



Building Your Business with Facebook

Pages Guide

So I created a Page...now what?

Every day, over 150 million people in the US visit Facebook to connect with friends and their favorite businesses, brands and organizations. Creating a Page for your business is the first step to building lasting conversations with your customers on Facebook. And it's fast, easy and free!

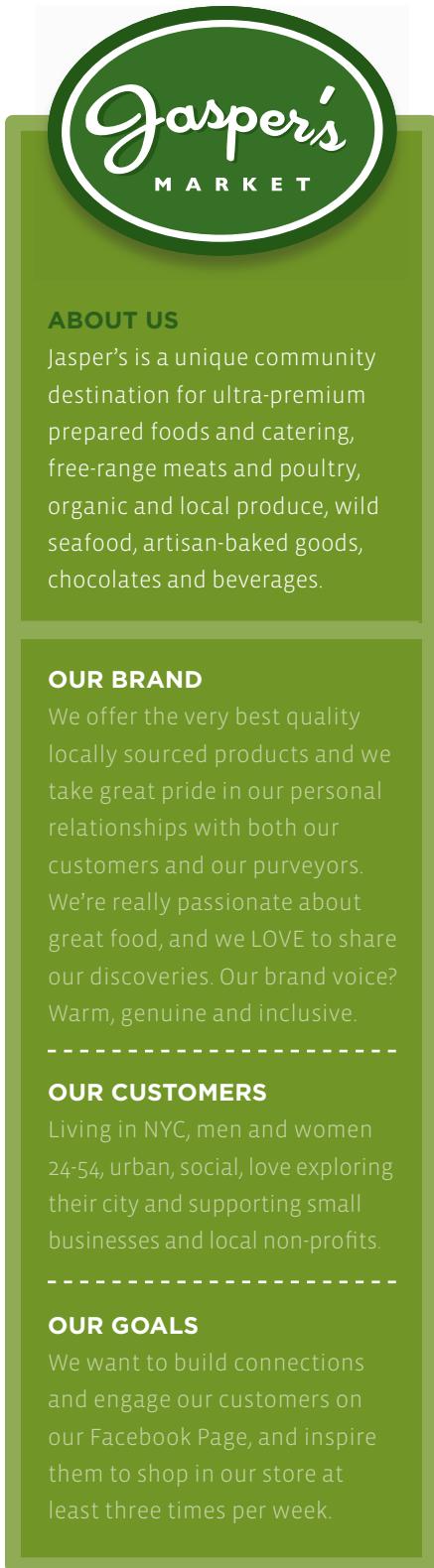
To get started, download the [Facebook Pages Manual](#) and follow the step-by-step instructions for creating a basic Page. If you already have a Page, and want to know more about our recent improvements, visit our [Page Upgrade Guide](#).

Next, follow this guide to begin making connections...Your fans are waiting!

Maximizing Your Facebook Page:

3 Easy Steps

- 1. Start the conversation**
- 2. Expand your fan base**
- 3. Analyze and optimize**



ABOUT US
Jasper's is a unique community destination for ultra-premium prepared foods and catering, free-range meats and poultry, organic and local produce, wild seafood, artisan-baked goods, chocolates and beverages.

OUR BRAND
We offer the very best quality locally sourced products and we take great pride in our personal relationships with both our customers and our purveyors. We're really passionate about great food, and we LOVE to share our discoveries. Our brand voice? Warm, genuine and inclusive.

OUR CUSTOMERS
Living in NYC, men and women 24-54, urban, social, love exploring their city and supporting small businesses and local non-profits.

OUR GOALS
We want to build connections and engage our customers on our Facebook Page, and inspire them to shop in our store at least three times per week.



1. Start the conversation

Your Facebook business Page really comes to life when you engage your fans, and it's important to remember that many relationships begin when your posts are published to your fans' News Feeds. Here are some tips for getting started:

Set your strategy

• Know your business

What is your unique voice? How can your business bring its brand story to life in a compelling, authentic and personal way?

