

## Introduction

Using social media platforms can be an effective and affordable way to promote your business, enabling you to increase awareness of your products or services, attract more customers and build customer loyalty and engagement.

This factsheet provides information about creating a business profile on Facebook, Instagram, LinkedIn and Twitter, and summarises the key marketing resources and tools that these platforms provide.

## Facebook

Facebook is the world's largest social media platform with over two billion monthly users.

Marketing opportunities on Facebook include the following:

- **Creating a business page.** Facebook allows you to create a free page for your business, including its name and contact details as well as a profile photo and a short description of what the business does. Setting up a business page is a good way to connect with your target audience and share posts and updates about key business developments. You can also communicate through the Facebook messaging feature, and Facebook users can recommend your business and leave reviews.

Adding a 'call-to-action' button to your Facebook business page is an effective way of encouraging Facebook users to get in touch or visit your business website.

For more information about Facebook business pages, go to <https://en-gb.facebook.com/business/pages/set-up>.

- **Facebook shops.** Once you have a Facebook page, you can add a shop to list products for sale and connect with more customers. Any business that sells physical goods can create a shop, but Facebook says that the feature is most useful for businesses that sell apparel, home furnishings, accessories and baby or kids' products. For more information about setting up a shop on Facebook, go to <https://en-gb.facebook.com/business/help/238403573454149?id=206236483305742>.
- **Advertising on Facebook.** Ads Manager is an all-in-one tool for creating and posting paid-for adverts on Facebook and on Instagram (which is owned by Facebook). You can set the parameters of an advertising campaign, such as the audience you want to engage with. Ads Manager also lets you test how an ad will look on different platforms, set an advertising budget and explore ad placement options before you launch an advertising campaign. For more information about Ads Manager, go to <https://en-gb.facebook.com/business/tools/ads-manager>.

- **Page Insights.** Facebook provides you with Page Insights such as how many people see, like and comment on your posts or click your call-to-action button. Page Insights also provide demographic information about the people who engage with your Facebook page, such as age, gender and location. For more information about Page Insights, go to [https://en-gb.facebook.com/business/pages/manage#page\\_insights](https://en-gb.facebook.com/business/pages/manage#page_insights).

## Instagram

Instagram is a social media platform that allows you to create a profile page and share photos and videos. You can use it to promote your brand, products and services, and it is particularly popular among businesses that want to sell directly to consumers.

Marketing opportunities on Instagram include the following:

- **Creating an Instagram business profile.** You can create a free business profile that includes the name of your business, a short description, profile picture, contact details and a link to your business website. You can also create a 'nametag', which is a unique identifier that makes it easier for Instagram users to find your business.

Instagram lets you include a number of free call-to-action buttons to encourage other Instagram users to engage with your profile, such as 'Book' to book an appointment or 'Reserve' to make reservations at a restaurant.

For more information about setting up an Instagram business profile, go to [https://help.instagram.com/307876842935851/?helpref=hc\\_fnav&bc\[0\]=368390626577968&bc\[1\]=835763516568404](https://help.instagram.com/307876842935851/?helpref=hc_fnav&bc[0]=368390626577968&bc[1]=835763516568404).

- **Instagram Stories.** These let you post photo and video content in a slideshow format. While Instagram Stories disappear after 24 hours, they are a useful tool for driving engagement or marketing a particular part of your business, such as a new product. For more information about using Instagram Stories to market a business, go to <https://blog.hubspot.com/marketing/instagram-stories>.
- **Advertising on Instagram.** You can create and run paid-for advertising campaigns directly from your Instagram profile, and set the total amount you want to spend. If you also have a business Facebook page, you can use Facebook's Ad Manager to create and run ads that appear on both Facebook and Instagram. For more information about advertising on Instagram, go to [https://help.instagram.com/1554245014870700/?helpref=hc\\_fnav&bc\[0\]=Instagram%20Help&bc\[1\]=In](https://help.instagram.com/1554245014870700/?helpref=hc_fnav&bc[0]=Instagram%20Help&bc[1]=In).
- **Instagram Insights.** Insights provide information about users who interact with your business profile, such as their gender, age range and location, as well as which stories and posts they are engaging with most. For more information about Instagram Insights, go to <https://help.instagram.com/1533933820244654>.

## LinkedIn

LinkedIn is the world's largest platform for professional networking and allows you to promote your business and make new contacts. LinkedIn is one of the best-rated platforms for business-to-business lead generation and is mainly used by businesses that want to sell directly to other businesses.

