

# What's Trending Now



WHAT'S TRENDING NOW

## Building A Facebook Business Page.

If you haven't built a Business Page, it's time.



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## Personal Profile vs Business Page if you are still using a profile, you are missing out on some valuable features

Feature	Profile	Page
Timeline	✓	
Personal & Lifestyle Data	✓	
Native Content Scheduler		✓
Business Data (Location , Categories, About, Services, etc)		✓
Up to 5,000 friends	✓	
No Limit on Friends/Followers		✓
Boosting Posts	✓	✓
Facebook Ads		✓
Calls to Action		✓
Facebook Insights/Analytics		✓
Client Reviews		✓



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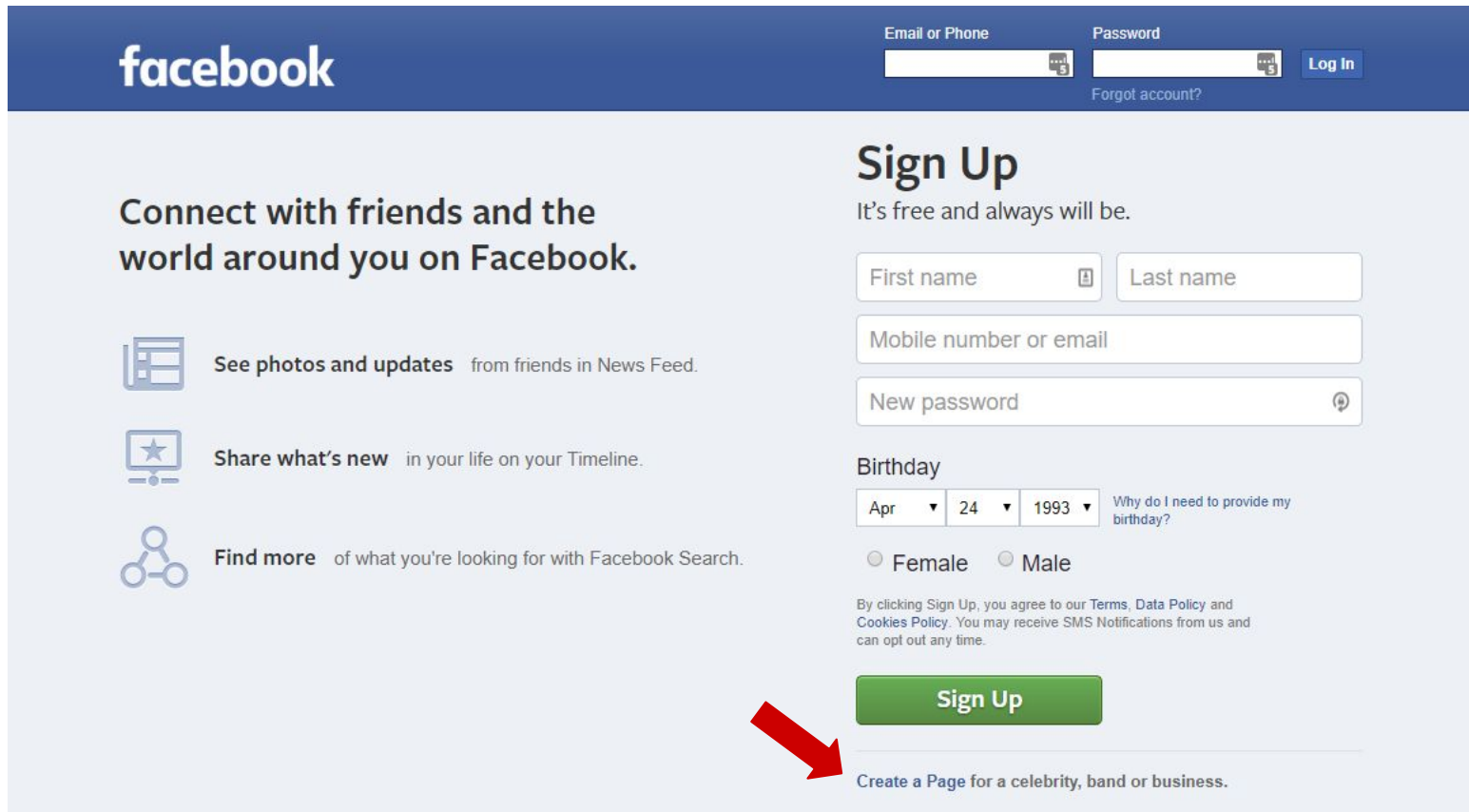
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## Building A Business Page



The image shows the Facebook Sign Up page. On the left, there's a large, faint, vertical watermark that reads "WOW". The page has a blue header with the Facebook logo and login fields. The main content area is light blue and contains the "Sign Up" heading, a description "It's free and always will be.", and several input fields: "First name", "Last name", "Mobile number or email", and "New password". Below these are "Birthday" dropdowns (Month, Day, Year) and radio buttons for "Female" and "Male". A green "Sign Up" button is at the bottom right. A red arrow points from the "Sign Up" button to a link below it that says "Create a Page for a celebrity, band or business."



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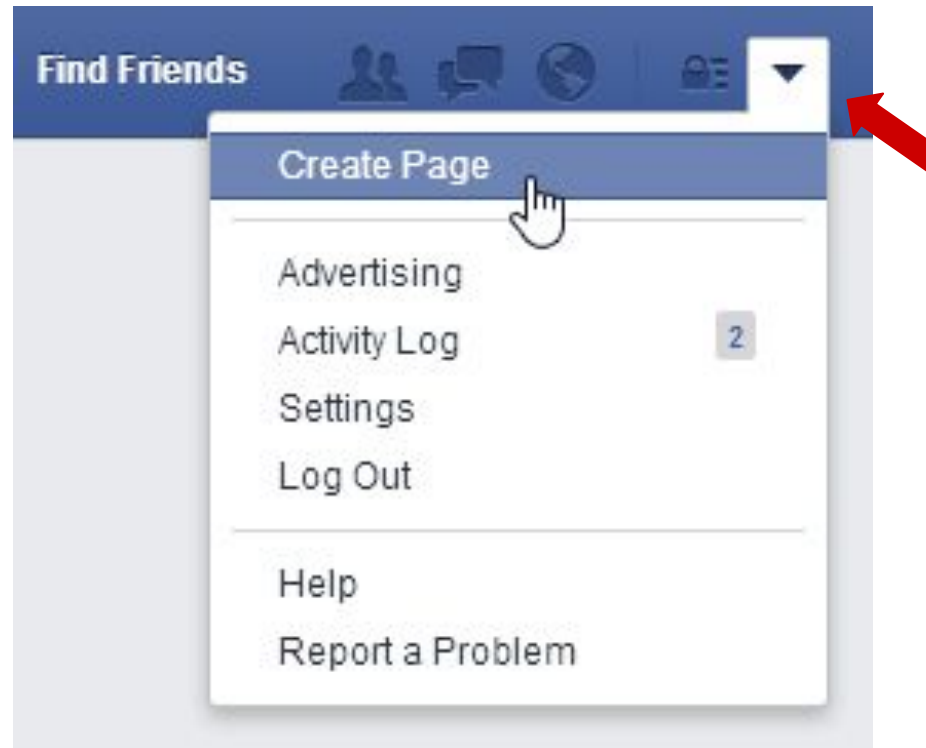


# What's Trending Now



WHAT'S TRENDING NOW

## Building A Business Page once logged in, you can find it here



HOW



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# What's Trending Now



## Building A Business Page

### Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.

