

The Ultimate Guide To A Facebook Business Page For Sellers! Mini Course!



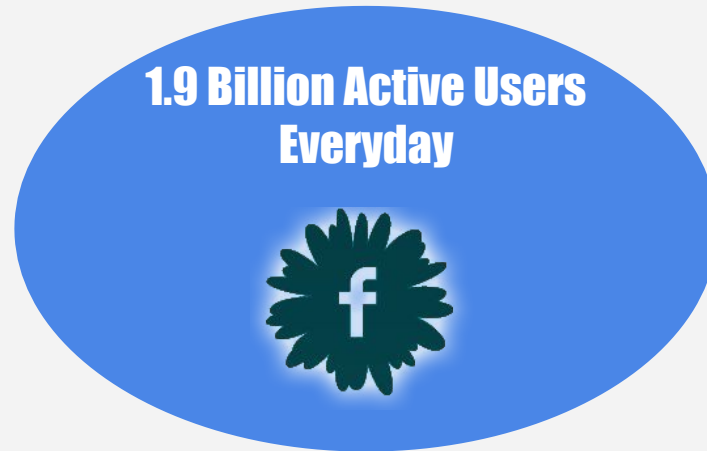
Updated 11/2022

Kathy Terrill
I Love To Be Selling

*This guide is dedicated to the
awesome members of the
Love2BeSelling Insider group!*

What's So Important About Facebook?

According to Facebook numbers from the first quarter of [2022](#), Facebook has more than 2.94 billion people that are active monthly users! This number has only INCREASED!



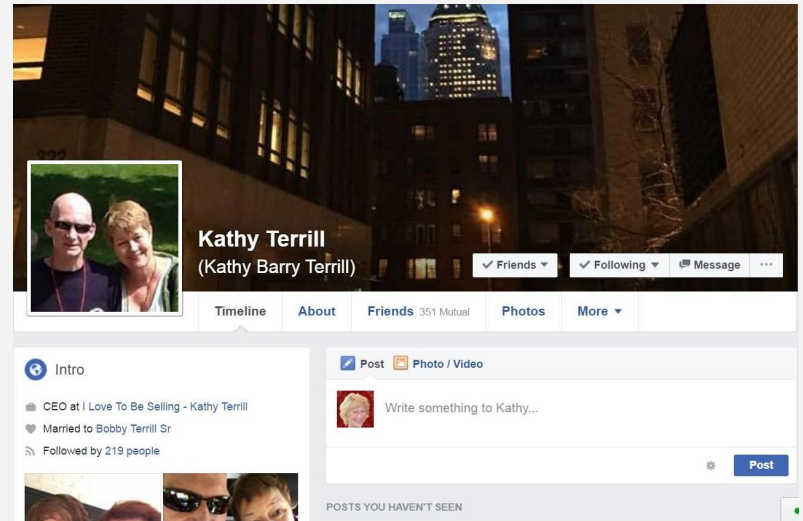
With a Facebook fan business page, your online business has access to those Facebook users!

What's the Difference Between Personal & Business?

A Facebook Business page is NOT your personal page/profile.

When you first create an account with Facebook, it is a PERSONAL PAGE or profile.

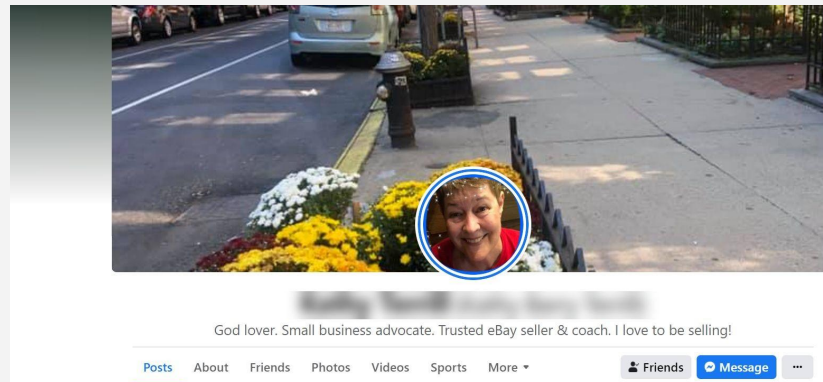
It is intended for you to interact with your friends. It is NOT intended to be used extensively as a business page.



Facebook Page(s) Do's & Don'ts

Yes, you can do a bit of business on your Facebook personal page or profile. However, personal profiles are just that personal. They are meant for social interactions with your friends and family.

As of now, there are no analytics for you personal page. **Business pages are free and come with a wealth of data, that can help sellers attract customers and get sales.**



Where Do I Start?

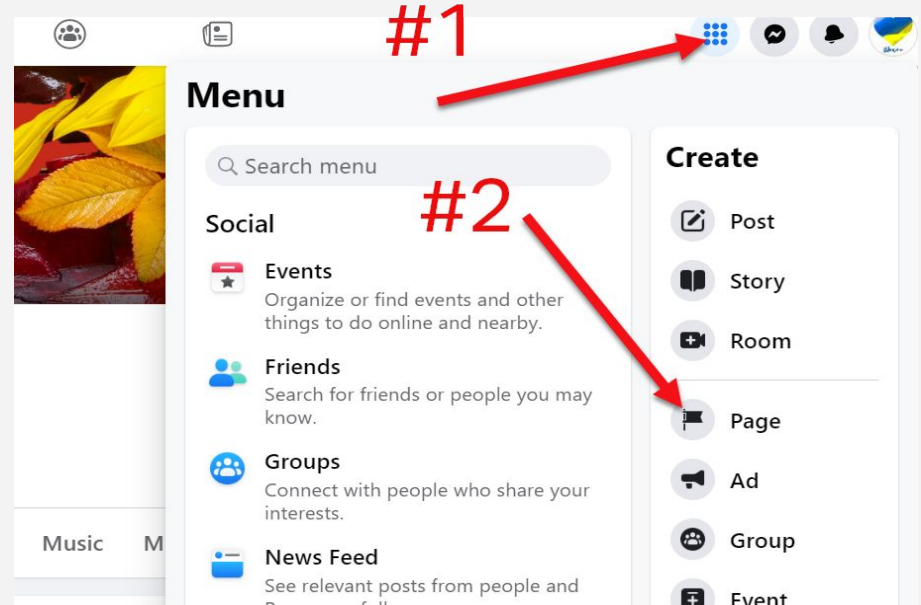
To begin you'll need to have a personal profile or page on Facebook. All you need to get a personal page on Facebook is an email account. [Click here](#) if you do not have a personal Facebook account.

