



#SheMeansBusiness

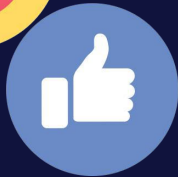


**Getting started on Facebook**

Jennifer Corcoran

My Super Connector

Croydon / London

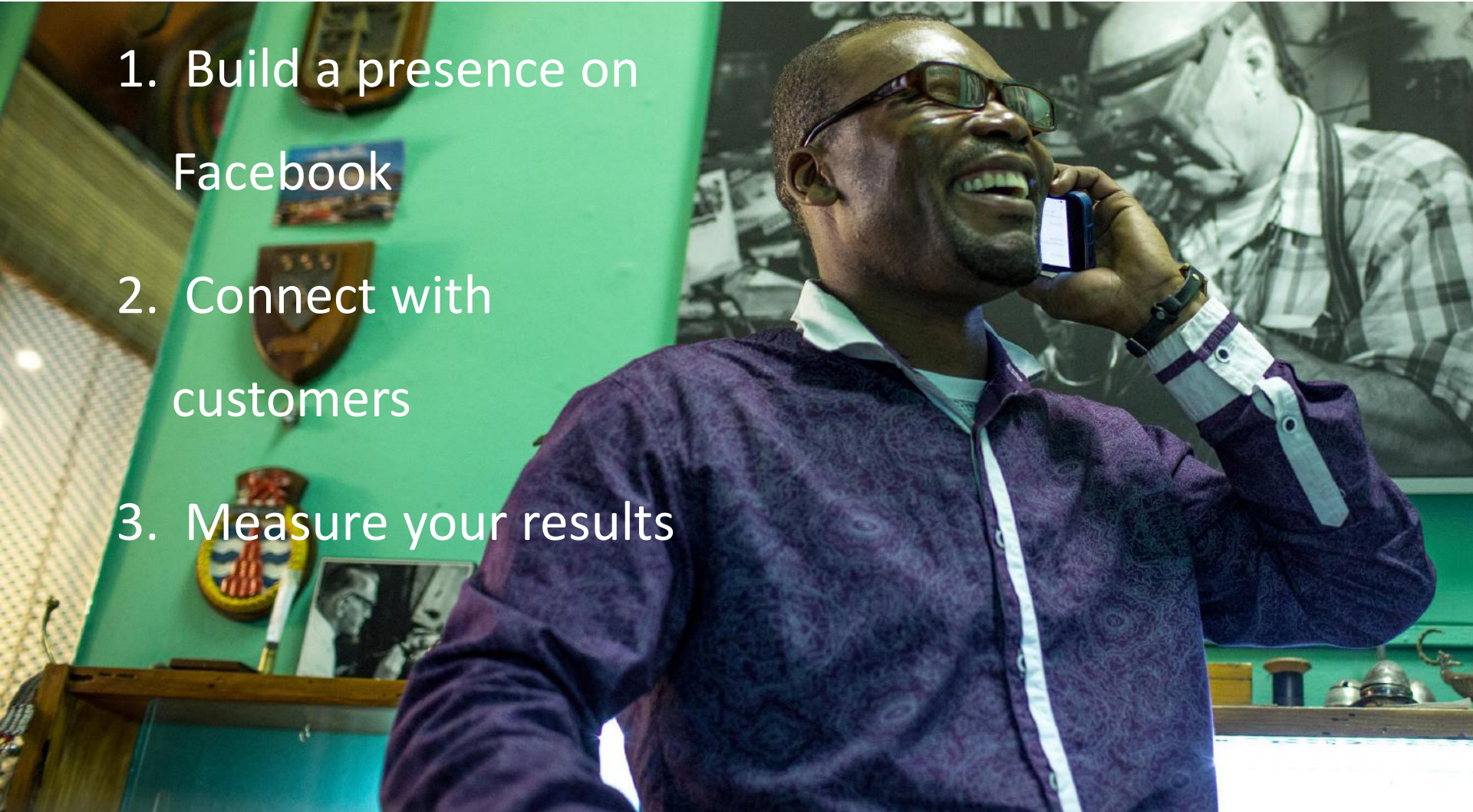


# My Journey with Enterprise Nation




# Agenda

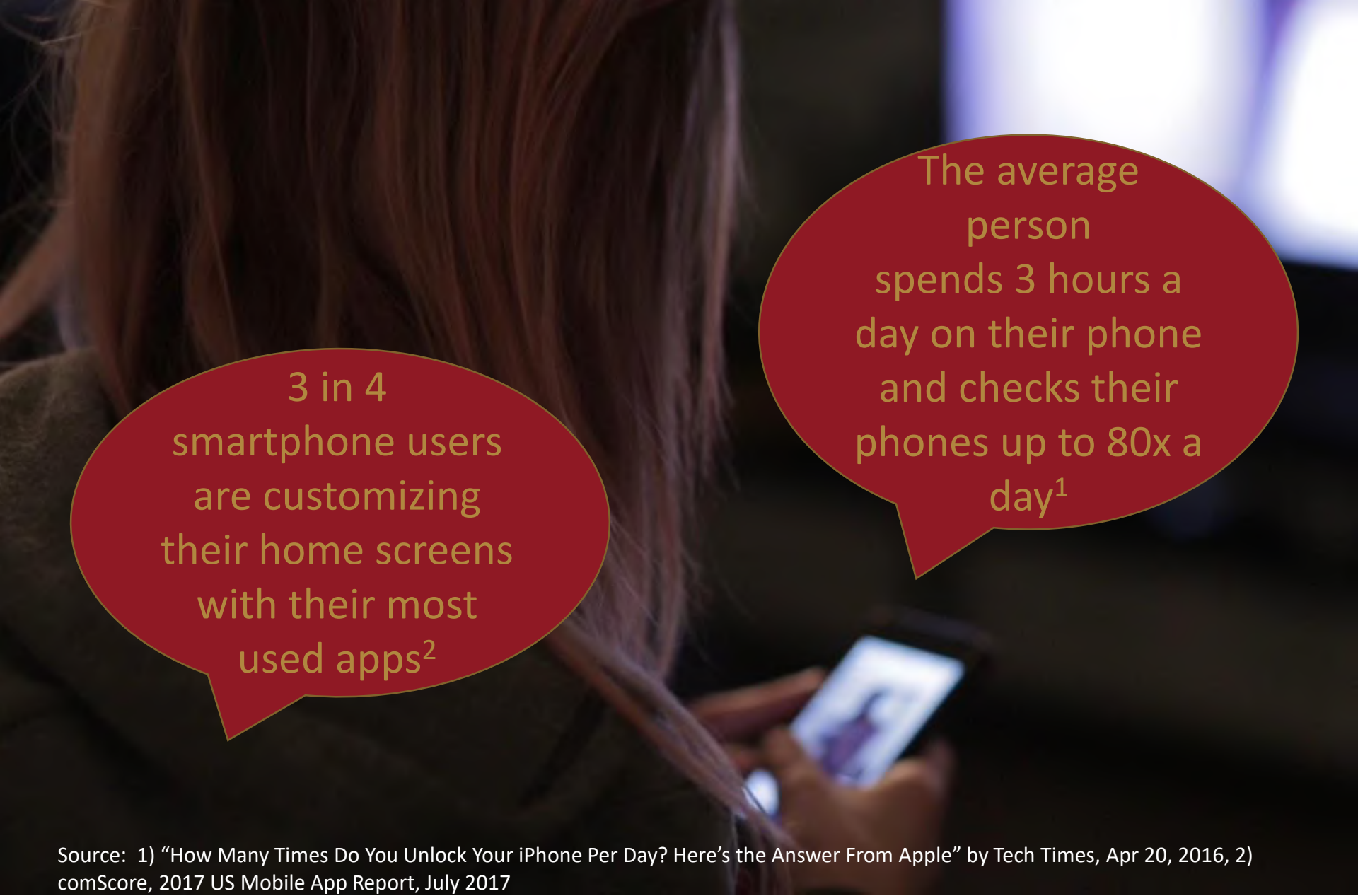
1. Build a presence on Facebook
2. Connect with customers
3. Measure your results







The world has  
shifted to  
mobile



3 in 4  
smartphone users  
are customizing  
their home screens  
with their most  
used apps<sup>2</sup>

The average  
person  
spends 3 hours a  
day on their phone  
and checks their  
phones up to 80x a  
day<sup>1</sup>

Source: 1) "How Many Times Do You Unlock Your iPhone Per Day? Here's the Answer From Apple" by Tech Times, Apr 20, 2016, 2) comScore, 2017 US Mobile App Report, July 2017

A photograph of two women sitting at a table, looking at a smartphone held by the woman in the foreground. The woman in the background is wearing a white tank top and has her hair pulled back. The woman in the foreground is wearing a dark long-sleeved shirt and has a blue earring and a tattoo on her neck. The background is bright and out of focus.

