

Facebook Local Business Page Optimisation

FACEBOOK PLACES

Facebook has been offering Nearby Places in their app for some time, but today, there are still 7 out of 10 businesses owners who are not using it. This service is a directory of places in a specific area like a town or a city.

Listings in this directory show up when a Facebook user uses the FB application to search nearby for businesses.

More and more people are using Facebook to find the things they want, and to find leisure activities. They search areas for things like restaurants, coffee shops, clothing, and other retail; plus entertainment venues like nightclubs, bars, parties and other popular venues.

Facebook is fast becoming one of the top ways to find local businesses for mobile users.

Install The Facebook App On Your Smartphone (Optional)

Visit: <https://www.facebook.com/places>

Since about 7 out of 10 local businesses are not using these types of “near me” local marketing methods, you have a huge audience just waiting to be offered the latest solution for getting new customers.

Business owners love this method because it opens a new way for them to get fresh customers in the door, visiting their website, and buying products and services from them. It is a way to tap into a massive audience of Facebook users looking for things that the businesses sell right in their neighbourhood.

You can tap into this audience when you have the right combo of Facebook’s digital marketing tools set up correctly.

Some businesses already have some of the things that they need, so with just a few minor changes, the you will see the benefits of being listed and optimised.

In this guide, I will walk you through the steps for getting the best possible position in the listings.

Now, there are a few components to Facebook Places, so let us now cover them, and tell you why they are important to both you and your customers.

FACEBOOK CHECK IN

A check-in on Facebook is a method for friends to announce that they’ve arrived at a particular location, such as your local business. The check-in has the effect of creating a story-line on your account so the customer and their friends can see where you have been, and any comments that were posted at the time. Typically, for businesses, this in the form of some praise or review of the business.

The positive effect this has on social proof and reviews cannot be overstated. When a customer checks into a business, their friends see the check-in, and that business is tagged with related interests. This means if you ever express some interest in that type of business, that business that a friend checked in to will potentially be served to you during a search or when you are in the vicinity.

It will even be placed on a map when Facebook users are browsing the nearby places map

feature in the application.

This Check-In feature is a big contributor to organic Facebook page growth, positive reviews, and growth of the business' local reach. These and other reasons are critical to your local social media presence and you will see more new and repeat customers coming through the door.

Ensure that your pages are updated, additional content is introduced, and your "near me" profile of Facebook features is completed.

FACEBOOK OFFERS & ADVERTISEMENTS

Another impactful component essential for Places are Facebook Offers. These are highly targeted, visual ads with special promotional offers presented to users in the app or on the desktop version. These ads show up in a news feed so they are a bit different from the traditional sidebar advertisements people tend to ignore.

You want to have compelling, valuable ads in this space, as it will serve to bring new people in the door. New people means you will make more sales, reach new customers (like family and friends) and grow your bottom line.

Imagine you own a local fancy dress rental shop. You would see huge surges in demand for fancy dress during certain times of the year so you could start promoting a Facebook Offer for some discount on group or family rentals. Should a single friend in that area like, comment, or check into that shop making the offer, that offer will be displayed to their friends who have a similar interest.

FACEBOOK PLACE TIPS

Place Tips are a notification that occurs in the Facebook user's news feed when they are in a location where the feature is enabled, and there is some relationship between the user's likes, and a friend's like or recommendation.

These tips are generated on the user's phone when the user crosses into an area tagged using the GPS and location of their device. It can also use any nearby Wi-Fi devices to pinpoint where the user is, and offer place tips for relevant searches or profile information.

Facebook is also working on a Bluetooth Beacon technology that can ping phones in a very specific, micro location, such as a user walking past a storefront, or walking around a part of a shopping center.

For this to work, the user must have opted into Place Tips by enabling location tracking enabled and Place Tips in the app settings. It doesn't generate any posts in the timeline or show anyone where the user is. When the user enters the area, a Place Tip Card is displayed, giving the user quick facts about the location such as business, photos, contact info, and location nearby.

Included will be any photos or posts tagged for that place. If that business has a Facebook page in good standing, the card

might show recent posts, images, reviews, events, and offers from that page.

Imagine, a potential customer walks by your clients store and gets a notification about the deals at the store, plus all the social proof telling the consumer that the business offers things that they like.

We hope this Facebook Local optimisation page was useful to you and your business, all we ask in return is that you bookmark our website and when you feel that you need some help with Google marketing and website seo, give us a shout.

<https://www.gmbseo.co.uk>