

## How To Use Facebook as a Prospecting Tool.

*“One of the best prospecting tool to use is Facebook.”*

By **David Feinstein**  
528 words | 2 pages

---



One of the best prospecting tools to use is Facebook. This social media giant has over 1 billion visits a month, this means there is a large potential to draw a crowd to your business profile page. It may seem like Instagram and other sites may be the better option, but Facebook offers its own creative control for the independent business owner. You can use this powerhouse to draw in your prospects for serious interaction. Have you been seeing a significant return on your social media investment? If not, perhaps you can learn to reinvent your brand and messaging through

Facebook.

### Setting up a Facebook Business page

If you have a Facebook page for personal use, you know it's straightforward on posting updates and sharing content with your friends and family. This same principle is applied to the business profile as well. You can “create a page” for your business through your personal page. You do not have to link them, and they can remain separate devices. But you can access your page through your favorites. The business page has a walkthrough that you can use to fill out the necessary details to get it up and running. It is recommended that you upload your logo and set a cover background to make it more appealing to your visitors.

Please do not feel rushed to create the page in one day. If you need more time, you don't have to fill out everything or post any updates. The sooner you can get it up and running, the sooner you can move your marketing into place. You can leave your page unpublished until you're finished and ready for it to be indexed by Facebook. You can then publish your marketing content and other material to help drive traffic to your website. Visit other business pages to get a feel for style and design if you are unsure of how you to design yours.

## Facebook Advertising Insights and Placements

Facebook offers affordable advertising and placement for your campaigns. You can easily use their ad manager to set up a budget, style and targeting information so your ads can run while you're sleeping. The hardest aspect of working with Facebook ads is creating the right ads and this is where you may want to track down others in your field. You can then see what and how they are designing their campaigns. This can help you create stellar video, text and graphical ads that are relevant to your prospects. This is how you can use Facebook to draw in your prospects and hopefully lead them to your website.



If you're really looking at business opportunities because you truly want to put in great effort and work, and aren't just languidly looking for a way to "get rich quick" then you really need to look no further and click here to learn more so you can be at the cutting edge of technology and the network marketing industry: <http://www.davidfeinstein.com/index.ph>