40 mins  
spent on  
Facebook  
everyday

2.07 billion  
access  
Facebook  
monthly on  
mobile



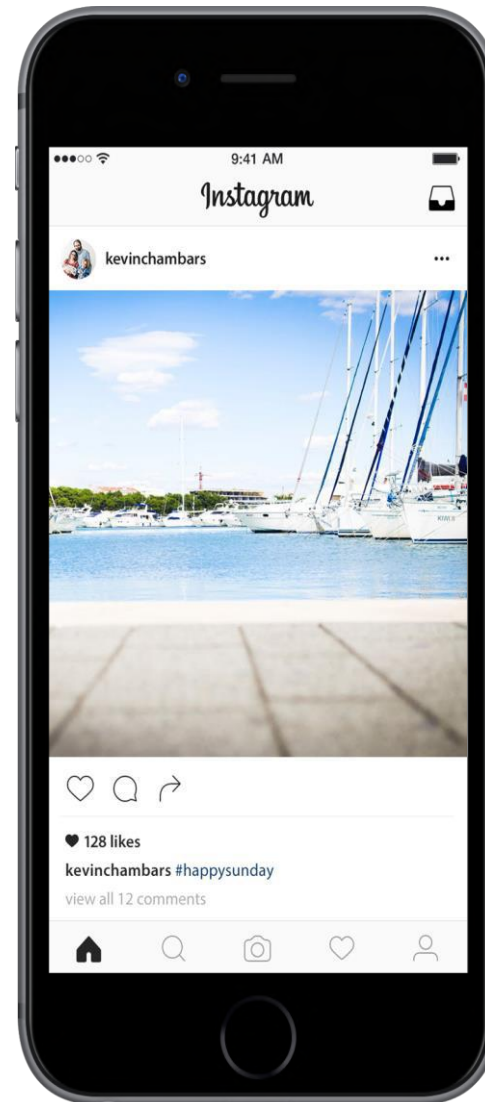
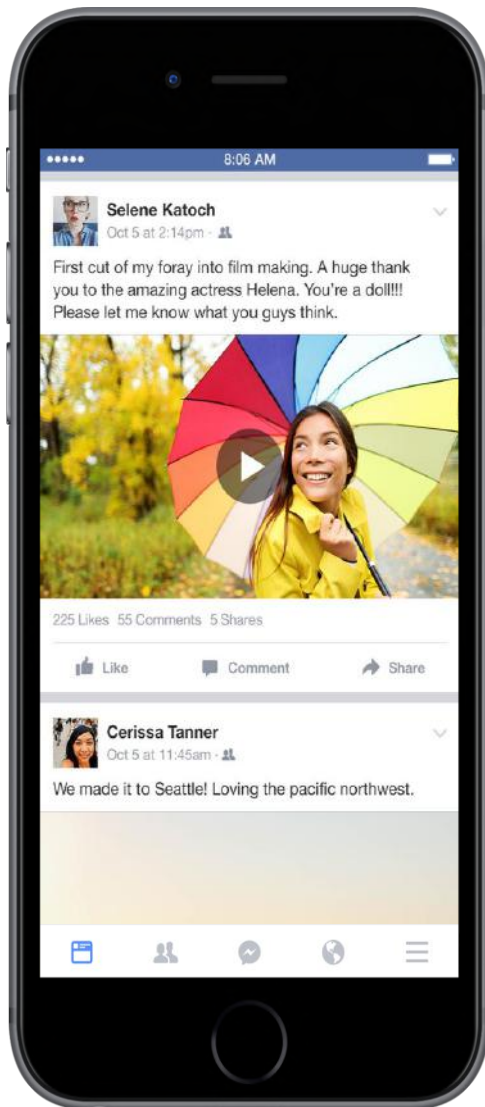


Facebook gives the  
ability to reach  
people where  
they're spending  
their time





Your place  
for personal  
connection



Your source  
of daily  
inspiration



## PEOPLE COME TO FACEBOOK TO CONNECT WITH BUSINESSES

**+1.6B**

people on Facebook  
are connected to a small  
business<sup>1</sup>

**44%**

of Facebook users  
find out about new  
products and services  
with Facebook<sup>2</sup>

**2B**

messages are sent between  
people and businesses every  
month<sup>3</sup>

Source: 1) Facebook IQ, Local Shopping Survey 2) Facebook IQ, More than a Message





Facebook



Instagram



Audience  
Network



Messenger



Workplace





**Build**  
a valuable  
presence



**Communicate**  
with customers



**Manage**  
and measure  
results

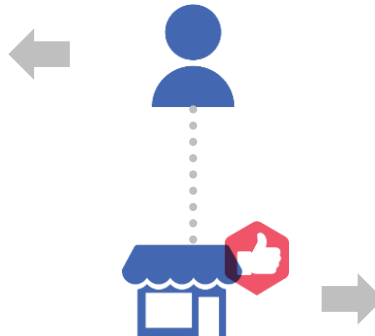


# Facebook Pages

## PERSONAL PROFILE



## BUSINESS PAGE



For illustration purposes only.

Jasper's Boutique

Matthew Home

Page Inbox Notifications Insights Publishing Tools Settings Help

General Messaging Edit Post Not Pag Me Pag People and Other Pages Preferred Page Audience Partner Apps and Services Branded Content Instagram

Page Roles

Assign a New Page Role

Type a name or email

Can send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page and edit Instagram account details from the Page.

Admin  
✓ Editor  
Moderator  
Advertiser  
Analyst  
Live Contributor

Add

Type a name or email Editor Add

Can send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page and edit Instagram account details from the Page.





A laptop is shown from a top-down perspective, resting on a light-colored, textured surface. The laptop's screen is open and displays a solid blue background with the text "Create your business Page" in a white, sans-serif font. The text is centered on the screen and arranged in two lines: "Create your" on the top line and "business Page" on the bottom line. The laptop's silver bezel and hinge are visible at the bottom of the screen.