Once you have a personal account you can add business page(s) to your account for free.

You'll see on the diagram on the following page that you click on the toolbar (top) and choose page.

Go to your Profile and from there follow the arrows as shown Or use the link posted below.

https://www.facebook.com/pages/create?url=https%3A%2F%2Fwww.facebook.com%2Fpage%2Fcreate&campaign_id=163681540489385&placement=%2Fbusiness%2Flearn%2Fset-up-facebook-page&creative=cta_button



Facebook Business Page's Name & More

First you'll be asked to name your page. Most reading this guide have an online store or shop. It's best to use the same name **as your eBay store, Poshmark account or Etsy shop.** **This goes to branding.** *You want to have the same name on your store/shop and on all social media.*

Next pick what type of business you are. Start typing what you sell. Look to what Facebook offers. You can make 3 selections. You can edit this section as your inventory changes.

Note: You can work on your page in small time chunks. No need to do everything all at once! ❤️ ❤️

Pages - Create a Page

Create a Page

Page Information

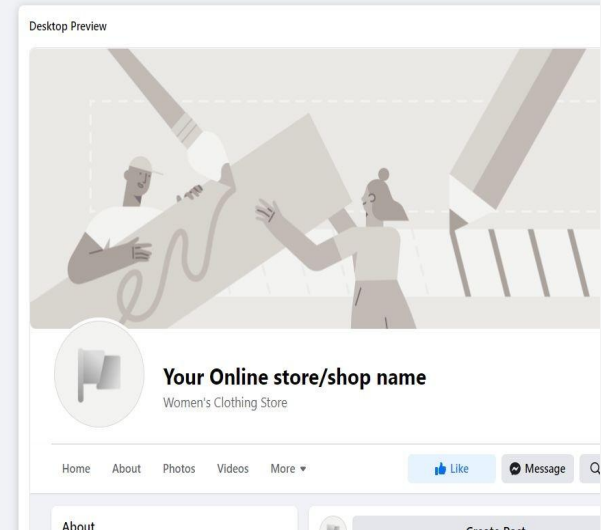
Page name (required)
Your Online store/shop name ✓

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)
Women's Clothing Store ✓
Teens & Kids Website X
Games/Toys X

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

Description
I sell a variety of moderate priced womens and men's clothing.

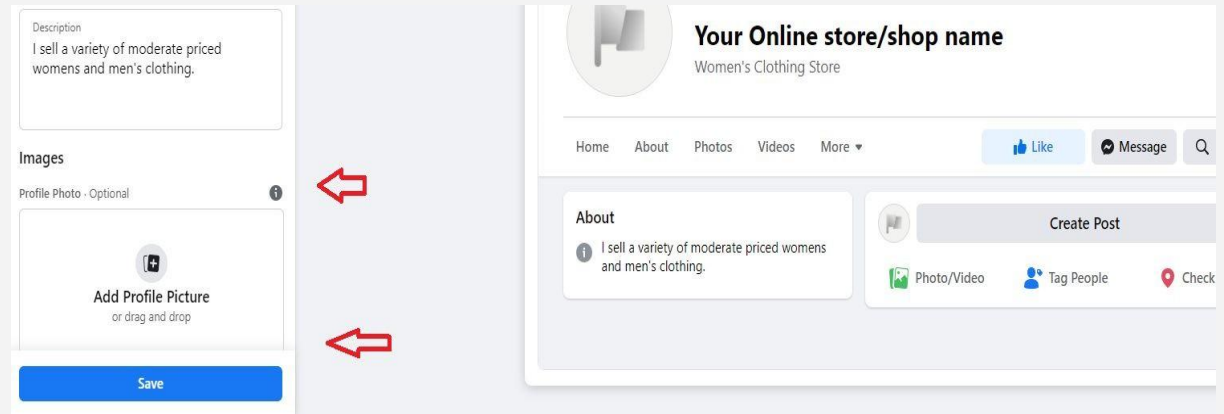


Adding a Profile Picture

Facebook will next ask you for your profile picture.

There are 2 schools of thought on this. School A says shoppers like to shop with people, so use a picture of yourself for your profile picture. The second school of thoughts says, no you use your company logo. *I see successful pages that make both choices.* Select what you feel best reflects you and your business.

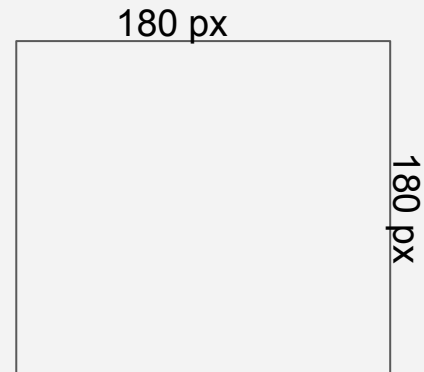
If you decide to change this area later and make a different choice, you can easily edit.