Marketing opportunities on LinkedIn include the following:

- **Setting up a company page.** LinkedIn company pages enable LinkedIn members to find out more about your business, its products or services, and its expertise. Creating a company page is also a useful way to connect with customers, prospects and other LinkedIn members.

A LinkedIn company page includes a description of the business, its logo, location information and contact details. You can also use a company page to share updates and other content, such as blog posts, articles and customer testimonials. LinkedIn figures show that posts that include an image get 98% more comments compared with text-only posts. LinkedIn members who follow a company page will receive any future updates about your business.

For more information about setting up a company page, go to [www.linkedin.com/help/linkedin/topics/6227/6228/710](http://www.linkedin.com/help/linkedin/topics/6227/6228/710).

- **LinkedIn groups.** LinkedIn groups allow businesses and professionals in the same sector or with similar interests to connect, network and share insights and experiences. Joining a LinkedIn group is a useful way to grow your network and promote your company page. For more information about LinkedIn groups, go to [www.linkedin.com/help/linkedin/answer/1164/linkedin-groups-membership-overview?lang=en](http://www.linkedin.com/help/linkedin/answer/1164/linkedin-groups-membership-overview?lang=en).
- **Advertising on LinkedIn.** Campaign Manager is LinkedIn's advertising platform and offers a range of paid-for advertising services that can help you target key customer groups. You can set up and run advertising campaigns that meet specific business objectives, such as lead generation or improving brand awareness. For more information about how to advertise on LinkedIn, go to <https://business.linkedin.com/marketing-solutions>.

## Twitter

Twitter is a 'micro-blogging' site that allows users to create and share short posts called Tweets. People use Twitter to find out about companies, individuals, news, events and trends. With around 100 million active daily users, Twitter is an effective way to market your business.

Marketing opportunities on Twitter include the following:

- **Setting up a Twitter profile.** Setting up a Twitter profile allows you to build your brand, connect with your target audience and promote your products and services. A Twitter profile should include a profile picture, short description of your business and useful information such as location, opening hours and a link to the business website.

Tweets with the highest engagement rates are typically short and include images or videos. Including hashtags in Tweets can help you expand your reach and tap into relevant or trending conversations. Retweeting relevant content, such as positive customer feedback or helpful articles, and replying to Tweets are good ways to maintain an active Twitter presence.

For more information, go to <https://business.twitter.com/en/basics.html>.

- **Twitter analytics.** Twitter provides a range of useful data and analytics that can help you use it more effectively. A Tweet activity dashboard provides metrics on every Tweet you post so you can check how many times users have seen, retweeted, liked or replied to each Tweet. This information can help you identify which content is having the biggest impact. For more information about Twitter analytics, go to <https://business.twitter.com/en/analytics.html>.

- **Advertising on Twitter.** Twitter Ads allow you to create and launch tailored paid-for advertising campaigns. When setting up an ad campaign, you can choose to promote specific Tweets, attract more followers or encourage users to take a particular action, such as following your account, visiting your website or downloading an app. Businesses are billed when a user completes an action connected to a campaign objective. For more information about Twitter Ads, go to <https://business.twitter.com/en/help.html>.

Promote Mode is an automated marketing solution offered by Twitter. For a monthly fee, Promote Mode automatically promotes your Twitter profile page and Tweets. For more information about Promote Mode, go to <https://business.twitter.com/en/solutions/twitter-promote-mode.html>.

## Other social media platforms

There are many other social media platforms that you can use to promote your business, including:

- YouTube ([www.youtube.com/channel/UCwzySbzUWiKqG84jOnbeB1w/about](http://www.youtube.com/channel/UCwzySbzUWiKqG84jOnbeB1w/about))
- WhatsApp ([www.whatsapp.com/business](http://www.whatsapp.com/business))
- SnapChat (<https://businesshelp.snapchat.com/en-US>)
- Pinterest (<https://business.pinterest.com/en-gb>)
- TikTok (<https://ads.tiktok.com/homepage/>).

## Further information

BIF044 Developing a Marketing Plan

BIF107 Profiling your Target Audience

BIF267 Promoting a Business Website

BIF541 An Overview of Social Media for Business

## Useful publications

Facebook for Business

Website: [www.facebook.com/business](http://www.facebook.com/business)

Instagram Business

Website: [https://business.instagram.com/?locale=en\\_GB](https://business.instagram.com/?locale=en_GB)

Twitter for Business

Website: <https://business.twitter.com/en.html>

LinkedIn Marketing Solutions

Website: <https://business.linkedin.com/marketing-solutions>

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