Create your  
business Page



## Create a Page

Give your brand  
It's free to set up

### Local Business or Place

Page Name, for example, Pat's Cafe

Page Category, for example, Coffee Shop

Street Address

San Francisco, California

94117

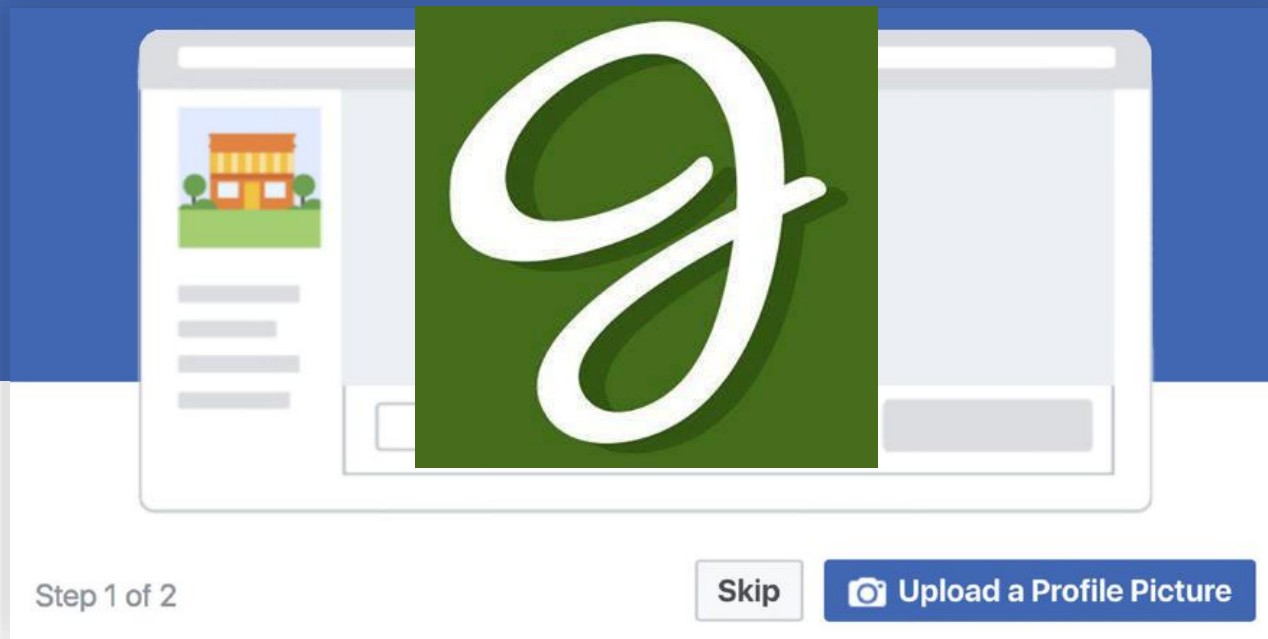
Phone

By clicking Get Started, you agree to the  
[Facebook Pages Terms](#).

**Get Started**

## ADD A PROFILE PICTURE

Help people find your Page by adding a photo.



## ADD A COVER PHOTO

Pages with cover photos typically get more Pages likes and visits.



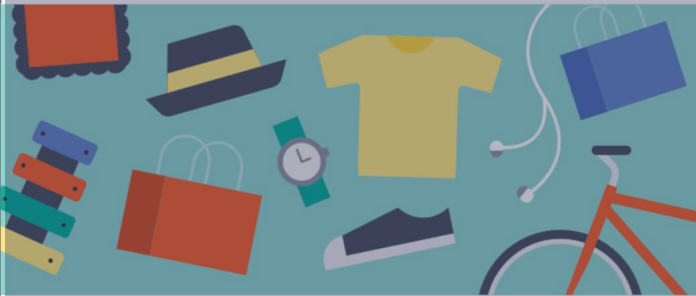
Step 2 of 2

Skip

 Upload a Cover Photo

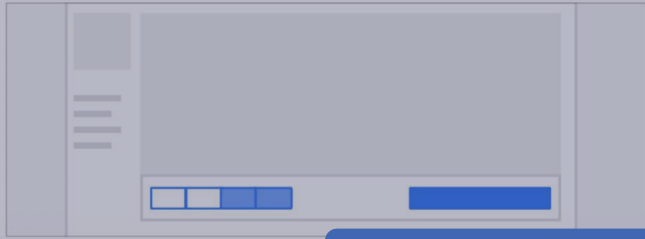
- General
- Messaging
- Edit Page**
- Post Attribution
- Notifications
- Messenger Platform
- Page Roles
- People and Other Pages
- Preferred Page Audience
- Partner Apps and Services
- Branded Content
- Instagram
- Featured
- Crossposting
- Page Support Inbox
- Calendar Settings

**Templates**



**Shopping**  
Designed to showcase products and make it easy for people to shop online.

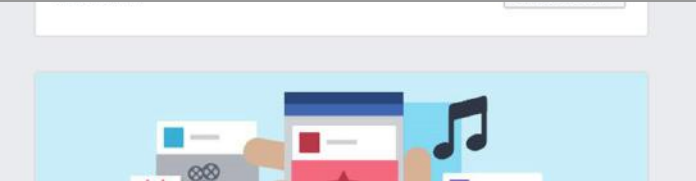
**Buttons on Page**  
Buttons encourage people to take actions that you've selected



Shopp

Details

Apply Template





Jasper's Boutique  
@jaspersboutiqueSV

- Home
- Photos
- Reviews

Offers

Posts

Videos

Events

About

Community

Jobs

Promote

Manage Promotions



Like Follow Share ...

Shop Now

Write something...



Share a photo or video



Advertise your business



Create an offer



Start a live video



Get sales



Get phone calls



Get messages



Publish a job post

Local Business

Page Tips See All

**How to Create Effective Posts**  
Short, visual posts created for the right audience are more successful.

**Know Friends Who Might Like Your Page?**  
Invite friends to like Jasper's Boutique and help you connect with more people.

See All Page Tips 2



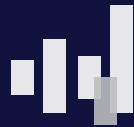
**Build**  
a valuable  
presence



**Communicate**  
with customers



**Manage**  
and measure  
results




A photograph of two people, likely a parent and child, looking at a tablet together. The person on the left is wearing a grey and blue patterned sweater, and the person on the right is wearing a blue and white checkered shirt. They are both smiling and looking at the tablet. The text "Encourage discovery" is overlaid in white on the image.

# Encourage discovery









# Create Content

TEXT POST


 **Jasper's Boutique**  
1 March 2018

Treat yourself this Tuesday! New Inventory just in.

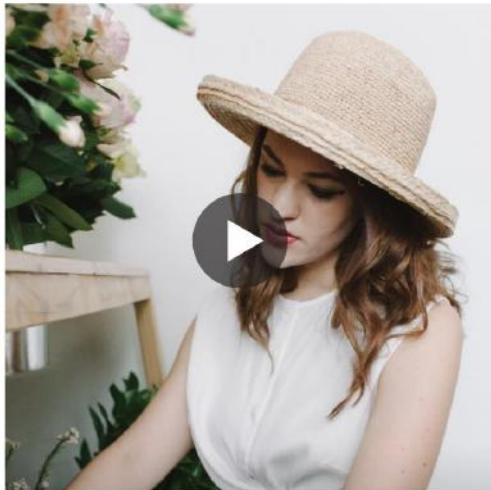
  




 Like  Comment  Share

VIDEO POST

 **Jasper's Boutique**  
1 March 2018

Spring is coming, stay envogue with the New Inventory.






 Like  Comment  Share

PHOTO POST

 **Jasper's Boutique**  
1 March 2018

New wool items in from Maine.





[Shop Now](#)

 Like  Comment  Share



Jasper's Boutiq  
@jaspersboutiqueS

- Home
- Shop
- Posts
- Offers
- Reviews
- Photos
- Groups
- Community
- Videos
- Events
- About
- Ads

Promote

Write something...

Share a photo or video	Advertise your business	Create an offer	Start a live video
Get sales	Get phone calls	Get messages	Publish a job post
Create an event	Write a note	Create a poll	Start a Q&A

[See Less ^](#)

Get sales Get phone calls Get messages Publish a job post

Posts

Published

Schedule

Drafts

Expiring

Videos

Video Lib

Videos Y

Crosspos

Sounds

Sound Collection

Branded Content

Posts to Review

Your Posts

Lead Ads Forms

Forms Library

Draft Forms Library

Leads Setup

Shop

### Create New Page Post

Status Photo/Video Live Video Event, Product +

Write something...