What Size is The Profile Picture/Logo?

If you use your store or shop logo/avatar for your Business Page Profile Picture, Facebook recommends 180 x 180 pixels.

Whatever choice you make, you will want to be the same logo/avatar selection across all platforms. *This uniform look will be seen representing you wherever you are on social media, Twitter, Pinterest, Instagram etc.* If you decide to use your face as the avatar for your business, it's wise to use the same picture on all platforms.



Why Use the Same Profile Picture/Logo on All Sites?

You want shoppers to see your logo and or face everywhere that your business is. **You want the same picture or logo and design on all social media EVERYWHERE you are.** This is called branding.

Branding helps shoppers recognize and follow you. Think of all the brand logos that you instantly recognize, Coke, Macy's, Under Armour etc. They use the same logo wherever you see them. Like a big brand, you want your "look" to be consistent across platforms. PS - You'll be offered to connect What's App. No need to do this unless you use WhatsApp.



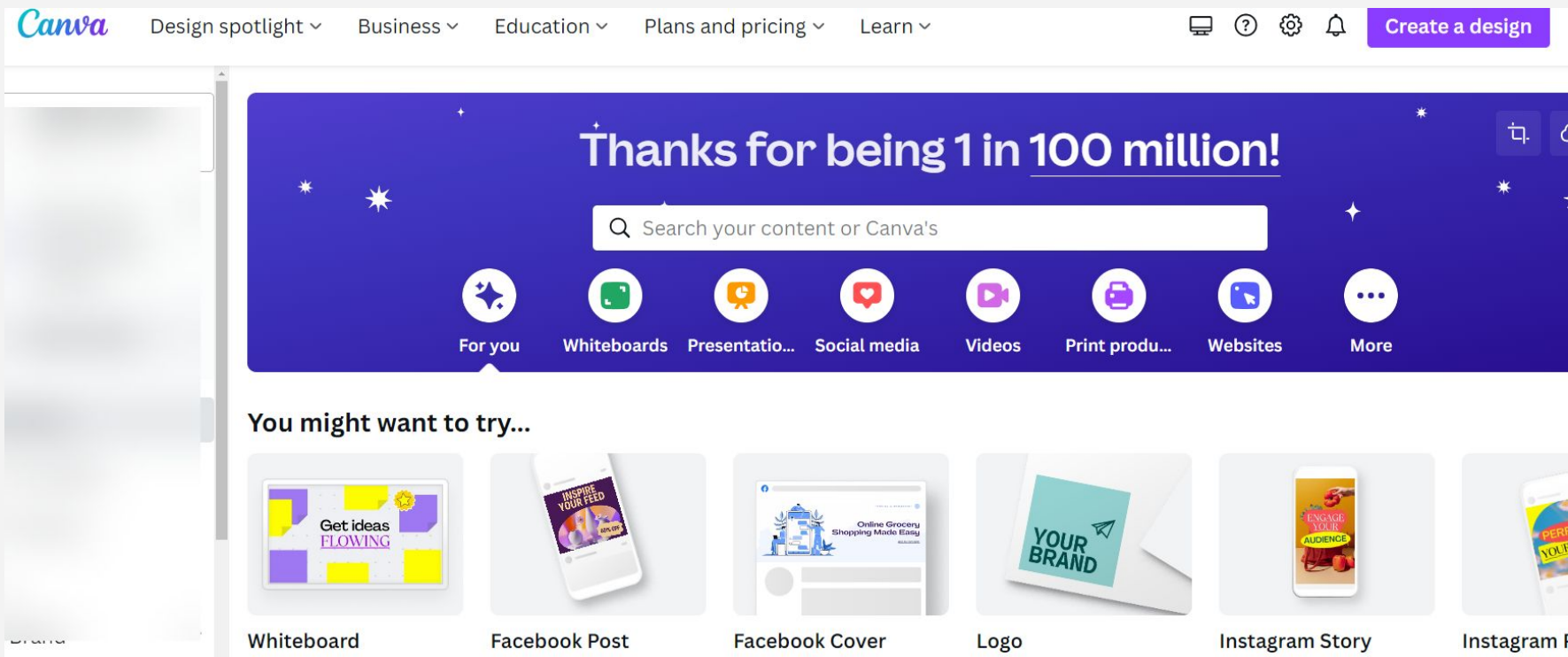
Facebook Cover

Time to upload your Facebook Cover!

The Facebook cover is the larger photo at the top of your Facebook business page. Your Facebook cover is a vital part of the feel and branding of your page. If you already have a header for your eBay or Etsy business, this likely can be resized to fit the Facebook Cover. Continuity is important for your brand.

Consider the tone and visual message you want to bring to your potential customers. Are you an antique shop, a beauty supplies store, a discount store, upscale clothing boutique or a luxury jewelry shop? Whatever you sell, take some time and think of the colors that best suit what you offer to shoppers. Looking at choices made by big brand retailers in your niche can be helpful. Take time and study the big brands Facebook Business pages.