• Know your customers

Who are they? How will they want to connect with your business? What content will be important to them and what will engage them?

• Know your goals

What kind of relationship do you want to have with your customers? In addition to building your business, do you also want to use Facebook to drive immediate sales or in-store traffic? Defining and prioritizing your goals will help you create your Page posting strategy.

Follow best practices for posting

Find the right rhythm

Nobody knows your customers like you do, so decide how often they'll want to hear from you and what content will best engage them.

We're an urban grocery store that serves lots of busy professionals who shop very frequently for food, so it's ok to post to our fans every day with interesting content about our specials and featured menu items.

I check my Facebook Page for five minutes right before I open each morning and just after we close. That way, I can respond to any urgent comments or questions very quickly. People really appreciate it!



Keep it human

Be conversational, personal and authentic. Share video and photos of your business, your community and your customers.

Schedule time for Facebook

Set aside 5-10 minutes each day to monitor your Page and post updates.



Jasper's Market



Soup's on tonight! Drop by after 5 pm for a big bowl of squash soup and a Belgian white ale. We'll throw in warm bread and scintillating conversation!

about an hour ago · Like · Comment · Share

6 8

Write a comment...



Jasper's Market



We are silly for shitakes this week! Our produce buyer, John, recommends showcasing them in a warm quinoa salad with goat cheese after a quick sautéé.

1 hour ago · Like · Comment · Share

Rita Fabi and Giselle Schmitz like this.

Write a comment...

Share news and exclusive content

Fans love “sneak-peeks” about new products and news. You should also post photos, videos, recipes and anything else that gets people talking.

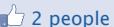
Jasper's Market
The best chevre with truffles from Goat Hill has just arrived! It'll sell out fast, so come and get it soon!
15 minutes ago [Like](#) · [Comment](#) · [Share](#)
 3  12

Jasper's Market
We're on TV tonight! Mark Lamberti gives us a shout out in a fun video interview on shopping farm-fresh in the Big Apple!
1 hour ago [Like](#) · [Comment](#) · [Share](#)
 **Meg Sloan and Mark Rodgers** like this.

Encourage fan participation

Create fun, engaging conversations with clear calls-to-action. Ask questions and reward responses. If someone posts something you love, repost it and respond personally to them. Allow your fans to post directly to your wall with questions, feedback and compliments.

Jasper's Market
What's the single most amazing food you've savored at Jasper's? We'll choose our favorite answer for a \$50 in-store shopping spree!
2 hours ago [Like](#) · [Comment](#)
 12 people likes this.
 **Rita Fabi** That's easy... It was your organic grilled pizza! I'll never forget that delicious crispy crust!
3 minutes ago [Like](#)

 **Lisa Carey**
Many thanks to Jasper's amazing bakers! Your Chocolate Truffle Torte is unbelievable.
15 minutes ago [Like](#) · [Comment](#)
 **Jasper's Market** Lisa, we're so glad. We love that torte too!
5 minutes ago [Like](#) ·  2 people

HANDLING NEGATIVE FEEDBACK

When you engage your fans in a genuine dialogue, transparency is very important. Remember this is a conversation, so listen and respond, and address negative feedback honestly and openly.

Reward your fans

Post special offers just for your Facebook fans, like discount codes and exclusives on new products. Offer a special code and/or create a [Facebook Check-in Deal](#) that can only be redeemed in your store.

GET UPDATES ON YOUR PAGE'S ACTIVITY

Stay connected to your Page with on-site notifications and emails of fan activity. To customize your settings, visit your page, click the “Edit Page” button in the top right corner, and select “Your Settings” from the left column menu.