Boost

Publish



Schedule

Backdate

Save Draft

<input type="checkbox"/>		Enjoy our latest spring fashion with a fashio...	0	0	Dec 28, 2017 at 1:1
<input type="checkbox"/>		Jasper's Boutique updated their cover...	5	1	Dec 1, 2017 at 9:13
<input type="checkbox"/>		Jasper's Boutique added a cover video.	4	0	Dec 1, 2017 at 9:12
<input type="checkbox"/>		Pop by the shop today and snag a new bag!...	8	2	Jul 25, 2017 at 6:18 Shirley Lau
<input type="checkbox"/>		Jasper's Boutique added a life event...	0	0	Mar 8, 2016 at 12:0
<input type="checkbox"/>		Jasper's Boutique updated their profile...	1	6	Mar 7, 2016 at 10:22pm

Boost Post





Jasper's Boutique @jaspersboutiqueSV

Home

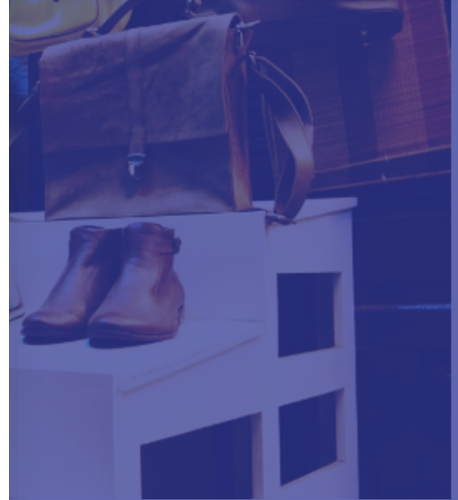
Photos

Reviews

See more

Promote

Manage Promotions



Call Now

Section for inviting friends to the page, including a search bar and 'Invite' buttons.

Posts



Jasper's Boutique

Published by admin · Just now

We've noticed lots of comments on the video we shared on our new Spring fashions - can you share with us what you liked best?

Boost Post



Like



Comment



Share



Chronological



Dee Zhang My favorite part was as you moved from layers to the underlying warmer weather looks.

Like · Reply · Commented on by admin · 1min



Living in Chicago, layers are so important



Jesse Tran I shared the video to a group I belong to that keeps up with fashion trends.

Like · Reply · Commented on by admin · 1min



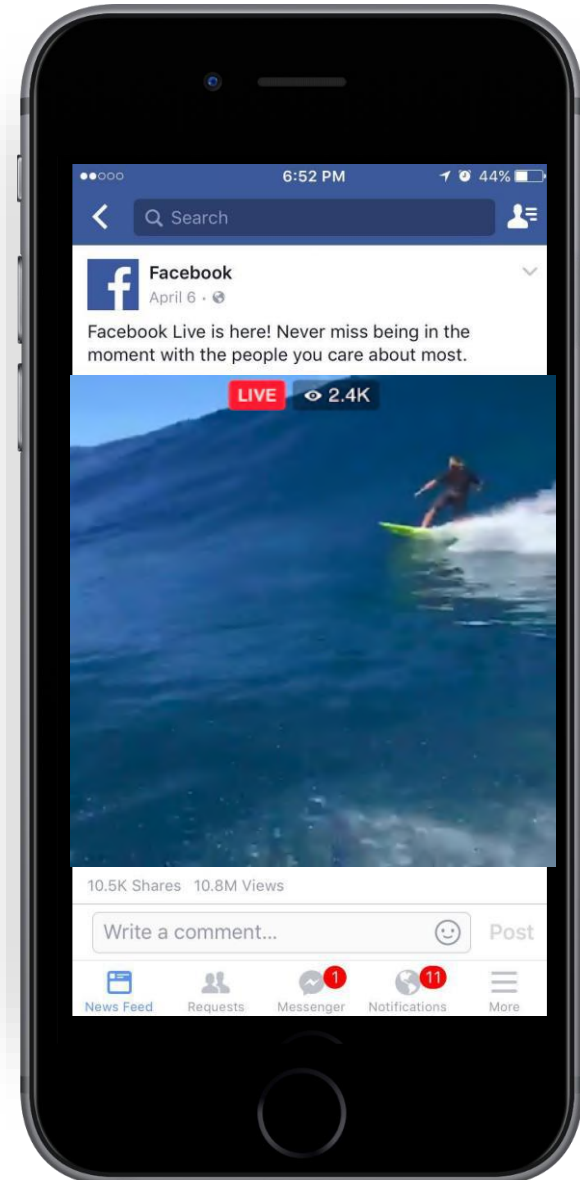
Write a comment...

Press Enter to post



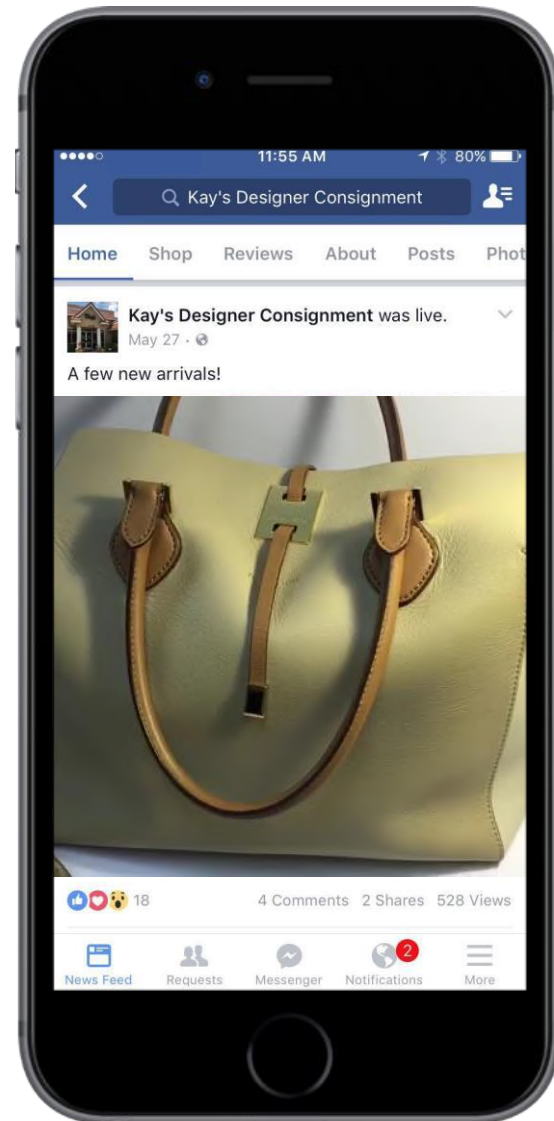


People are  
creating **LIVE**  
moments





Businesses can  
create **LIVE**  
moments too



Hire people as  
you grow



Jasper's Boutique  
@jaspersboutiqueSV

- Home
- Posts
- Reviews
- Photos
- Shop
- Offers
- Groups
- Community
- Videos
- Events
- About
- Ads

Jobs

Promote

Manage Promotions

Jobs

Publish Job Post



Jasper's Boutique posted a job.  
Published by Scottie Kersta-Wilson [?] · 2 mins ·



Sales Associate

Sales Associate will be responsible for selling merchandise, updating inventory, communicating with clients, shipping, and other duties that may be required.

WEST CHICAGO, ILLINOIS · FULL-TIME · \$17.50 / HOUR

Apply Now

Job post is active for 29 more days

Mark as Closed

Boost Post

Like

Comment

Share







Jasper's Boutique  
@jaspersboutiqueSV

Home

Photos

Reviews

See more

Promote

Manage Promotions

Write something...