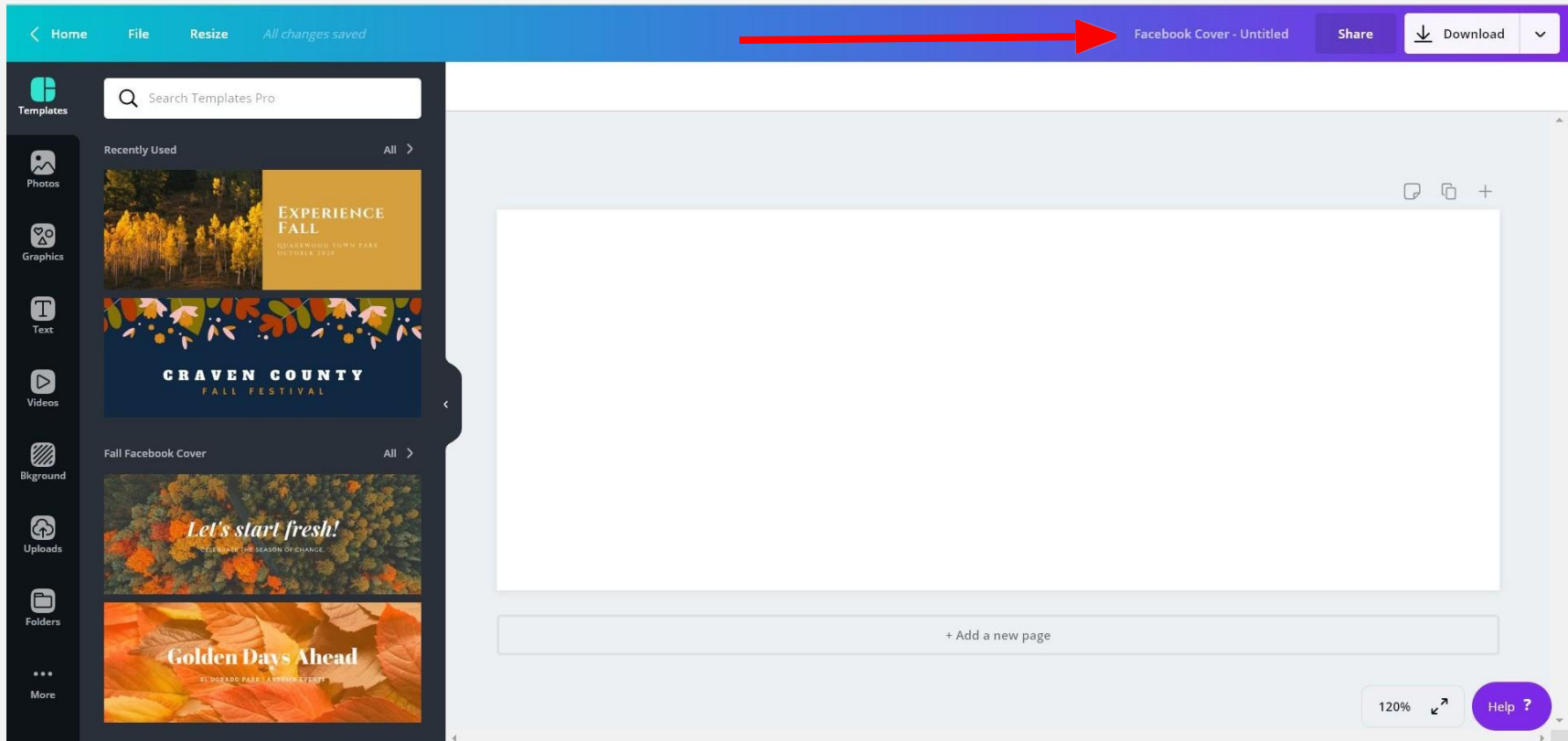
You can hire a designer to help you capture your business visually or you can do this yourself on a site like [Canva](#). This can be done on sites like [Freeup](#) (my affiliate link) or using the designer of your choice.



The image shows the Canva website homepage. At the top, there is a navigation bar with the Canva logo on the left and several menu items: "Design spotlight", "Business", "Education", "Plans and pricing", and "Learn". On the right side of the navigation bar, there are icons for a mobile device, a question mark, a gear, and a bell, followed by a purple button that says "Create a design".

The main content area has a dark blue background with white stars. At the top of this area, it says "Thanks for being 1 in 100 million!". Below this is a search bar with the placeholder text "Search your content or Canva's". Underneath the search bar is a row of eight circular icons representing different design categories: "For you", "Whiteboards", "Presentatio...", "Social media", "Videos", "Print produ...", "Websites", and "More".

Below the navigation bar, there is a section titled "You might want to try...". This section features a row of six design templates, each with a preview image and a label below it: "Whiteboard", "Facebook Post", "Facebook Cover", "Logo", "Instagram Story", and "Instagram f".



Search Facebook Cover ten

Christmas Fall November Th>

Recently used

See all



All results

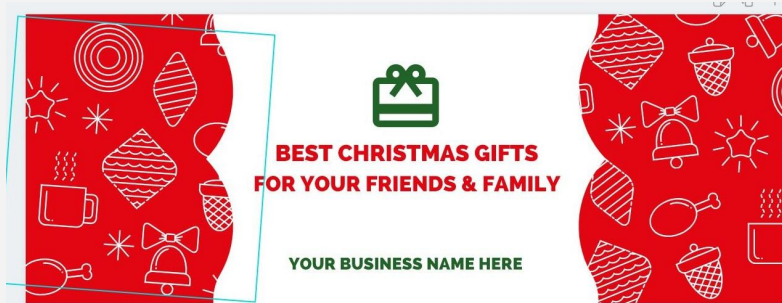


Animate



BONUS TIP: Facebook Page headers can be changed seasonally. You could have headers for Fall, Winter, Christmas, New Years, Valentine's Day, Mother's Day, Father's Day, Spring, Summer etc.

You can also change your header to announce a sale event! Why not let your followers know you're running a sale, by changing your header! **When you change a header, it goes into your follower's Facebook feed!**



There are never enough hours in the day to get everything done! Know the feeling sellers?!