It's free to set up. Just choose a Page type to get started.



Local Business or Place



Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community



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# What's Trending Now




## Building A Business Page

### Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.  
It's free to set up. Just choose a Page type to get started.

**Local Business or Place**

Choose a category ▼

Business or Place Name 

Street Address


San Diego, California

92116


Phone

By clicking Get Started, you agree to the Facebook Pages Terms.


Get Started




Company, Organization or Institution




Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community



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# What's Trending Now




## Building A Business Page

### Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.


It's free to set up. Just choose a Page type to get started.


**Local Business or Place**


Agent Name Real Estate Team 


**Real Estate**


Real Estate Agent  
Real Estate  
Real Estate Service  
Real Estate Title & Development  
Real Estate Investment Firm  
Commercial Real Estate Agency  
Real Estate Appraiser  
Apartment & Condo Building  
Insurance Broker  
Property Management Company

  
Company, Organization or Institution

  
Brand or Product

  
Artist, Band or Public Figure

  
Entertainment

  
Cause or Community



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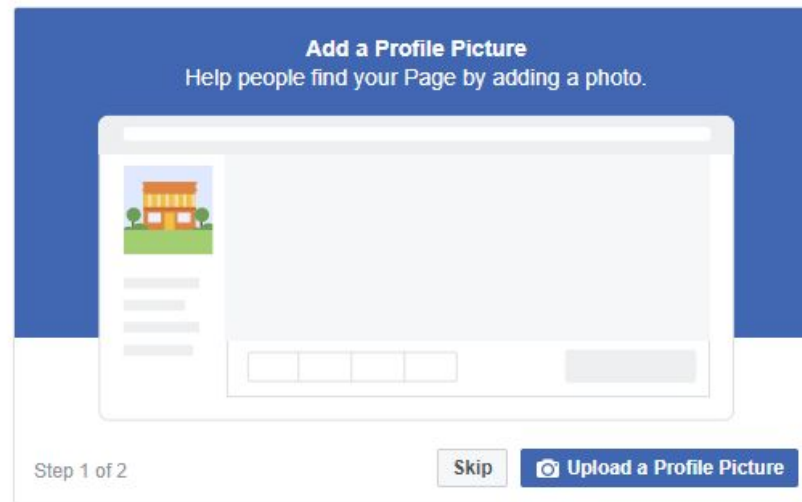
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# What's Trending Now



## Building A Business Page add your profile picture



WOW



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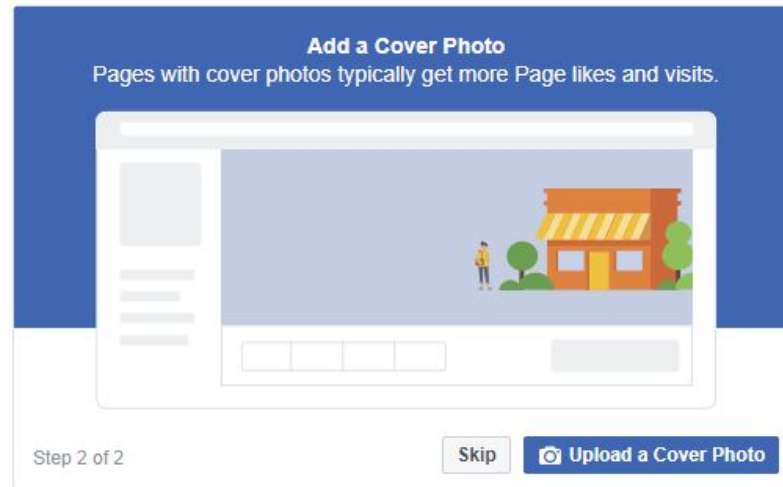




# What's Trending Now



## Building A Business Page add your cover photo



HOW



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# What's Trending Now



## looking for something a little more advanced? Set up a Cover Video

### WHY

60% of consumers watch branded videos on Facebook daily and 64% say that watching a marketing video on Facebook has influenced a purchase decision in the last month.

### WHAT

About: Your Team & Your Brand  
Dimensions: 820 x 462  
Length: 20-90 sec  
1080p resolution  
Set to autoplay and autoloop

### EXAMPLES



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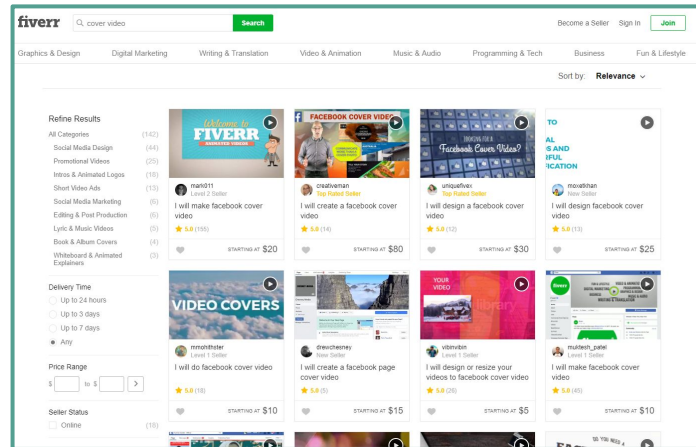
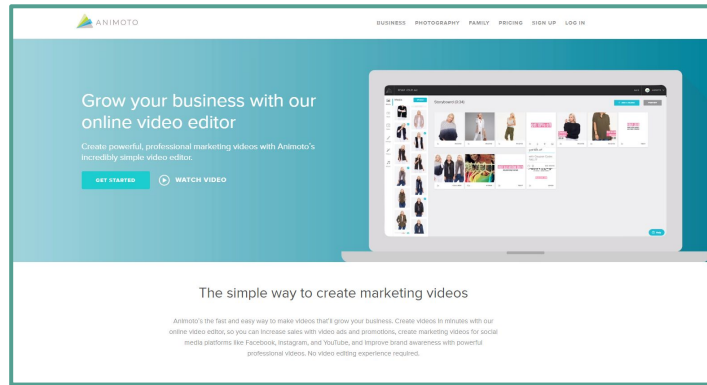