Share a photo or video

Advertise your business

Create an event

Get sales

Get phone calls

Get messages

Write a note

Create a poll

Start a Q&A

[See Less](#) ^

**Publish a job post**

Jasper's Boutique updated their cover photo.  
Published by · December 1 at 12:13pm ·



Invite your friends to invite

Invite

Invite

**Publish a Job Post**

**Photo**

**Job Title**

**Location**

**Salary (optional)**

**Job Type**

**Details**

**Additional Questions (optional)**

Job applications will be sent to



**Jobs**



Jasper's Boutique posted a job.  
 Published by Scottie Kersta-Wilson [?] · 2 mins ·



**Sales Associate**

Sales Associate will be responsible for selling merchandise, updating inventory, communicating with clients, shipping, and other duties that may be required.

WEST CHICAGO, ILLINOIS · FULL-TIME · \$17.50 / HOUR

Job post is active for 29 more days



# Applying is easy



Jasper's Boutique  
Clothing (Brand)

Colby Wilson

(111) 222-3333

Chicago, Illinois

Cdub@email.com

Can you work weekends? (Required)

499

## EXPERIENCE

**Photographer, writer at ImageDiary**

1993 - Present



**Artist**



**Artist in residence at Ragdale Foundation**



[+ Add Experience](#)

## EDUCATION

A woman with short brown hair, wearing a blue checkered shirt and a red lanyard, is smiling while talking on a black telephone. She is also looking at a silver smartphone in her hands. The background is a blurred office setting with a computer monitor and other people. The text "Build a community" is overlaid in white on the image.

# Build a community

# Create an Event





Jasper's Boutique  
@jaspersboutiqueSV

Home

Photos

Reviews

See more

Promote

Manage Promotions

28 Events

Events

Calendar

Jasper's Boutique  
Night of Fashion and  
Food

Birthdays

Discover

Past

Create Event



FEB 2 Jasper's Boutique Night of Fashion and Food  
Public · Hosted by Jasper's Boutique

★ Interested ✓ Going

➔ Share ...

🕒 Friday, February 2, 2018 at 4 PM - 7 PM

📍 Jasper's Boutique  
123 Main Street, Chicago, Illinois 60622

Show Map

About

Discussion

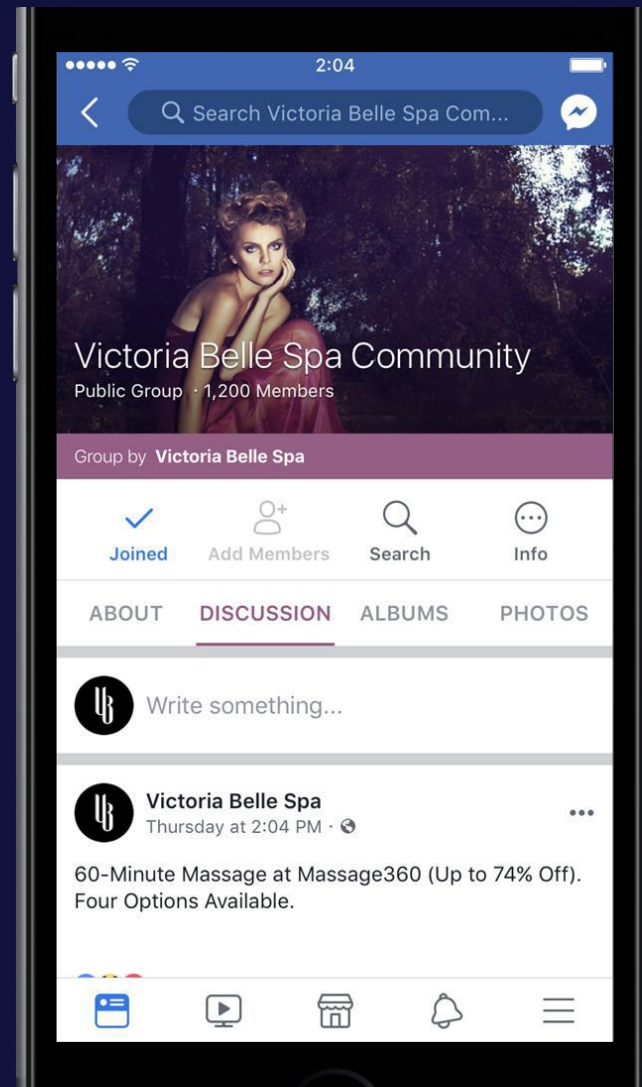
✍ Write Post 📷 Add Photo/Video 🗳 Create Poll



# Create a Group



Drive  
conversations  
around interests







# Where do people see Page posts?



Jasper's Boutique  
@jaspersboutiqueSV

Home

Photos

Reviews

See more

Promote

Manage Promotions

Posts



Jasper's Boutique posted a job.

Published by Lauren Rona O'neil [?] · December 28 at 4:53pm ·



Sales Associate

Sales Associate will be responsible for selling merchandise, updating inventory, communicating with clients, shipping, and other duties that may be required.

WEST CHICAGO, ILLINOIS · FULL-TIME · \$17.50 / HOUR

Apply Now

Job post is active for 28 more days

Mark as Closed

Finish Boosting Your Post

When you boost this post for \$35, up to 21,000 people will see it in News Feed and it can get more likes, comments and shares.

3 people reached

Boost Post

Like

Comment

Share



Jasper's Boutique added an event.

December 28 at 3:12pm ·

Enjoy our latest spring fashion with a fashion show!



Your Page  
timeline

Call Now

Know friends who might like your Page?

Help more people discover your Page by inviting friends to like it.

Search for friends to invite



Invite



Invite



Colby Wilson

**News Feed** ⋮

Messenger

Watch

Marketplace

Shortcuts

American Defende... 1

Poet's Eye Artist's ...

Restored to Sanity ...

December 2017 Wr... 2

See More...

Explore

Events 1

Pages

Groups

Friend Lists

See More...

Create

Ad · Page · Group · Event · Fundraiser

Make Post Photo/Video Album Live Video Q&A



What's on your mind?

Photo/Video Feeling/Activity ⋮



Colby, welcome to Marion

Check in and let your friends know you're here

[Check In](#)



**Jasper's Boutique** added an event.

December 28, 2017 ·

Enjoy our latest spring fashion with a fashion show!



Your Pages (10) ▾ ⋮



**American Defenders of Bat...**

Messages

Notifications **1**

Publish

Photo

Live

Invite

Likes

Views

Posts

1,263

1 new like this week



Learn From Other Businesses Like Yours ×



Get answers to your questions about Facebook ads and Pages from other business owners in the Help Community.

[See Top Questions](#)

Recent Posts



"Details on the website about out..."

