



# Using Your Personal Facebook Profile for Business Do You Need A Business Page? vs Just Using Your Personal Page

Optimize Your Facebook Pages  
Make The Most of the Free Stuff

Timeline

About

Friends

View your News Feed.



# DO YOU NEED A Facebook Business Page?

Organic reach is low and dropping. Where's the value?

- Your page is all about your business or brand
- People can instantly like and follow your page
- No need to await your friend approval
- Separation of personal and business messages
- Ask friends to like your page, it's easy
- Facebook have a rule against using your personal timeline primarily for your own commercial gain

# DO YOU NEED A Facebook Business Page?

Your Facebook Business Page and website are your shop windows

- Many people don't get as far as your website
- They find what they need on your Facebook page
- They make their decision about what you offer after seeing your Facebook page
- So your Facebook page can operate as a de-facto website



Mark Zuckerberg

Timeline

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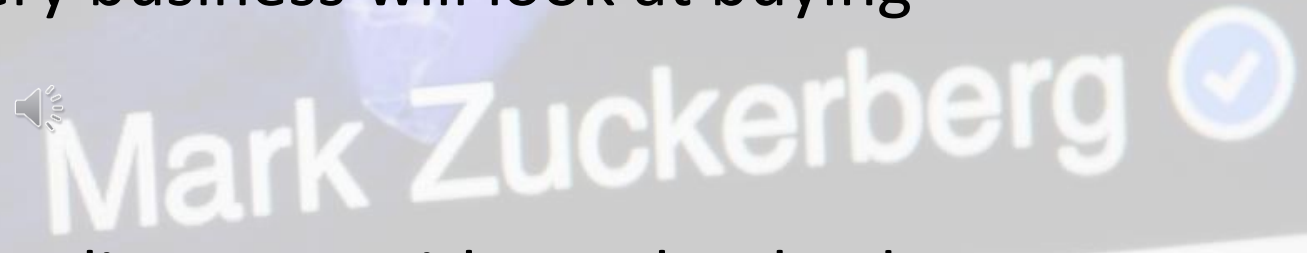
# DO YOU NEED A Facebook Business Page?

Sooner or later just about every business will look at buying online ads

- Most people who advertise online start with Facebook ads

- Easy
- Accessible

- Everyone's on Facebook
- Google ads are inherently more complex





# WHY DO YOU NEED A Facebook Business Page?

Sooner or later most businesses look at buying online ads

- You can only run Facebook ads from a Page
- Most people start with boosted posts, the simplest kind of ad
- Limited
- There's much more available on Facebook Ads Manager



...up next

*Adjust Your Personal Profile For Business*

Optimize Your Facebook Pages

*Make The Most of the Free Stuff*

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