## Business Page Cover Video

Create Your Own Video

-or-

Use a Service



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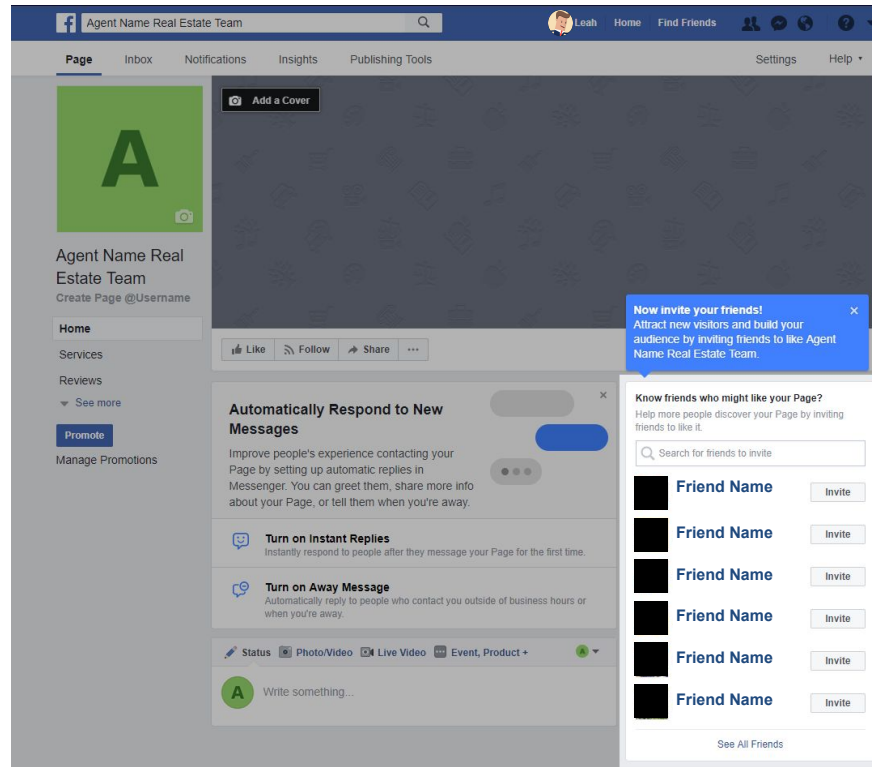
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## Building A Business Page invite your friends



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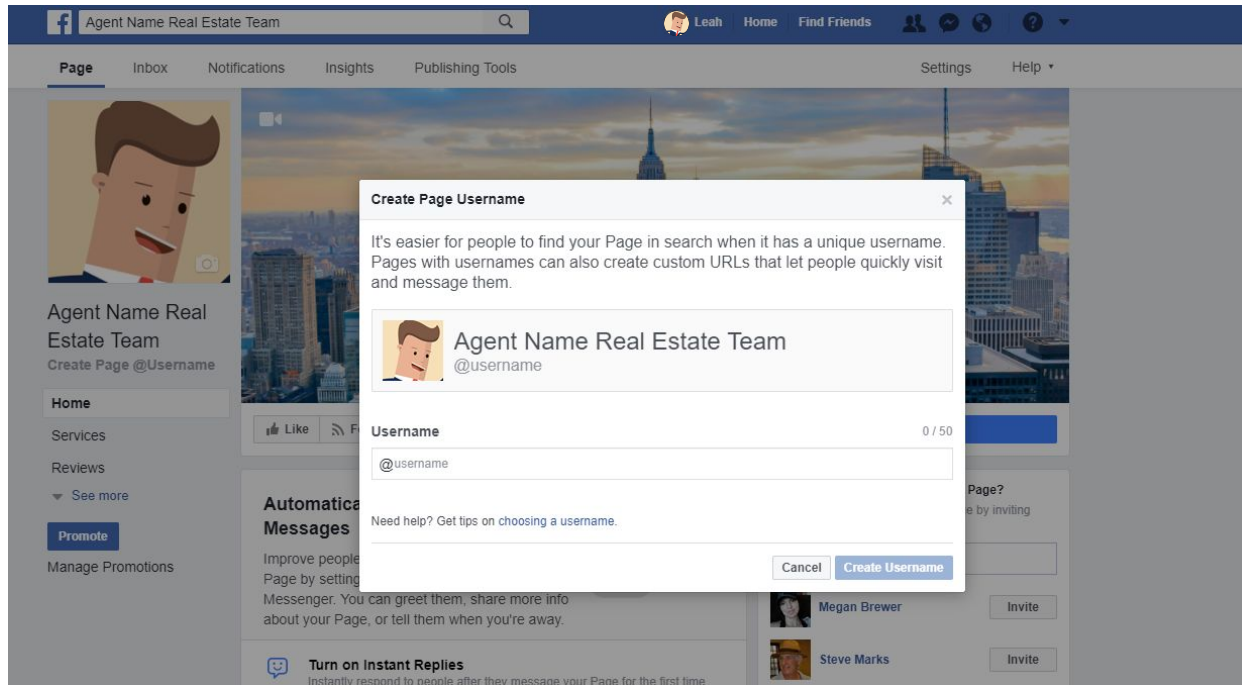
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## Building A Business Page set up your username



