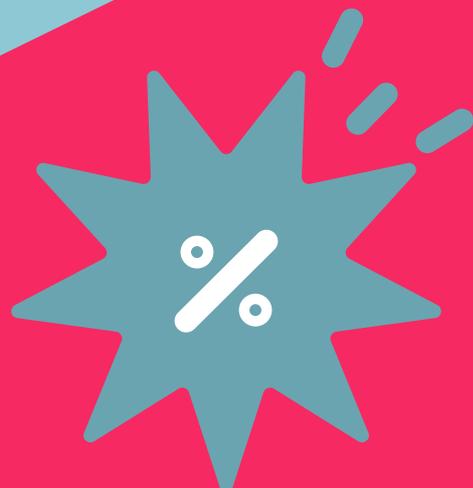


# FACEBOOK BUSINESS PAGE

STEP-BY-STEP

Beginner's Guide to Facebook Business  
Page Features



**Facebook offers a wide range of features for businesses.**  
**Here's a list of the main functions a business might utilise:**

**Business Page:** This is the primary online presence for any business on Facebook. It allows a company to share information about its products, services, and any other relevant content.

**Posts:** Regular updates shared on a business page. They can include text, images, videos, and links.

**Facebook Stories:** These are temporary 24-hour posts that can be used for timely updates, promotions, or behind-the-scenes content.

**Facebook Ads:** Paid promotional content targeting specific demographics or interests. They can appear in various formats and in multiple locations within the Facebook platform.

**Facebook Insights:** An analytics tool that provides data on page views, post engagement, audience demographics, and more.

**Messenger:** A direct messaging tool that businesses can use for customer service, inquiries, or even direct sales.

**Events:** Businesses can create and promote events. Useful for physical events, webinars, product launches, and more.

**Shop:** Allows businesses to showcase and sell products directly from their Facebook page.

**Services:** A section where businesses can list the services they offer, along with descriptions and prices.

**Reviews & Recommendations:** Customers can leave reviews and ratings, which are then visible to the public. A good rating can enhance a business's reputation.

**Videos:** A section dedicated to video content. Live videos can also be streamed.

**Offers:** Businesses can post special deals or discounts.

**Jobs:** Businesses can post job openings and accept applications through Facebook.

**Groups:** Create or join groups related to the business industry or customer community. This can enhance engagement and foster a sense of community.

**Check-ins:** If the business has a physical location, customers can "check in" to show they're visiting.

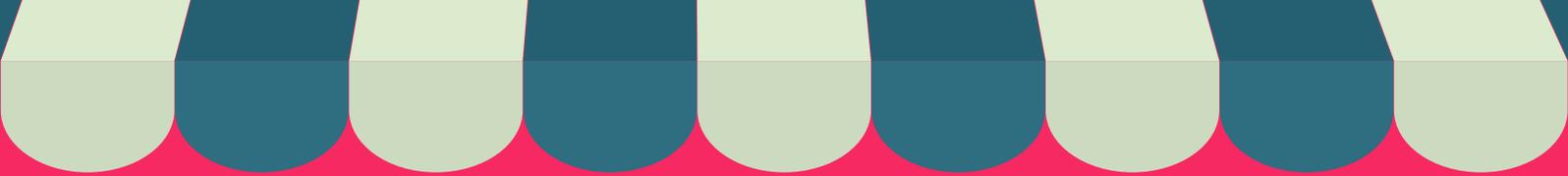
**Appointments:** Some businesses, especially service-based ones, can allow customers to book appointments directly through Facebook.

**Partnerships & Collaborations:** Collaborate with influencers or other brands to co-create content and expand reach.

**Automated Responses:** Set up automated messages to respond to common customer queries instantly.

**Saved Replies:** Pre-written responses that can be quickly sent to users in Messenger to answer frequently asked questions.

*This list provides a broad overview of what Facebook offers for businesses. Depending on the nature and goals of a business, some features may be more relevant than others. It's essential to stay updated, as Facebook often introduces new tools and functionalities to benefit businesses.*



# UNLOCK

Your Online Business

# SUCCESS



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