December 17, 2017 at 10:24 am





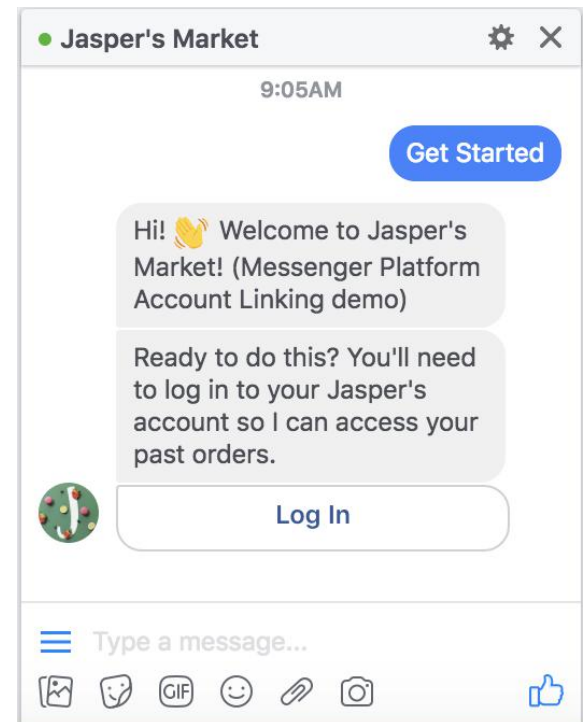
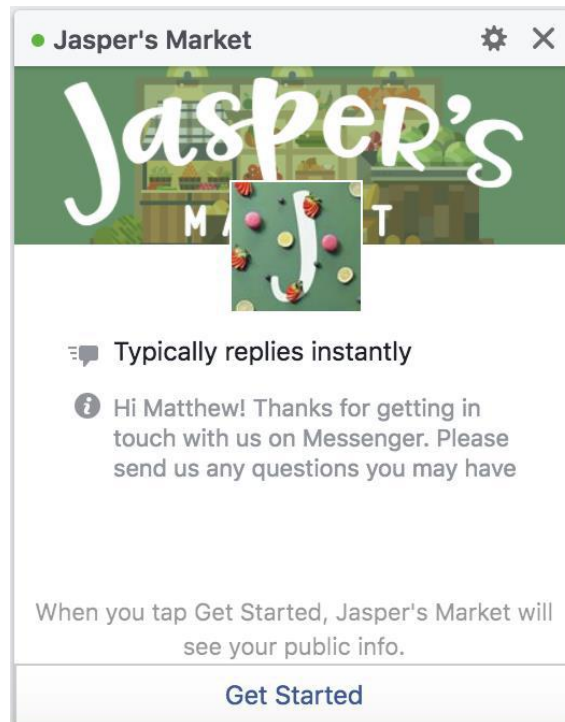


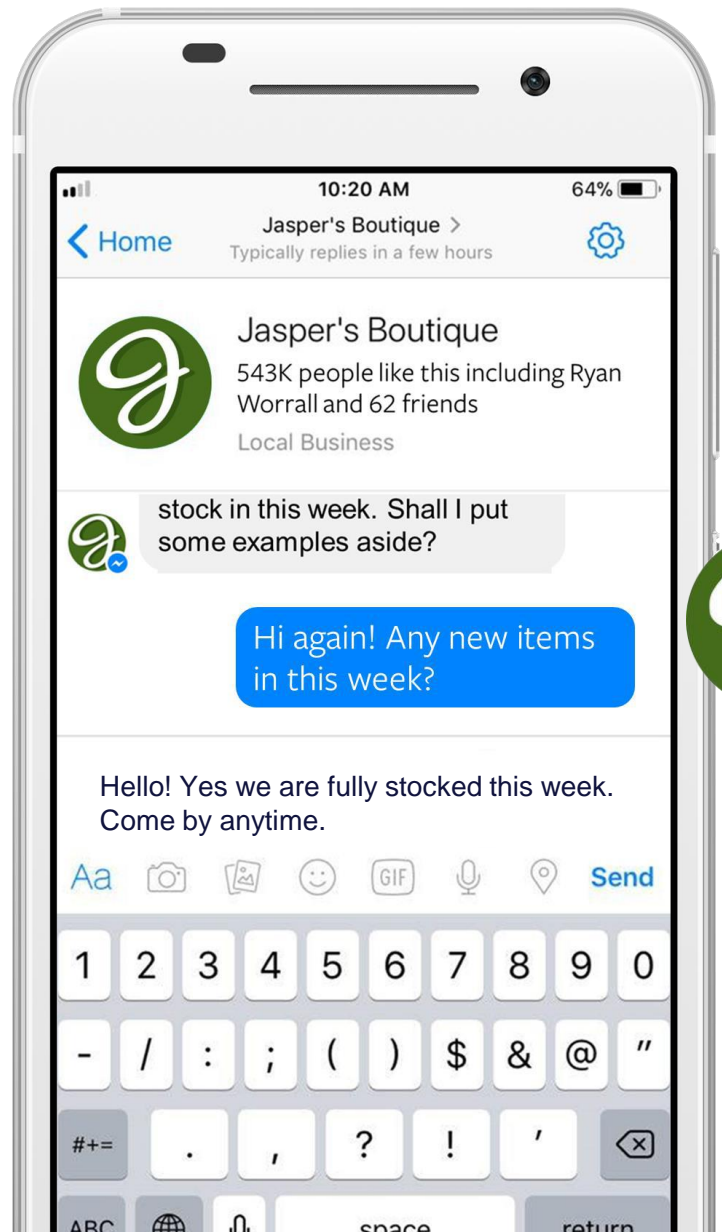
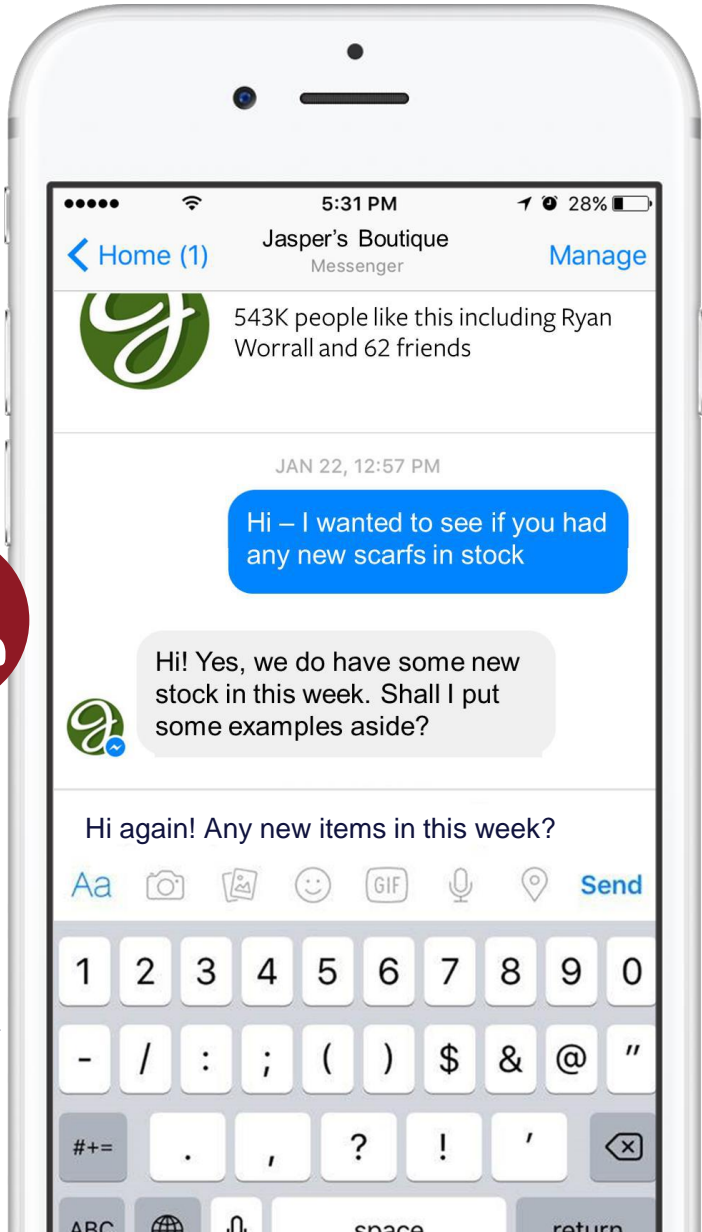
80% of adults

91% of teens

Message every day

Make one-on-one connections with your people the way they're used to connecting with each other.





For illustration purposes only.