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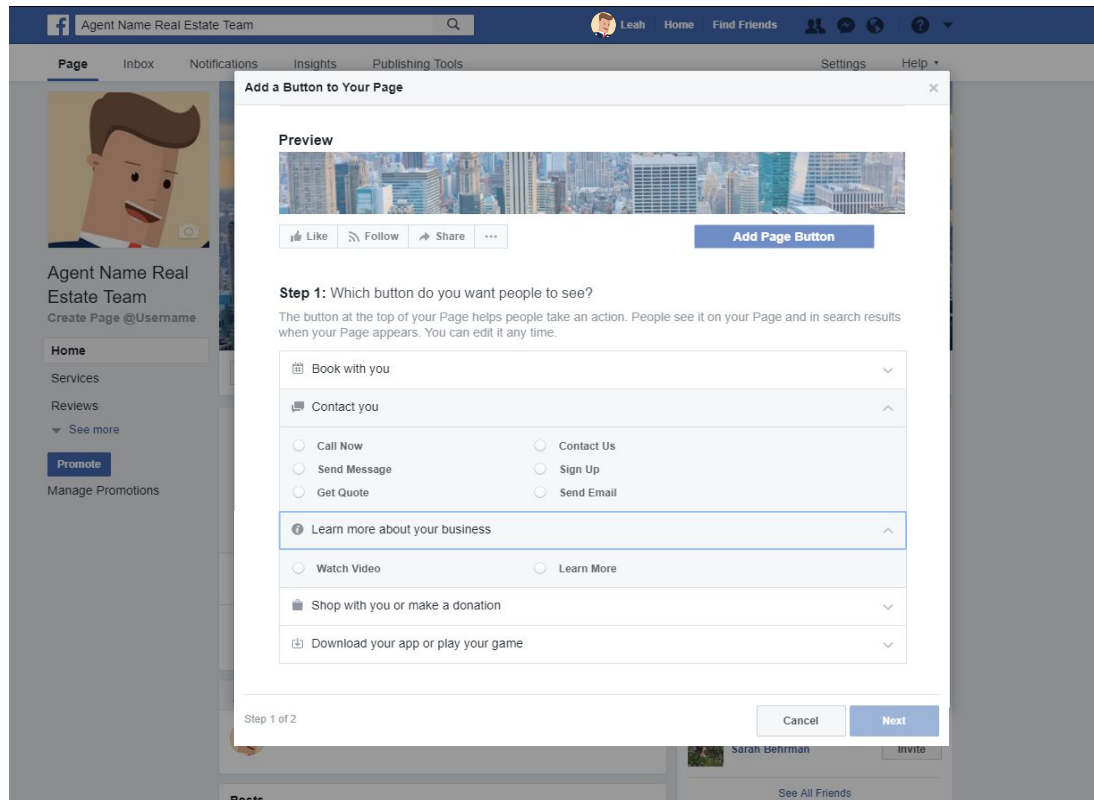
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# What's Trending Now



## Building A Business Page set up your Call To Action button



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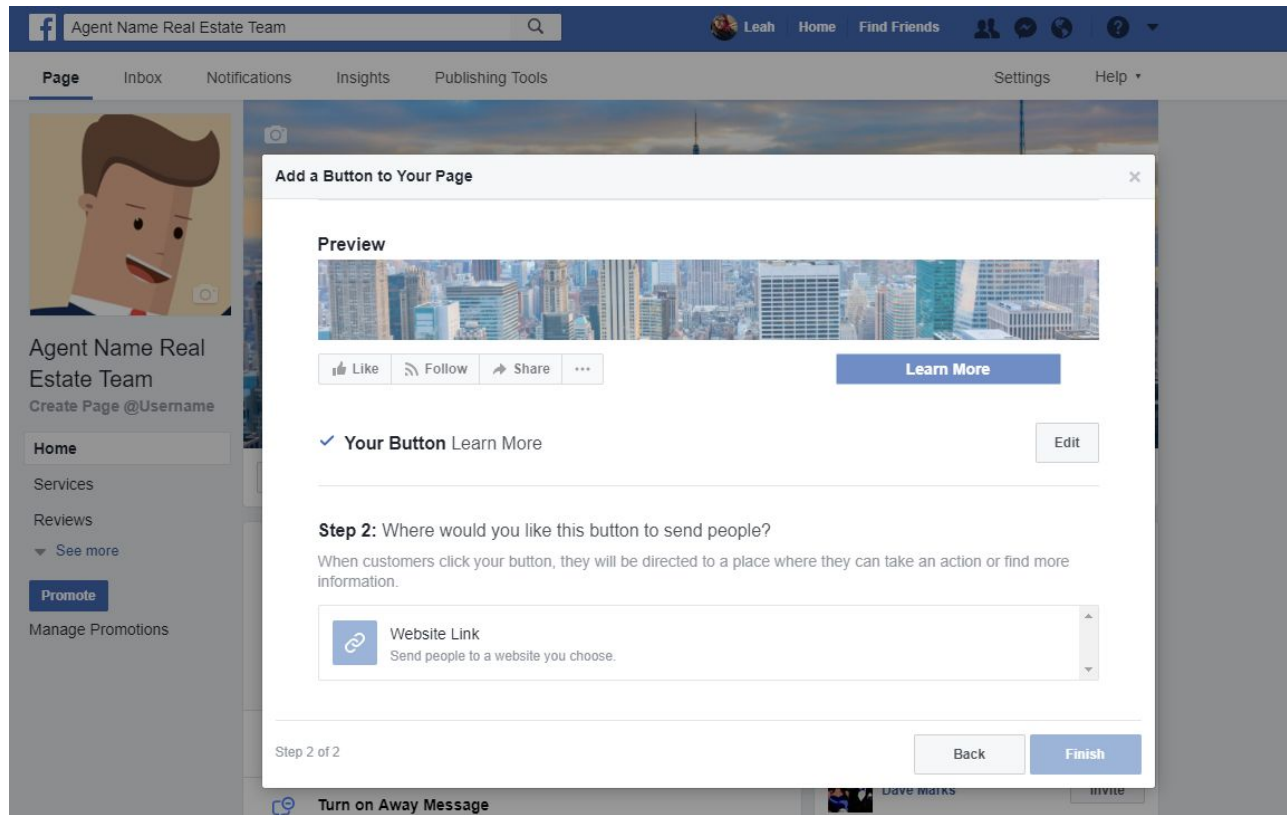