 **Jasper's Market**
Happy Valentine's Day, Facebook fans! Stop by tomorrow from 10 am – 1pm for a special chocolate treat when you say the secret code “willy wonka”. We'll also offer 20% off all purchases through our special Facebook Check-in Deal.
1 hour ago [Like](#) · [Comment](#) · [Share](#)
 35 people likes this.
 **Mike Fretto** What an incredible deal! I'll be stopping by during my lunch break.
5 minutes ago [Like](#)

Develop a conversational calendar

Create a schedule and a regular rhythm for your postings and consider posting at specific times when engagement is highest. You can also create weekly features that encourage participation.



Jasper's Market



It's Cheesemonger Monday! When you're entertaining, what else is on your cheese plate besides crackers? One lucky respondent will win a generous wedge of bleu cheese fresh off the farm – Sperry Farms, that is. Yum!

3 hours ago · Like · Comment

4 people like this

View all 6 Comments



Lauryn Hale A guest favorite at my house has always been Jasper's Olive Dip and organic gluten-free crackers. Delicious!!!

15 minutes ago · Like · 2 people

Write a comment...

Keep your Facebook posts fresh too! Download the Facebook app for your smartphone, and update your business Page when you're away from your computer.

Begin building your connections

Start with who you know

Use your existing email lists, direct mail and personal contacts to promote your Page and begin building your fan base. Ask your contacts to like your Facebook Page to stay connected to your business for updates.

Leverage your existing marketing

Add a Facebook logo with a *call to action* on your in-store signs, newsletters, emails, fliers, menus and business cards. Install social plug-ins which are buttons you can place on your website to encourage interactions and Page likes.



2. Expand Your Fan Base

Encourage visitors to like your Page

by working with a developer to create a special [landing page tab](#).

Jasper's Market

Company



Partner with other brands or local organizations to create co-promotions and encourage viral sharing with incentives.



Jasper's Market



Enter for a chance to win a \$100 NY wine shopping spree from Jasper's and the NY Wine Group!

Click on the "Win Wine" tab at the top of either page to enter. Invite your friends and receive additional entries. Contest ends next Friday, so enter now!

1 hour ago [Like](#) · [Comment](#) · [Share](#)

Expand the reach of your posts

When you mention a person or organization you are connected to in a post on Facebook, type the @ symbol, begin typing the name, and then choose them from the dropdown menu. Your post will automatically post to their Wall. To learn more, click [here](#).



Jasper's Market

Congratulations to **@greateats** for a fabulous charity event on Friday night. Shout out to our team for yet another amazing burrata and heirloom tomato creation!

15 minutes ago [Like](#) · [Comment](#) · [Share](#)

Jim Renaud and 5 others like this.

Write a comment...

Encourage physical check-ins at your business - When people check-in at your business, the post will appear in their friends' News Feeds and provide additional exposure for your business. For more info, click [here](#).



Jasper's Market

We're getting wild at Jasper's! Come visit us this week and check-in on Facebook and unlock a great deal for 30% off all Alaska Salmon. This week's Copper River beauties will go fast!

1 minute ago [Like](#) · [Comment](#) · [Share](#)

David Steer likes this.

Write a comment...

Use social plug-ins on your website

Install a Like box on your homepage and a link on your newsletters and emails to drive people to your Facebook Page. For more information, click [here](#).



Promote with Ads and Sponsored Stories

[Facebook Ads](#) are the best way to build awareness of your Page and drive new fans. [Sponsored Stories](#) harness the power of recommendations, and they're a great way to spread your content further. Stories are served to friends of those who have liked your Page or your content.



3. Analyze and Optimize

Facebook offers tools to help you analyze what's happening on your Facebook Page so you can monitor key metrics, get insights about who visits your Page and what they do on it, and develop a plan to get more fans and increase interactions. Download the Facebook [Insights Guide](#) for an in-depth look at how to use the free tools available to you on Facebook.



RESOURCES

Now you have the tools and knowledge you need to make the most of your Facebook business Page. So start connecting with your customers today! For more detailed information on creating your Page or marketing on Facebook in general, visit our [Facebook Ads Page](#) and [Guide to Facebook Ads](#). For a glossary of commonly used terms, please reference the [Facebook Pages Manual](#).