"The Nation's Leading Independent Agent Opportunity."

- At Pacific Crest Services, we provide Independent Insurance Agents with everything + more to have a successful Insurance Agency of their own.
- Started in 2008, the Pacific Crest Services Independent Insurance Alliance has grown to over 400+ agency owners in 23 states. The core of our business philosophy is helping insurance agents with all aspects of business operations, training, development, support, and strategy ... [See More](#)

BECOME A PART OF AN INSURANCE ALLIANCE

- ✓ 300+ CARRIERS
- ✓ BUSINESS STRATEGY
- ✓ HIGH COMPENSATION
- ✓ TRAINING & DEVELOPMENT
- ✓ ACCOUNTING & COMPLIANCE

HOW TO GROW YOUR BUSINESS PAGE FOLLOWING

Now that you've created a Page for your business, you want people to check it out. It's important to build a following of people who are interested in your products or services or the content you share.

WAYS TO GROW YOUR FOLLOWING ON YOUR FACEBOOK BUSINESS PAGE:

- Share your Page in your personal News Feed
- Join or create relevant groups
- Share your Page outside of Facebook
- Advertise your Page through Facebook and Instagram advertising platform
- Ask for page ratings and reviews to help build trust and credibility for your business

ASSIGN PAGE ROLES TO YOUR PAGE

TO ASSIGN PAGE ROLES:

1. Go to your Page
2. Select Settings at the top of your Page
3. Select Page Roles in the left column
4. Type a name or email in the box and select the person from the list that appears
5. Select Editor and choose a role from the dropdown menu
6. Select Add and enter your password to confirm

5 ESSENTIAL TOOLS FOR YOUR FACEBOOK BUSINESS PAGE

EVENTS



GROUPS



STORIES



SHOP



LIVE