I've created a very special membership group for eBay sellers to get access to up to date **accurate information** easily in a friendly, personal group.

Insider has **CURRENT**, easy to access accurate eBay, multi channel (Poshmark etc) sales & social media information that is **proven to work**.

Love2BeSelling Insider is an **exclusive group for sellers** that only opens a few times a year.


Join the [waitlist](#) to get priority notification and a few special tips from me. **Don't miss out!** And keep an eye on your email once you join for exclusive goodies from me!



Cancel

Save changes

After you upload your graphic, remember to save changes.

 Edit

Choose from photos

Create slideshow

Upload photo

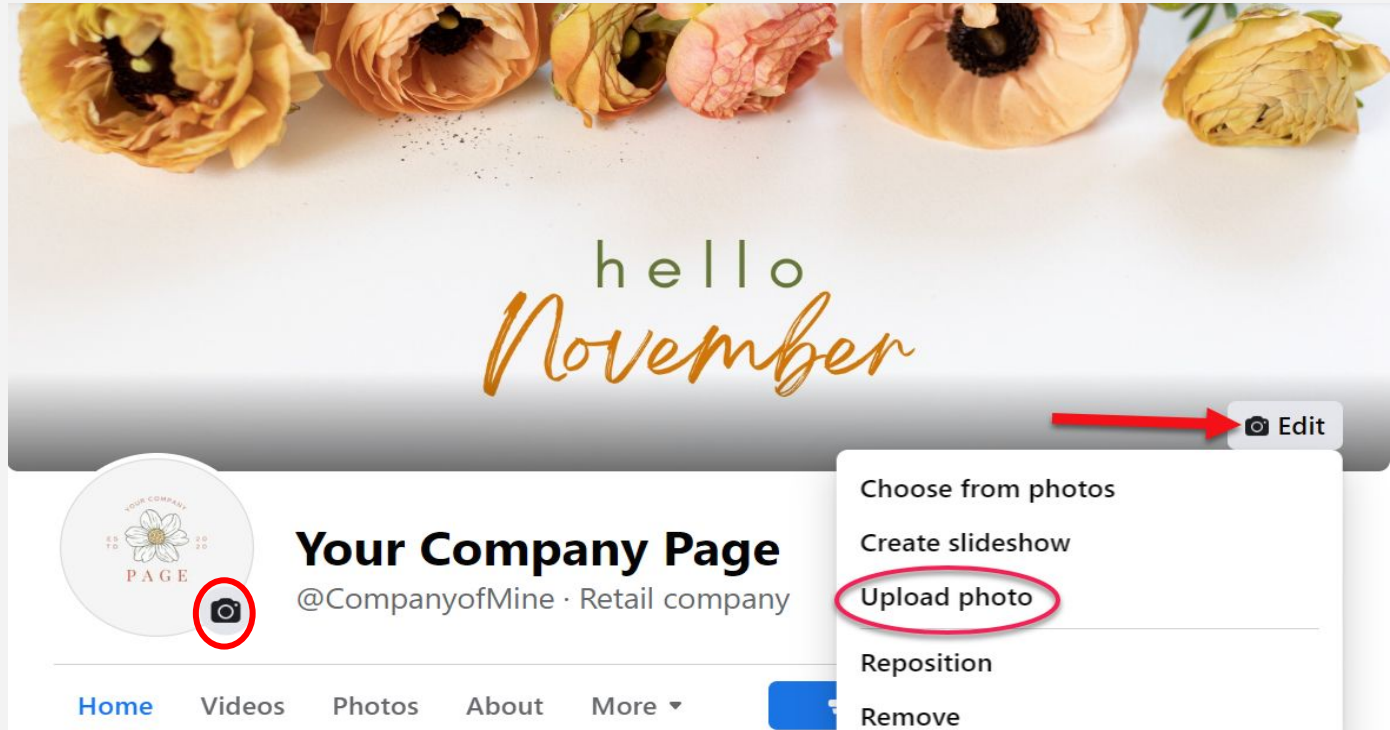


Your Company Page

@CompanyofMine · Retail company

If you want to change the cover photo click edit.

If you want to change the logo, click on the little camera icon.



The image shows a Facebook page interface. The cover photo features a row of yellow and orange flowers at the top, with the text "hello November" in a green sans-serif font and a gold cursive font below it. A red arrow points to the "Edit" button in the bottom right corner of the cover photo. Below the cover photo is the profile picture area, which includes a circular profile picture of a flower and a small camera icon circled in red. To the right of the profile picture is the text "Your Company Page" and "@CompanyofMine · Retail company". A dropdown menu is open over the profile picture area, listing options: "Choose from photos", "Create slideshow", "Upload photo" (circled in red), "Reposition", and "Remove". At the bottom of the page, there are navigation tabs for "Home", "Videos", "Photos", "About", and "More".

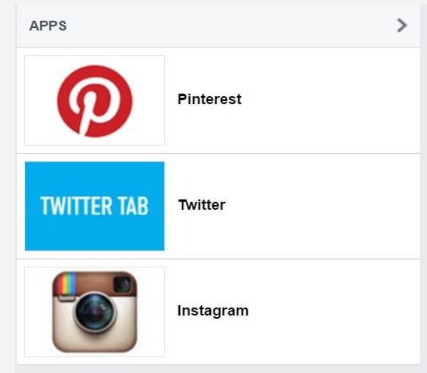
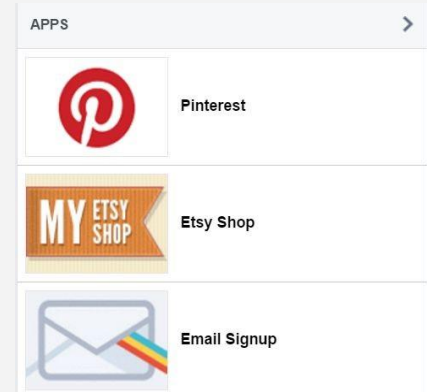
Don't forget to save changes. Your Page Is Now Live!