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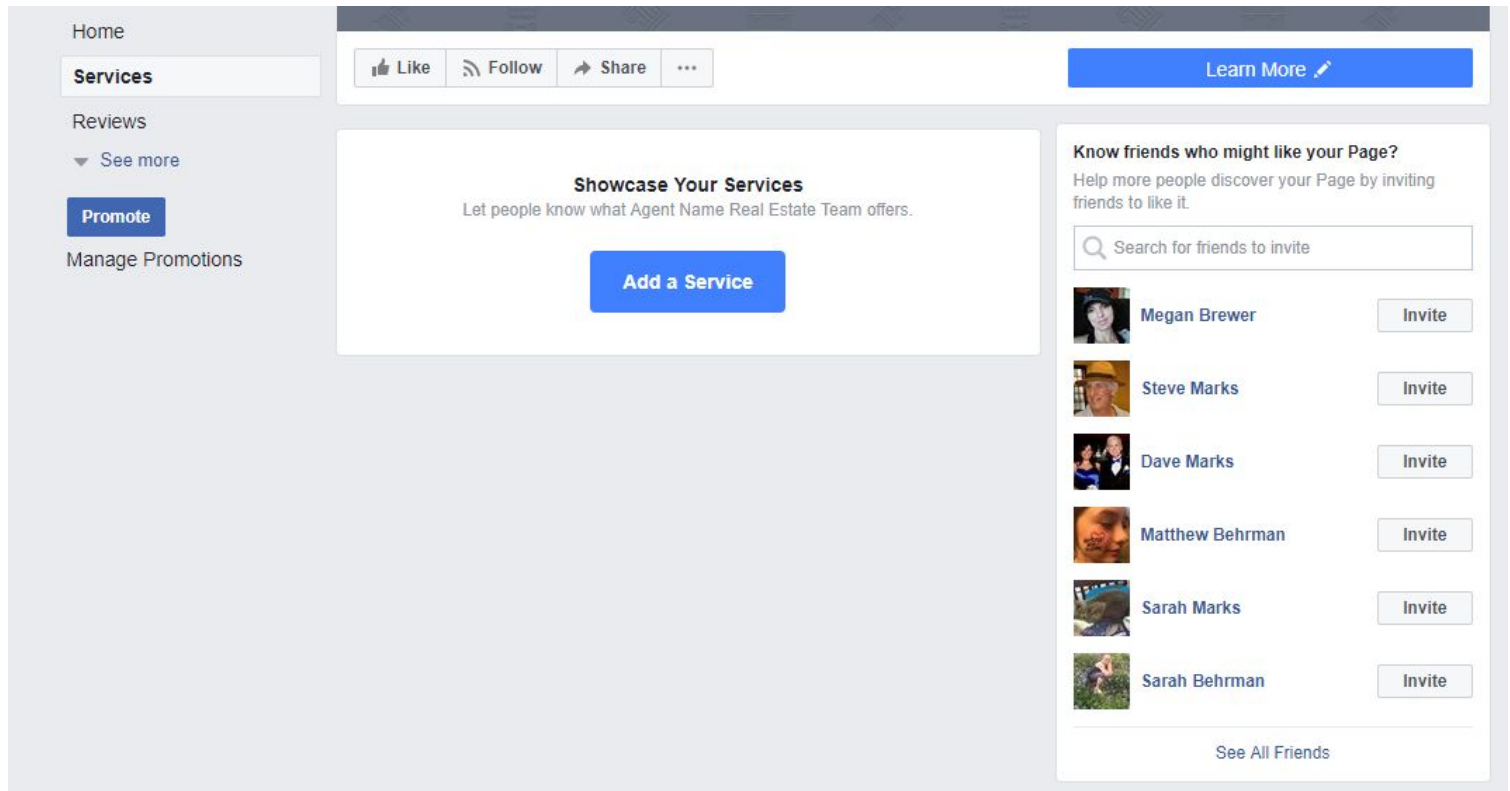
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## Building A Business Page list your services



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# What's Trending Now



## Building A Business Page enter your contact information

The screenshot shows a Facebook Business Page for 'Agent Name Real Estate Team'. The page is in the 'About' section, which is used for entering business information. A red box highlights the 'Enter phone number' field in the 'FIND US' section. The page also shows a map, a 'GENERAL' section with category and name, a 'BUSINESS INFO' section with links to edit business details and types, and an 'ADDITIONAL CONTACT INFO' section with links to enter email, website, and other accounts. A blue callout box on the right says 'A New Way to Tell Your Story'.



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# What's Trending Now



## Building A Business Page enter your contact information

The screenshot shows a Facebook Business Page for 'Agent Name Real Estate Team'. The page is in the 'About' section, which is used to enter contact information. The page layout includes a top navigation bar with 'Page', 'Inbox', 'Notifications', 'Insights', and 'Publishing Tools'. The main content area is divided into sections: 'About', 'GENERAL', 'BUSINESS INFO', 'ADDITIONAL CONTACT INFO', and 'MORE INFO'. The 'About' section features a 'FIND US' map and a 'Send Message' button. The 'GENERAL' section includes fields for 'Category', 'Name', and 'Username'. The 'BUSINESS INFO' section has fields for 'Edit business details', 'Edit Start date', and 'Edit business types'. The 'ADDITIONAL CONTACT INFO' section, which is highlighted with a red box, contains fields for '+ Enter email' and '+ Enter website'. The 'MORE INFO' section has a field for 'Edit Other Accounts'. A blue callout box on the right side of the page reads: 'A New Way to Tell Your Story. This is a new space for you to share the special details of your business. Click anywhere on the card to start editing.'



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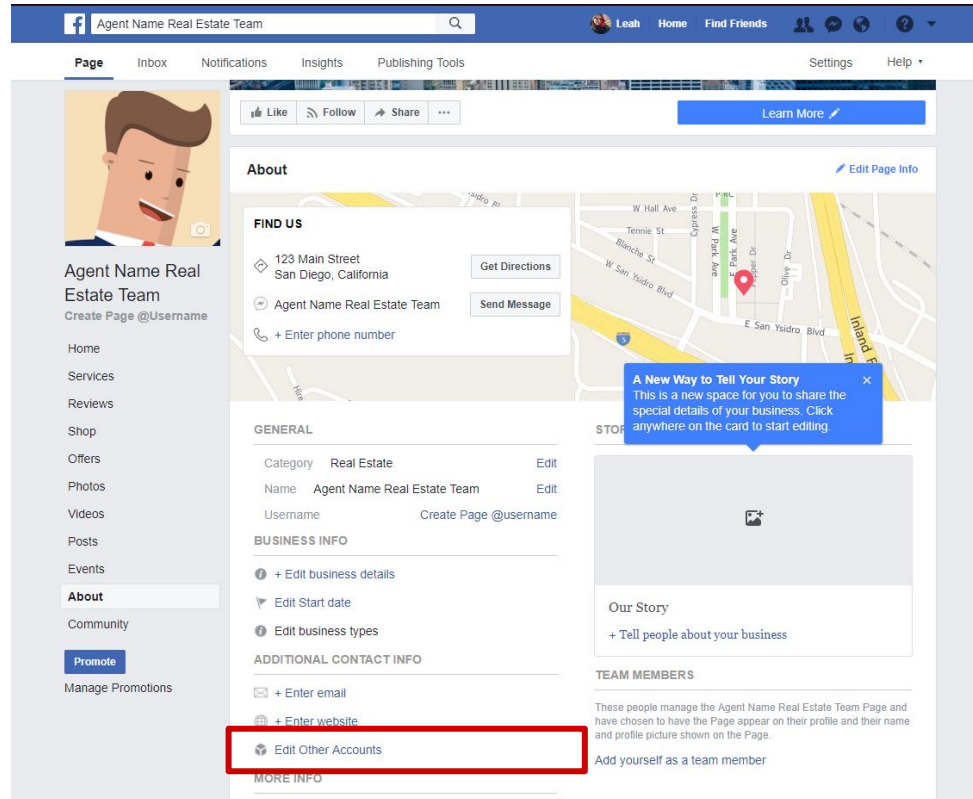
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# What's Trending Now