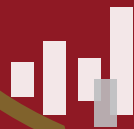
**Build**  
a valuable  
presence



**Communicate**  
with customers



**Manage**  
and measure  
results





Results from Aug 04, 2016 - Aug 10, 2016

Organic Paid

## Overview

### Actions on Page

Total Actions on Page ▲ 11%



### Page Likes

August 4 - August 10

1,506

Page Likes ▼ 38%



### Videos

August 4 - August 10

## Insights

Women 35-44

Largest Audience (20%)

Mobile Devices

Most Common Device (77%)

### Reach

August 4 - August 10

36,044

People Reached ▼ 41%



### Page Views

August 4 - August 10

1,604

Total Page Views ▲ 0%



### Post Engagements

August 4 - August 10

7,664

Post Engagement ▼ 1%



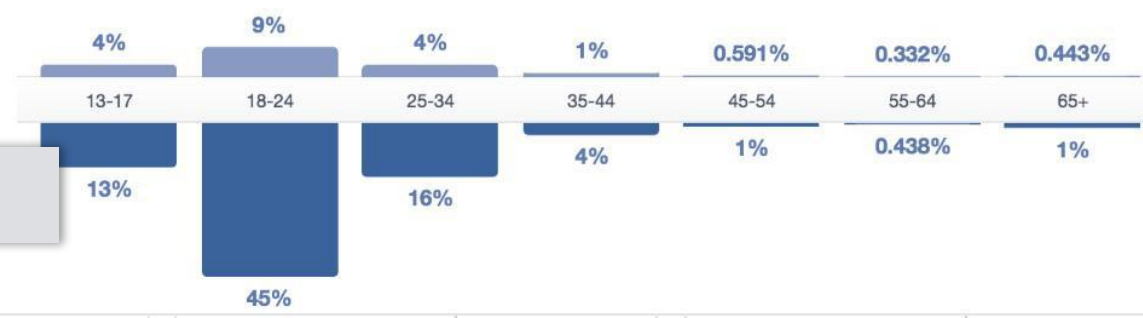
Your Fans | People Reached | People Engaged

The people who like your Page

Women

19% Your Fans

Men



People

Messages

Indonesia	6,657	Nairobi, Kenya	1,295	French (France)	10,935
Ethiopia	5,563	Lagos, Lagos State, NI...	1,170	Indonesian	6,758
Congo, Democratic Re...	3,522	Chittagong, Chittagong...	936	Arabic	2,628
Nigeria	3,213	Kampala, Kampala Dis...	883	Bengali	2,108

Choose a radius and date range to learn more about the area around your business.

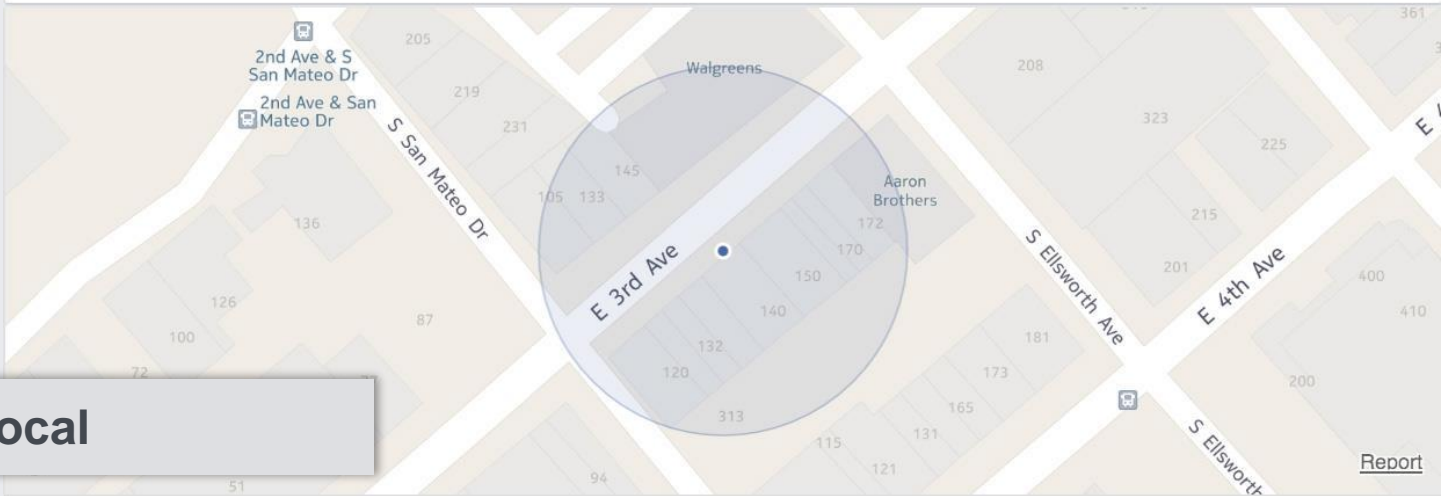
 All data is anonymous. [Learn More.](#)

Date Range

1W 1M 1Q

Radius

165ft 500ft



## Local

### People Nearby

— This month  
— Last month



The top age group is **25–34**.