Useful Apps

It's time to load apps to your page. There are apps for your Facebook Business page that link your eBay store, Etsy shop, Pinterest Account, Twitter, YouTube and Instagram to your page. These apps are **FREE!**

esoftie <https://apps.esoftie.com> offers free versions with paid upgrades for apps for eBay, Etsy, and Bonanza listings to be linked to your Facebook Business Page.

I called esoftie, You do NOT need an eBay store to use their app for your eBay listings. esoftie offers several helpful how to videos and has free user support on their website.



Woobox offer free apps for Instagram <https://woobox.com/instagram>, Twitter Pinterest <https://woobox.com/twitter>, <https://woobox.com/pinterest>, and YouTube <https://woobox.com/youtube>.

Your apps are loaded, onto your first post!

TWITTER FEED

Easily display a feed of the tweets from a specified Twitter Username or hashtag term within a tab on your Facebook Page.

INSTAGRAM FEED

The gallery view of the Instagram content chosen to be displayed within the tab. This can be specified based on the feed from an individual username or from a hashtag search term.

YOUTUBE CHANNEL VIDEO FEED

A gallery of the videos from the specified YouTube Channel, with the option to select which video you'd like to have featured in the tab by default. Users can also click through the other videos in the gallery and watch them without ever leaving the tab as well.

PINTEREST USER BOARDS







Display all the boards from a specified Pinterest username; users can click on an individual board to view the pins for that board.

FREE APPS

\$ 0

No Limits on Fans or Pages

FREE APPS:

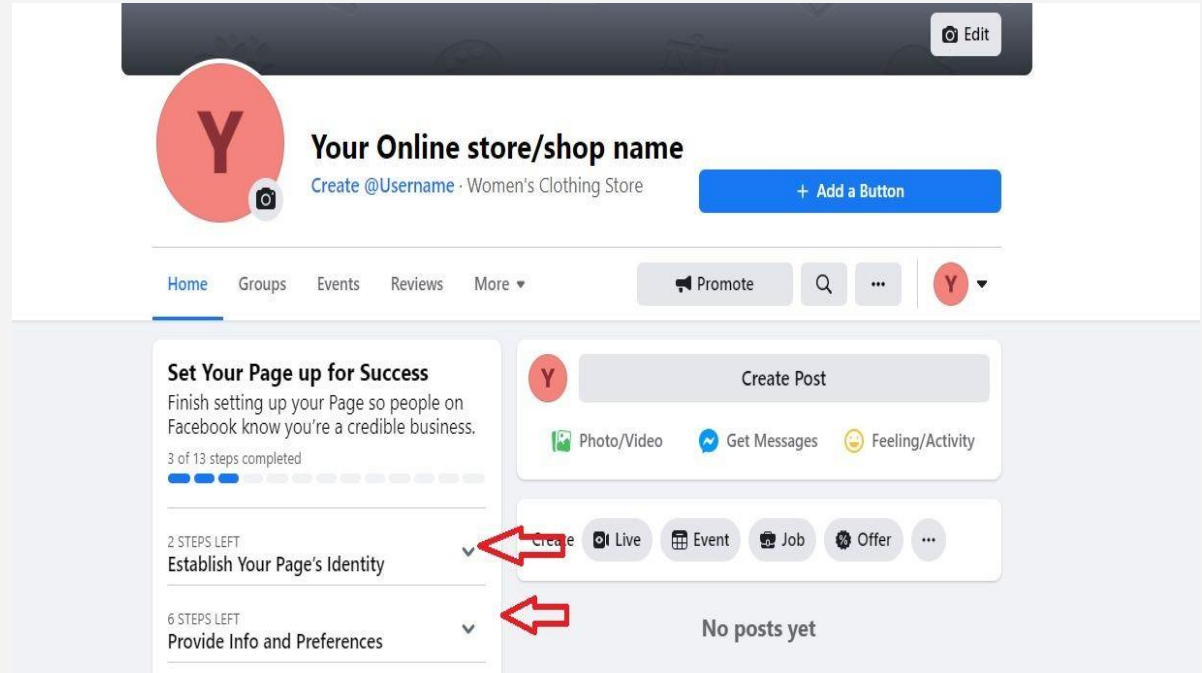
-  HTML Fangate
-  Tab for Twitter
-  Instagram Tab
-  Pinterest Tab
-  YouTube Tab
-  Pick A Winner

Who You Are!

Now let the world know all about you.

Look at “Establish Your Page’s Identity” and “Provide Info & Preferences.”

Here you can edit your page description, add a link to one website address and more. The website link is perfect to copy and paste the web address to your eBay store, Etsy shop, or website etc.



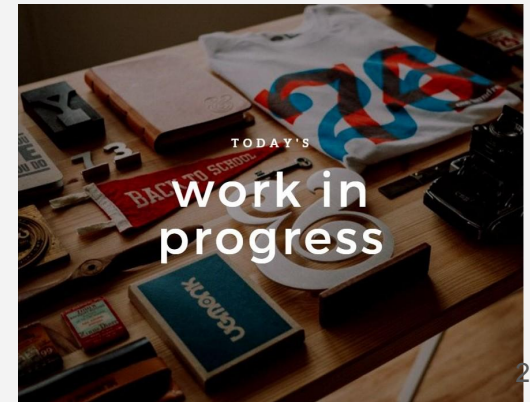
Your First Post

Let your first post be a welcoming one! Welcome to my page, I'm so glad you're here! I just started my Facebook Business page, thanks for stopping by! You can use a picture of an item you sell that is bright and cheerful, or create a graphic for free on [Canva](#). Canva has free design tutorials where you can learn and grow in your graphics ability!

