

# Top Ten Reasons a Facebook Page Can Help Grow Your Business

Have you wondered if there is an easier way to reach new prospects and stay connected to your current customers in an efficient and cost effective manner?

Have you spent time and energy to find more of the right customers and are frustrated with the results?

Did you know, over 100 million Americans log into Facebook to both socialize and keep up with newsworthy information?

Did you know Facebook offers all types of businesses the ability to host a Facebook Business Page to engage with these millions of people?

Check out our **Top Ten Reasons a Facebook Business Page Can Grow Your Business** to see if a Facebook Business Page is right for your business.



# Top 10 Reasons a Facebook Page Can Help Grow Your Business

## 1. Consumers Buying Habits Have Evolved

People are using social media and the internet to be educated to purchase products today versus using the old traditional methods. Its paramount for small businesses to be seen on Social Media platforms. Facebook is the leader with a massive reach of 1.6 billion global users. It is the most popular and widely used of all social media platforms. In the USA alone, 100 million Facebook users log in every evening, with 80% of them accessing Facebook on their mobile devices. It's a great opportunity for a Business to be seen. If not yours, your competitors.

Have your marketing strategies kept pace with consumer buying habits?

Yes  No

## 2. Facebook is Affordable

There is no charge to have a Facebook Page – it's 100% free. Your only "cost" is devoting a little bit of time to build and maintain your Page. Experienced Page owners might consider purchasing Facebook Ads to target larger and more specific audiences. But it is totally optional, not a requirement.

Do you have a successful marketing campaign that is free?

Yes  No

## 3. A Great Mini Website Alternative

A traditional website can be expensive and time consuming to build and maintain. Facebook offers both a Personal Profile for social use and a Page for your Business. A Facebook Business Page presents a mini website or storefront look. Your site offers you the opportunity for instant on-going engagement with consumers. Your customers will be able to contact you online or offline to learn more about your products or services. So Facebook can drive your audience to your existing website or can be an alternative to a website if you don't have one now.

Do you have an internet presence where consumers can find you?

Yes  No

#### 4. People Can Find You Through Google Search

Facebook Pages are 100% public and optimized for search engine keywords. So if someone googles your business, they can find your Page even if they don't have a Facebook account. People want to know you are legit before they conduct business with you.

Are you searchable on Google?

Yes  No

#### 5. Sophisticated Businesses Have Social Media Presence

You are judged today by whether your audience can find you on Social Media platforms (i.e. Facebook, Twitter, Instagram, Linked-In, Pinterest, Snapshat, etc.). They want to know you are tech savvy. Otherwise, you may be considered "old world" (or a dinosaur). If they can't find you, who are you?

Will you be judged by your prospects as up to date?

Yes  No

#### 6. New Start-Up Business

If you are just launching a business, most of your mentors will advise you to get Social Media presence immediately. Facebook is the logical first platform to begin with based on its design and global reach. You can highlight new products or services, as well as conduct polls and surveys. You can grow your audience and gauge their needs.

Do your friends, family, and colleagues know what business you're in?

Yes  No

#### 7. You Can Target the Right Consumers

You can attract the ideal prospect to your Facebook Page with entertaining information (photos, graphics, videos, and articles) on topics that appeal to them, all designed to target your right audience. As your Facebook audience grows, confidence builds with your value brand. All the information on how to contact you is available on your Page.

Do you have a way for your customers to share info about you?

Yes  No

## 8. Publicize your Events

You can invite your targeted audience to your store, local seminars, sales trainings, special programs, webinars, etc., right on your Facebook Page. You can take advantage of Facebook's newest tool: *Facebook Live*, which allows you to broadcast directly from your Page via live stream. It's like having an Info-Commercial but without the big ticket price. It's free.

Can you invite people to your events at no cost and reach a large audience?

\_\_\_ Yes \_\_\_ No

## 9. Reviews on Your Page

Some Facebook Pages automatically allow your customers to post reviews, which will be visible to everyone who visits your Page. Your customers can also leave comments which allows you to respond and be viewed by all or privately.

Do you have a method to showcase your Reviews online?

\_\_\_ Yes \_\_\_ No

## 10. Network with Other Businesses

You can connect to other Business Pages that compliment yours to further expand your reach. You also can see what other Businesses are posting on their Pages to give you fresh ideas or join in the conversation.

Do you have an easy way to network with other businesses and see their marketing strategy?

\_\_\_ Yes \_\_\_ No

## Check Your Results:

If the number of your No answers exceeds your Yes answers you should definitely consider using a Facebook Business Page to promote your business.

You owe it to yourself to check out our new course:  
**Launch Your Facebook Business Page**

This step-by-step course covers everything you need to know to build and manage an awesome Facebook Business Page.

Click the link for more information:  
[learn.launch4life.com/courses/fb101](http://learn.launch4life.com/courses/fb101)

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Tally your score:

\_\_\_ Yes \_\_\_ No