## Building A Business Page connect your other social media accounts



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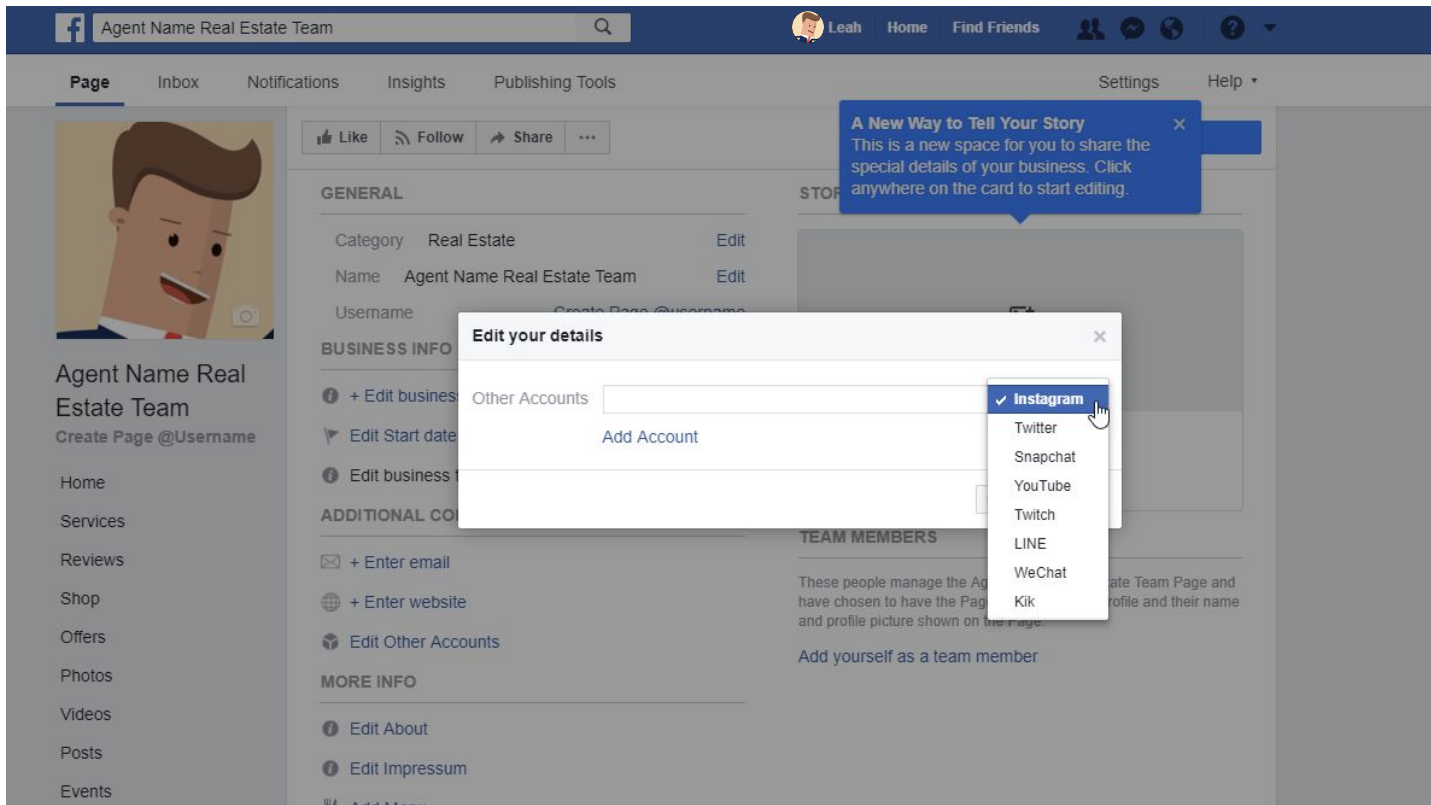
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# What's Trending Now



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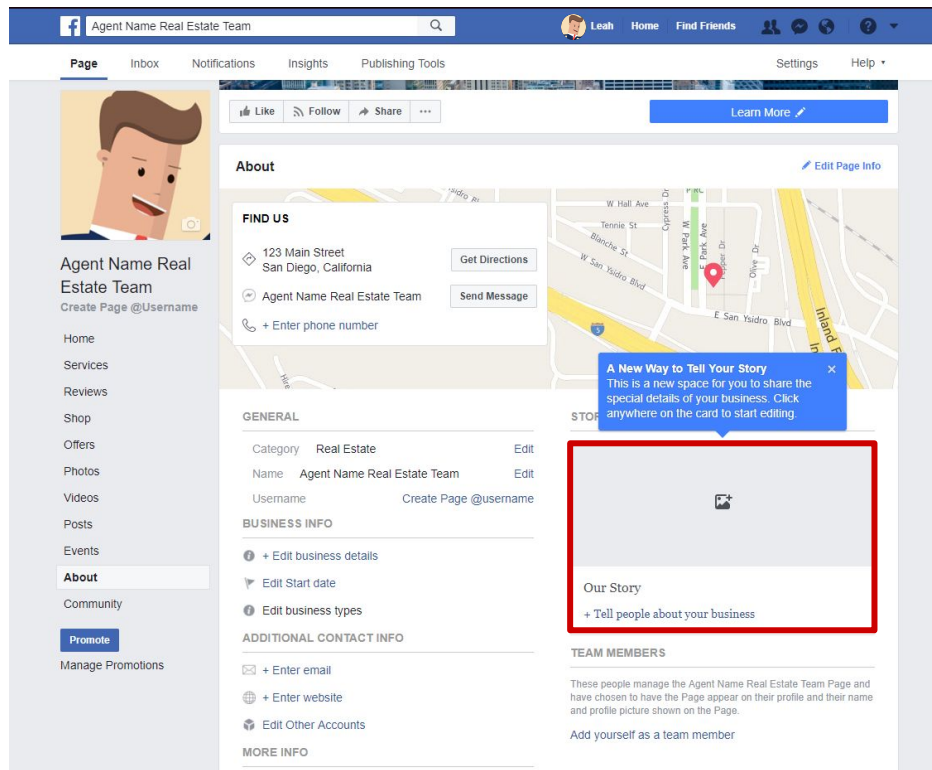