### Busiest Times

**7:00pm—8:00pm**

Hours of Day

**Friday**

Day of Week

© My Super Connector 2018

91,000 people are on Facebook within 1 mile of your business

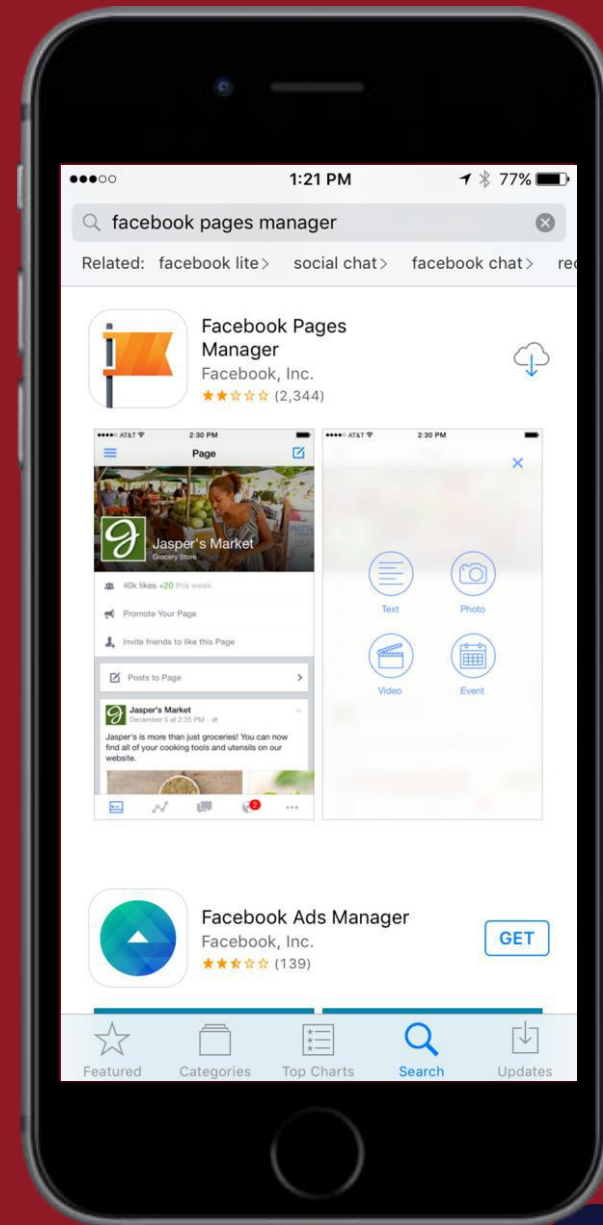
People Nearby: Hourly

Weekly

Overall

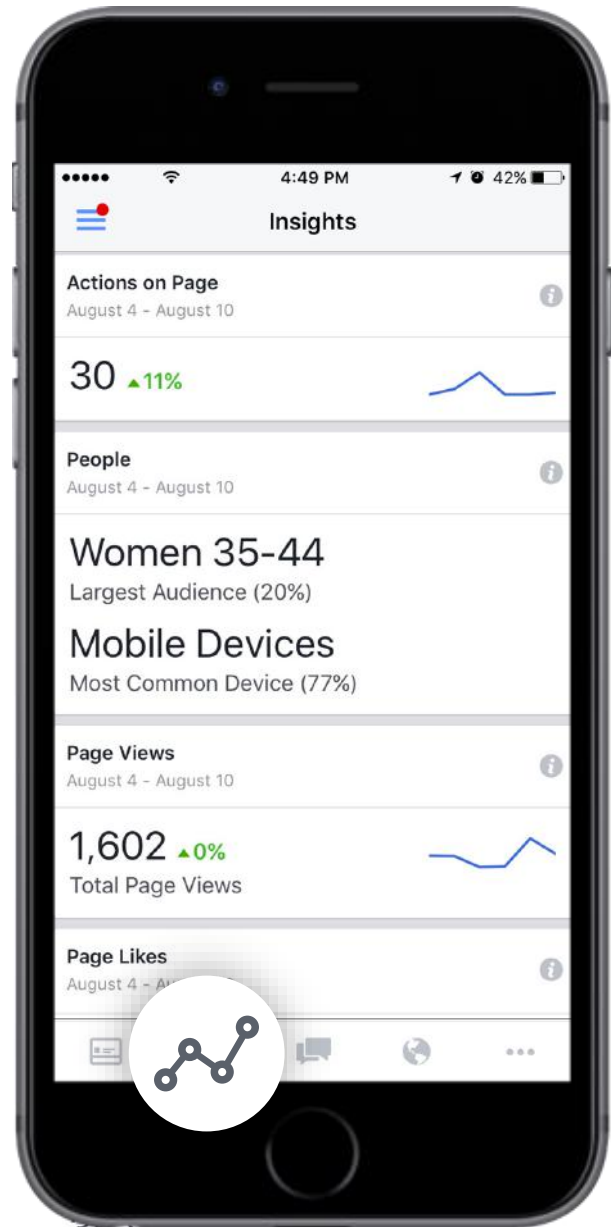
Check-ins

# Facebook Pages Manager App



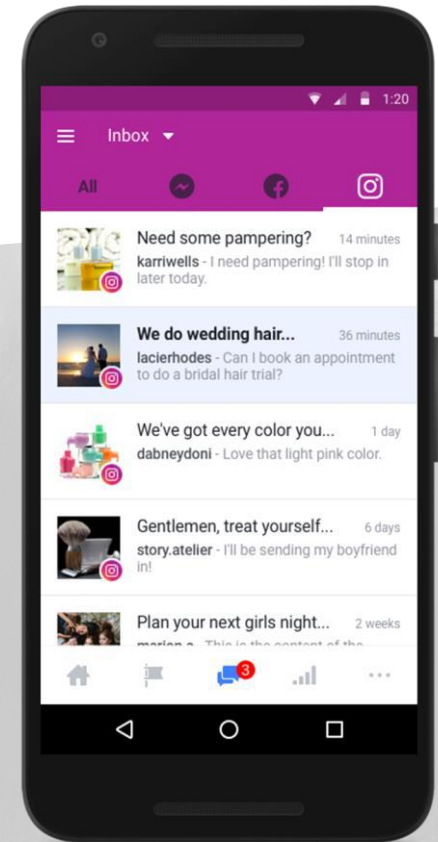
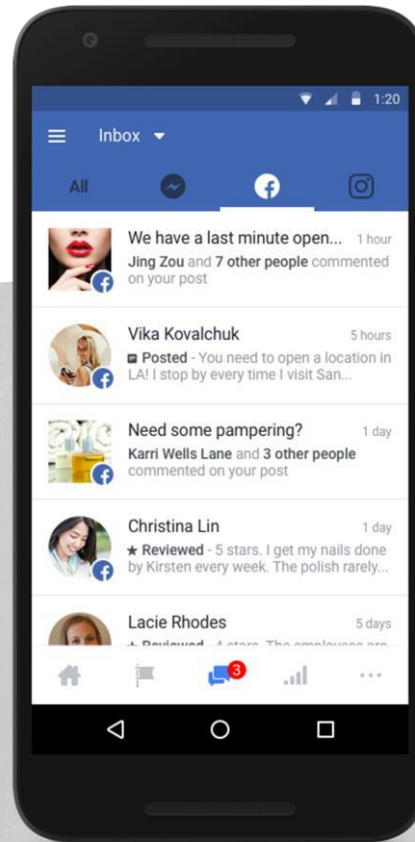
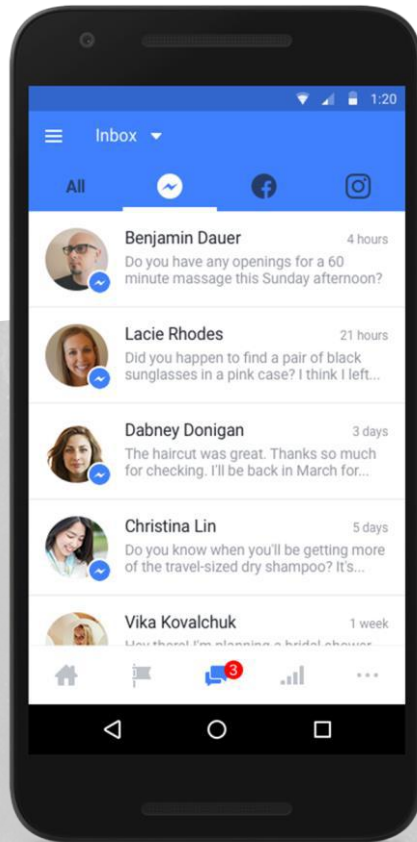
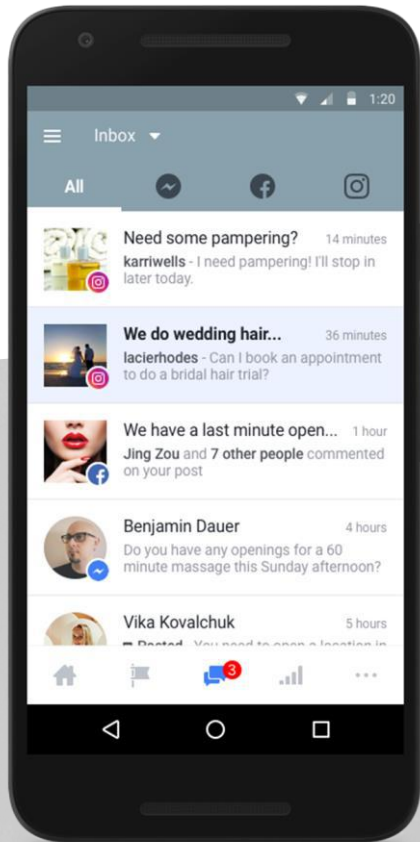


# Facebook Pages Manager App



35,904 ▼41  
People Reached

Post Engagements





## KEY TAKEAWAYS

1. Build a presence on Facebook
2. Connect with Customers
3. Measure your results

# facebook blueprint





# Thank you!



[www.linkedin.com/in/jennifercorcoran1](https://www.linkedin.com/in/jennifercorcoran1)



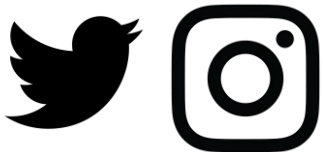
[www.superconnector.co.uk](https://www.superconnector.co.uk)



[jennifer@mysuperconnector.co.uk](mailto:jennifer@mysuperconnector.co.uk)



My Super Connector



@SuperConnector