When on Canva, click Facebook post and Canva will size your graphic correctly for you. Then download your graphic. Save it to your computer. **Type your greeting on Facebook and click add photo and upload your graphic.**

Both graphics are currently **FREE** on Canva

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Time to Get Social!

Your Facebook Business page is filled in, your apps are loaded, your welcome post is up, and **you are ready to welcome people to like your page!**



Click invite friends on your Business page and invite Facebook friends to like your page.

Encourage friends to like your page that are your “ideal customer.” You want followers that are the people that shop with you. It’s better to have a few “perfect” followers than a lot that are not your buyers. Having followers not your “type” hinders you reaching the “right” shoppers that will buy from you.



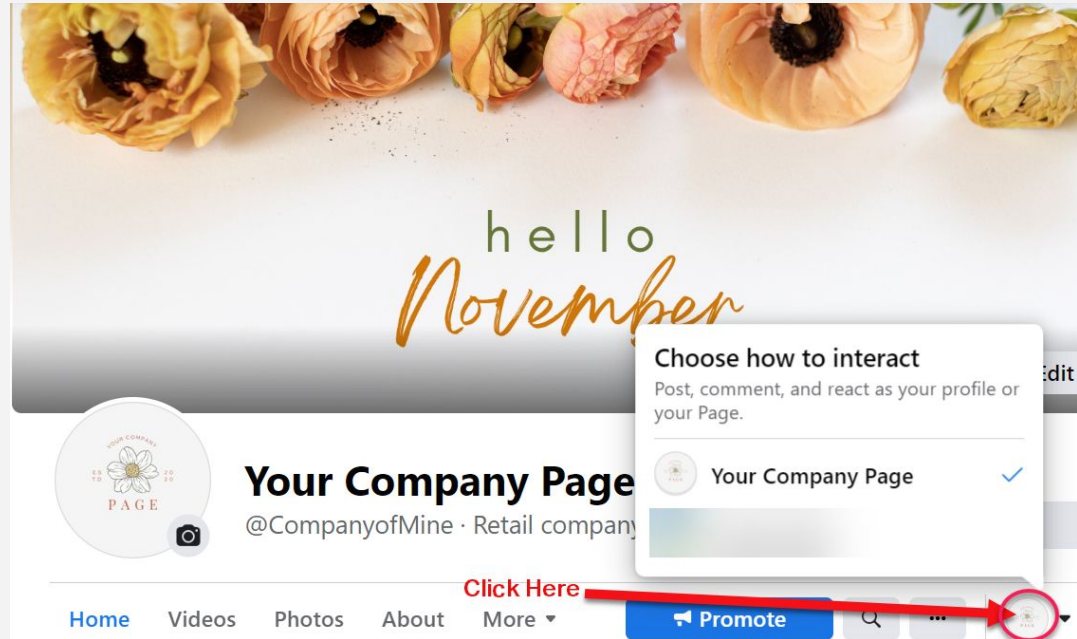
Let's Get Social...Follow us on Facebook
<http://facebook.com/yourcompanystore>

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Rights Reserved

Post As Your Business

When you post, once you have a Facebook Business page, there is a drop down tab next to you name. Make sure to click this, and click your business page/name when you're posting as your business.

Click the posting toggle/tab so that your post is by your business name not your personal name.



Add eBay Items to Your Page- Advanced Tip

If you are on eBay and click the Facebook F and then click for eBay to take you to your Facebook Business page, **the picture Facebook grabs from eBay will not be the optimized size for a Facebook post.**

What works best is go to your Facebook Business page and write a nice sentence or 2 about your product. Speak to how this product benefits and is of interest to your shopper. For instance, "Are you looking for that perfect size 8 party dress? Here it is from DKNY"! Then upload the picture of your product that you already have saved in a file.

Then go to bitly, <https://bitly.com/> and copy and paste the url address from your eBay listing. Bitly is a link shortener that you can use for free. Bitly will create a shortened link for you which looks better on Facebook than the long eBay address. Copy and paste the Bitly address.

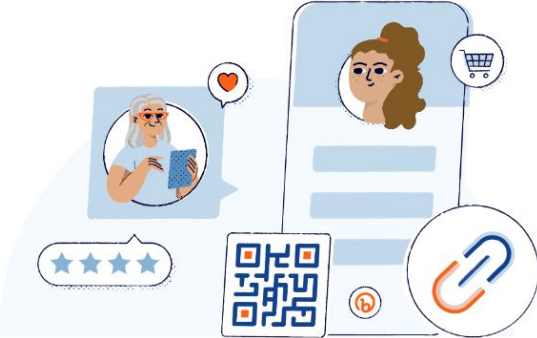
NEW Get the tools to grow with Starter Plan: Redirects, more links, and support. [Show me options](#)

bitly Why Bitly? Products Pricing Resources Log in Sign up Free [Get a Quote](#)

**We've expanded!
Shorten URLs. Generate QR Codes.
And now, create Link-in-bios.**

[Get Started for Free](#)

[Get a Quote](#)




Bringing us all a **bit** closer

With Bitly Link & Uploading Pictures

Once everything is in place click post. When you post this way with the bitly link, and uploading the product picture from your computer (or cloud service) to Facebook rather than using the Facebook F on eBay, the picture will be an optimized size. With the bitly solution, Facebook users can clearly see your product!