# What's Trending Now



## Building A Business Page promote your business with Our Story



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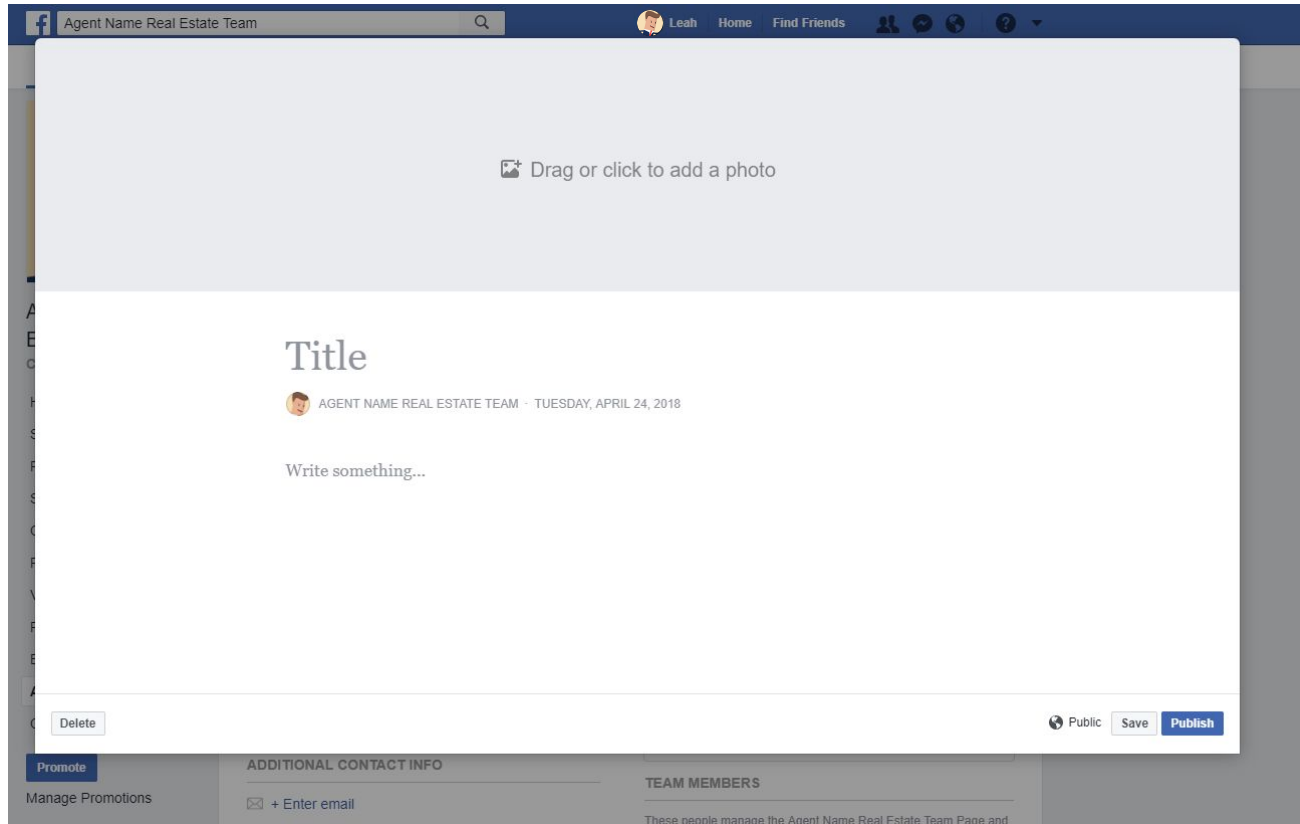
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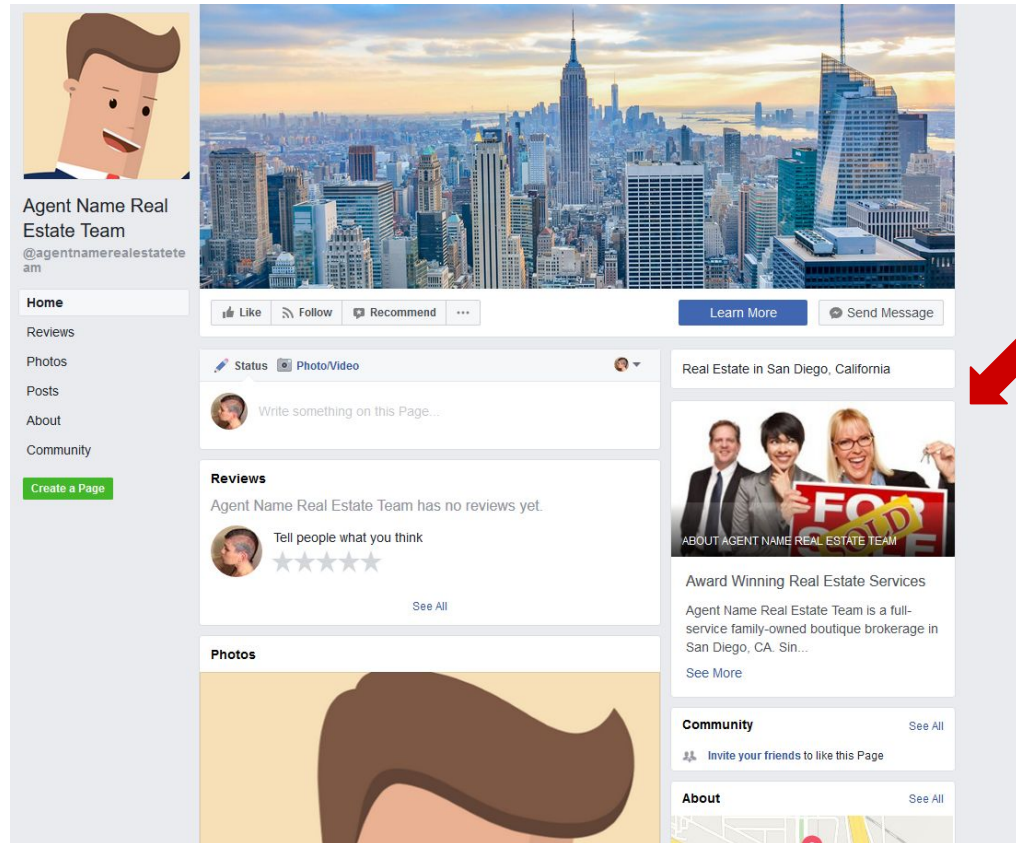
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# What's Trending Now



