

# Facebook for Business

Why & How  
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# The Sad Story of a Cheated Restaurant Owner

- A restaurant owner was paying a salary to his Facebook Page Admin
- He was also paying around \$1050 US per month for the promoted posts
- The page had \$200 worth of promoted posts in the month I got to look at



# Case Study 1: Ararat Hall Restaurant

Very active Facebook page  
Website with very view visits



# Case Study 2: Cinema Star Armenia

Very active Facebook page  
Website with very view visits



# Common traits

Lack of a marketing strategy in case of sudden Facebook policy shifts (which happen quite often)

No subscription system (website, listserver, app, other)

Lack of a system to adequately analyse and manage marketing funds, people and resources



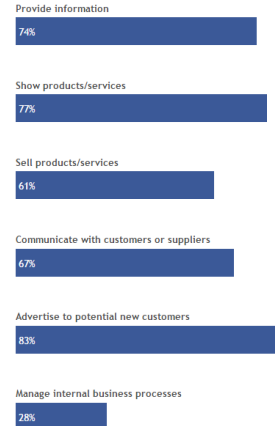
# Facebook -- good for business

In January Facebook unveiled the “2017 Future of Business” survey, which spans 33 countries and more than 140,000 small businesses using Facebook Pages.

More than 60 million small and medium sized businesses have Facebook Pages

75% of brands

Most common reasons for unsubscribing: uninteresting posts and too many posts



facebook for business

Email or Phone

Password

Log In

[Forgot account?](#)



## Business Manager

Manage ad accounts, Pages, apps and the people who work on them — all in one place. It's free.

Create Account

# Why choose Business Manager?



You need more than 1 ad account

Create separate ad accounts for every client or business unit you serve

Pay for ads with different payment methods

Organize and group items by objectives or for reporting purposes

Allow specific, role-based access to the ad accounts, Pages and apps your business manages



# Facebook -- study resources

Study resources -

<https://www.facebook.com/blueprint>

