FACEBOOK PAGE BUILDER

Profile Picture

Your profile picture should be a clear, current version of your company's logo. This will help customers recognize and easily find your page.

Cover Photo

Use a high-quality graphic promoting a store sale, in-store event or holiday, or use a fun photo that shows your company's personality.

Call to Action

Use this button to bring customers directly to your store's website. Ask them to "Shop Now" and link to the website or "Sign Up" for store emails.

Like

You want customers to "Like" your page, but you can "Like" other local businesses as your page to stay engaged in the community.

Tabs

Arrange your page's tabs so the most relevant categories are displayed front and center. Customization options are also available.

Photos

Photos are a great way to promote your brand and engage followers. Make sure pictures are high quality, and consider creating photo albums.

Links

As often as possible, add a link to posts that leads to a source of more information or your website. It increases chances for engagement.

Videos

Similar to photos, videos can showcase your company's offerings and personality. These should be on par with company brand standards.

About

Make sure this section is complete with the details your customers are looking for: website, address, phone number and related information.