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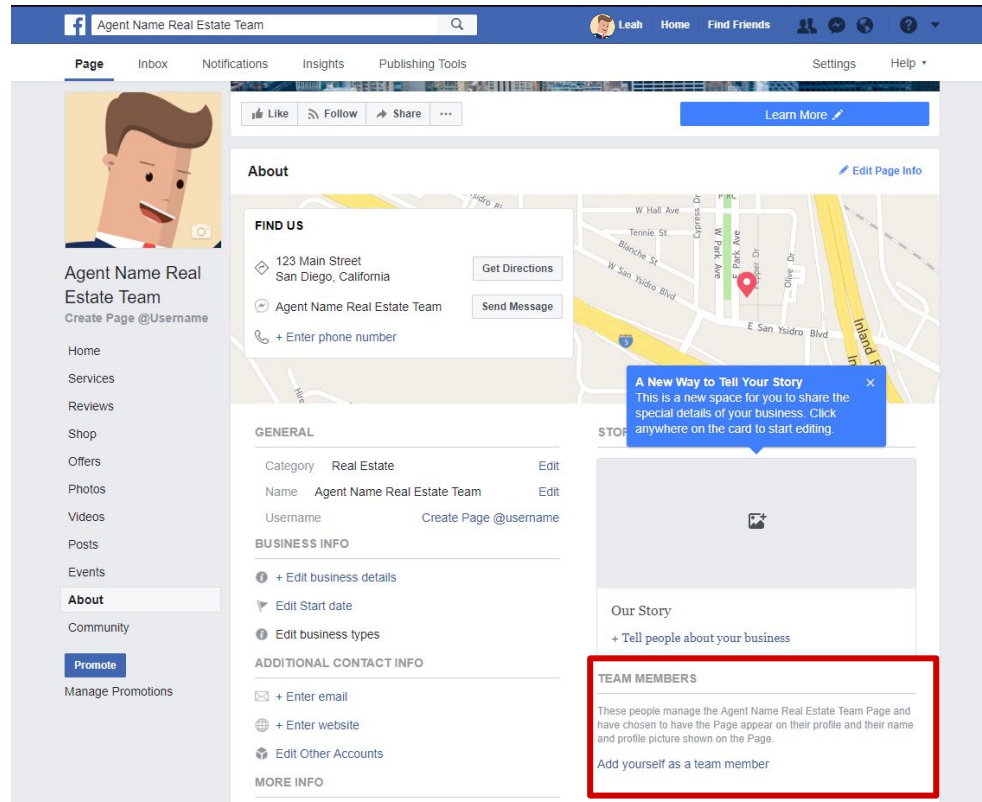
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# What's Trending Now



## Building A Business Page connect your profile to your page



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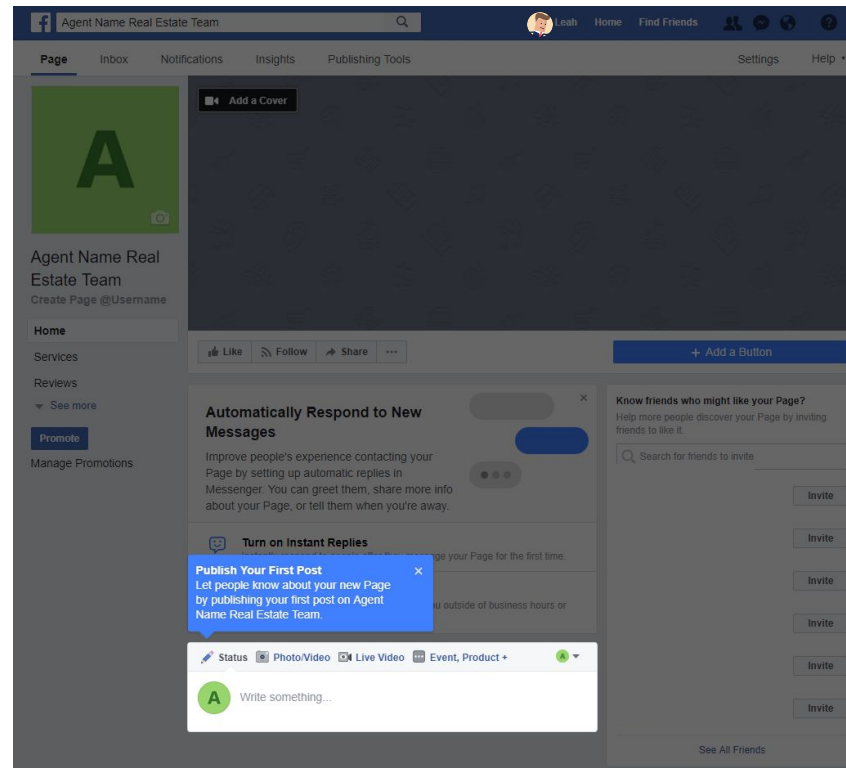
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# What's Trending Now



## Building A Business Page create your first post



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# What's Trending Now



## DO

- Coming Soon
- Just Listed
- Just Sold
- Testimonials
- Open House
- Behind the Scenes
- Adventures in Real Estate
- Community Life
- Team Spotlight
- Local Business
- Local Influencers
- Community Events
- From the Archives
- Text Quotes

## AVOID

- Complaining, in general
- Arguing with Negative Reviews
- Sell, sell, sell
- Anti-social topics
- 



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## Set Up Facebook Messenger



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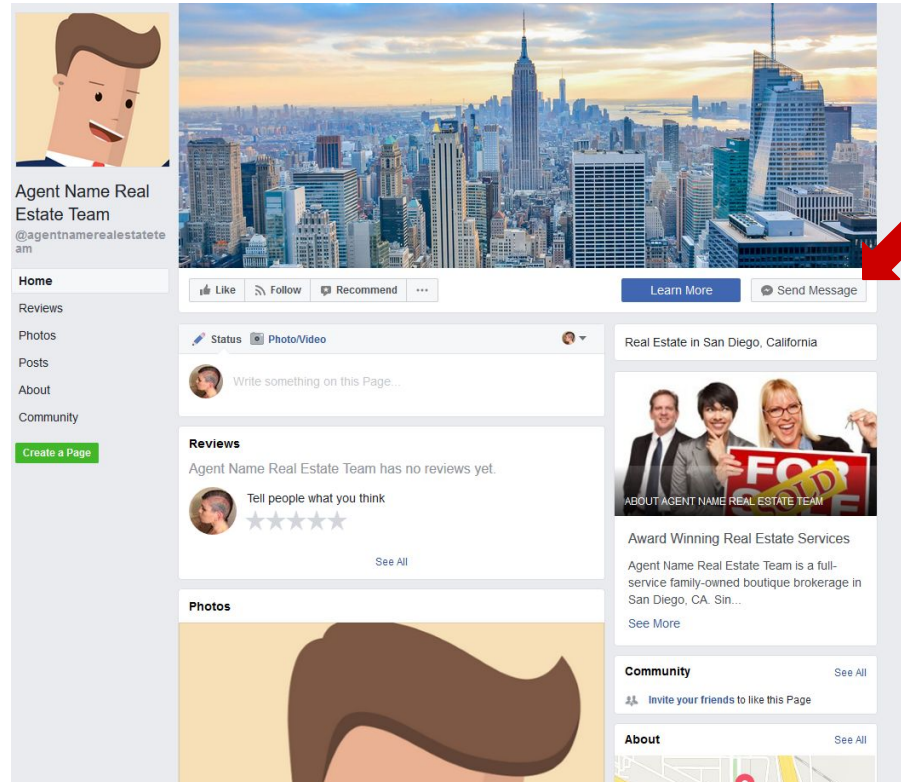
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## Getting Reviews

**bad news travels fast, but so does good news.**

1. Requires asking your clients to participate.
2. Make it as easy for them as possible.
3. Don't delay. The longer you wait, the less likely you are to get a review



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