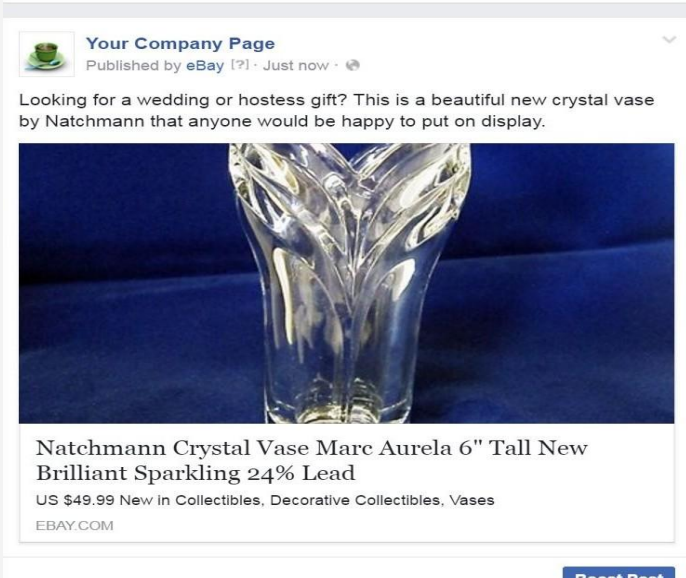



If the bit.ly work around for Facebook seems overwhelming to you, use the  on your eBay listing and click it to go to your Facebook Business page. **Better to have a post with a somewhat strangely sized picture than no post at all.**

Using bitly and uploading pictures directly to Facebook brings worthwhile results!


A strong visual grabs your shopper's attention in the busy world of Facebook.

With Facebook Button on eBay



Your Company Page
Published by eBay [?] · Just now · 

Looking for a wedding or hostess gift? This is a beautiful new crystal vase by Natchmann that anyone would be happy to put on display.



Natchmann Crystal Vase Marc Aurela 6" Tall New Brilliant Sparkling 24% Lead
US \$49.99 New in Collectibles, Decorative Collectibles, Vases
EBAY.COM

[Boost Post](#)

Calls to Action

(CTAs) If you've created a fantastic Facebook post; now to get shoppers to click and buy. That's why you need a Call to Action, a.k.a. CTA!

✓ **15 BONUS eBay Facebook Tips- Social Media sales juice for eBay sellers!**

Just what is a Call to Action? It's exactly what it sounds like: a call for the viewer or reader of your post to act on what they've just seen or read, whether it's by clicking on your link; browsing your sale and/or buying your item. It's got to be immediate, and it's got to be specific.





Without a CTA to wrap it up, even the best and most enticing Facebook post is incomplete – and far too easily scrolled on past. It’s not enough to just catch a potential customer’s eye; once you’ve grabbed their attention, you’ve got to tell them what you want them to do in that moment.

The best way to do so is by using high-energy verbs – action words! – that keep your post’s momentum going. Consider who’s likely to be shopping with you, and what most interests them. Then give them an apropos action to take. The best CTAs instill a sense of urgency, because once a prospective customer gets sidetracked or moves on to the next post, chances are you’ve lost that opportunity forever.

**Here are 15 powerful Calls To Action. You can even combine some of them.
Test various CTAs from the list below, and see what works for you!**

1. Try
2. Learn more
3. Get
4. Want?
5. Click to buy/shop/browse
6. Check out
7. Go to
8. Discover
9. Now
10. On sale
11. Starts here
12. See our
13. Experience
14. Find
15. Indulge in



Here are a few examples to get your creative juices flowing:

- “Isn’t this irresistible? Click to buy!”
- “Discover wonderful gifts for everyone on your list! Tap the link to shop.”
- “Check out today’s flash sale items!”



Got the idea? **To get more customer traffic from your highly engaging Facebook posts, be sure to include an effective CTA!**

Recap



- ✓ In closing, your Facebook Business page done RIGHT is a HUGE asset for your online business.
- ✓ Install ALL the apps that apply to your page.
- ✓ Create and regularly post welcoming social content as well as product posts.
- ✓ Include a Call To Action to motivate your viewers to click & buy from you!
- ✓ Have fun! It's Social Media!



About the Author



Kathy Terrill is here to help you crush it on eBay! Kathy is a New York-based professional actress with more than 25 years of experience in brick-and-mortar retail over 6 years as an on-air product presenter for QVC, the shopping channel. She has been selling on eBay since 2002.

Kathy started her eBay selling in a small way: She sold items from her apartment in Manhattan, NYC, while caring for sick family members. Since then, Kathy's business on eBay has grown. She is now a Top Rated Seller as well as a leading eBay sales and social media consultant.





You'll find Kathy on Facebook as the founder of seller groups [eBay Selling](#) [Nothing But eBay Selling](#) with over 17,000 members and [Online Selling Nothing but Online Selling](#).

In addition to being a highly respected eBay Influencer, Kathy is in demand as a speaker and private sales coach. She loves to share her expertise at eBay and ecommerce events all across the USA and speaks nationwide about selling on eBay.

In 2017, eBay Inc. chose Kathy from among more than 600,000 members of their Small Business Ambassador Program as the winner of the company's Small Business Advocate Award. **She also has appeared on Fox News and NY1 as a small business expert.**





Kathy Terrill is here to help ecommerce sellers of all levels increase their sales via practical advice gleaned from her extensive retail, on-air, and online selling experience. **Many popular eBay classes plus proven tips for increasing online sales are available at Kathy's ecommerce website, LoveToBeSelling.com.**

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