



FACEBOOK BUSINESS

Step by Step Guide



THE

5 SITE

DIGITAL BLUEPRINT

Created by:

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National Speaker and Co-Founder at Real Grader
Marketing and Sales Leader



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EDITED BY:

ISHA TORRISI

THE 5 SITE DIGITAL BLUEPRINT

OVERVIEW

This guidebook is part of The **5 Site Digital Blueprint** brought to you by Alex Montalenti, Real Grader and Real Grader University.

ABOUT ALEX MONTALENTI

Alex is a leading technology innovator, serial entrepreneur, and coach to realtors. With more than 20 years of experience, he is responsible for the creation of multiple companies and the development of training programs for real estate professionals.

Alex focuses on social media growth, digital branding, technology solutions, reputation management, and sales growth

Son of a Romanian immigrant, Alex began developing solutions by helping his mother, now a retired real estate agent. It was 1999, the time when the internet disrupted the industry and hundreds of realtors saw themselves struggling with technology. After he saw the value in using technology, he became the founder of one of the first website and marketing companies for real estate in Long Island. Today, those companies are eRealty Media and Real Grader.

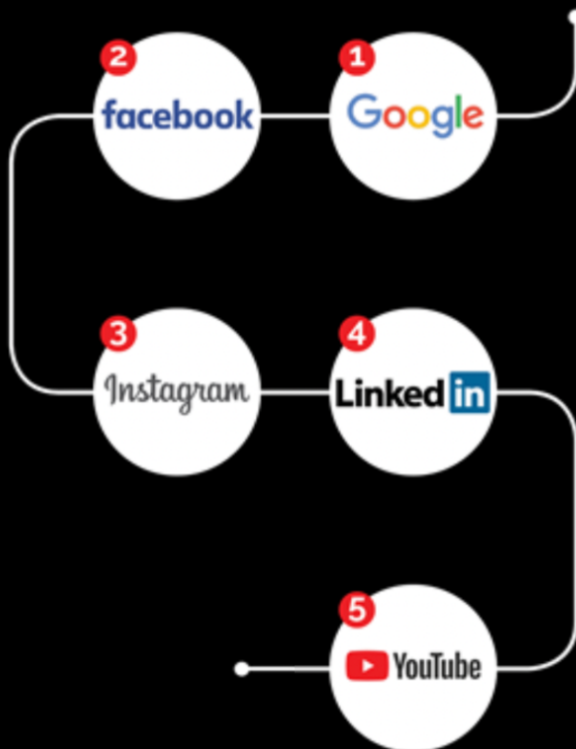


THE 5 SITE DIGITAL BLUEPRINT

ABOUT REAL GRADER AND OUR UNIVERSITY

Our mission is to help 100,000 agents reduce frustration and stress. This will enable them to expand their digital footprint and their real estate business. We are here to help you get the information and services to grow your business and enrich the quality of your life. With access to our education and training on digital marketing, you will learn to leverage your time and delegate the rest to us. Our training and our services have helped agents to multiply their business in less than one year with simple yet crucial solutions we developed.

After COVID-19, RealGrader made all their members-only training available freely to all realtors and this has allowed hundreds to grow in social media a reported 600%! And the best way for any new or experienced realtor to begin to see similar results is to enroll in the 5 Site Optimization Plan. This plan is the foundation yet it works in harmony with the InstaCard, a way to share your entire portfolio of online marketing with a single click. Contact us to learn more at realgrader.com



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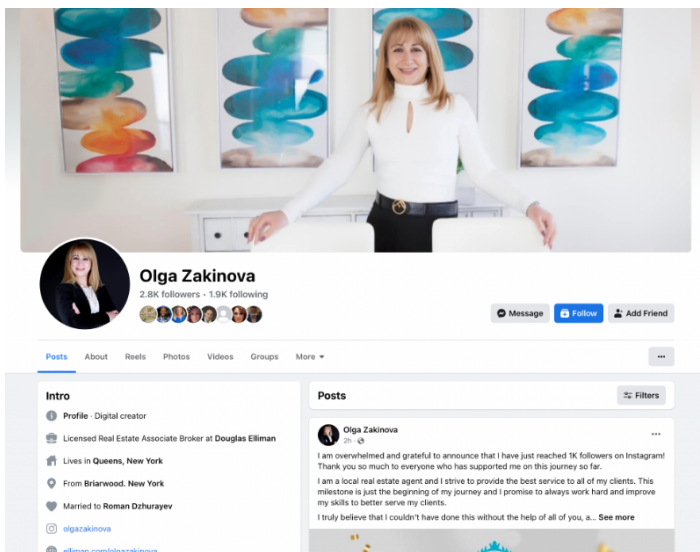


Which profile type do you possess? What kind of content do you publish? Does that content have an audience attached? The answers to these questions are vital components to consider when building a Facebook business. Learning to discover how to improve your Facebook presence, raise your engagement, and generally take it to the next level can bring your service/product to a new realm of marketing.

TYPES OF FACEBOOK PROFILES

The two different types of profiles Facebook offers are used for different purposes and perspectives to an individual. For this reason, you need to see what type of structure works for your demand. As seen in the images below, there are personal or business profiles.

PERSONAL



BUSINESS





However, to access your business profile, you need to log into your personal profile. These profiles are both a necessity to achieve a well-rounded and successful digital presence.

To label the differences more clearly between what makes up a personal or business profile, here are the Facebook factors:

PERSONAL	BUSINESS
5,000 friends maximum	Unlimited likes on your page (not friends)
A “friend” has to be requested and accepted	A “like” is basically a subscription to your page
Build connections with clients and nurture those relationships	Connecting this to your Instagram enables the Instagram business feature
You can request clients on your personal page, and then invite them to like your business pages as well	Post business content: listings, videos, community posts

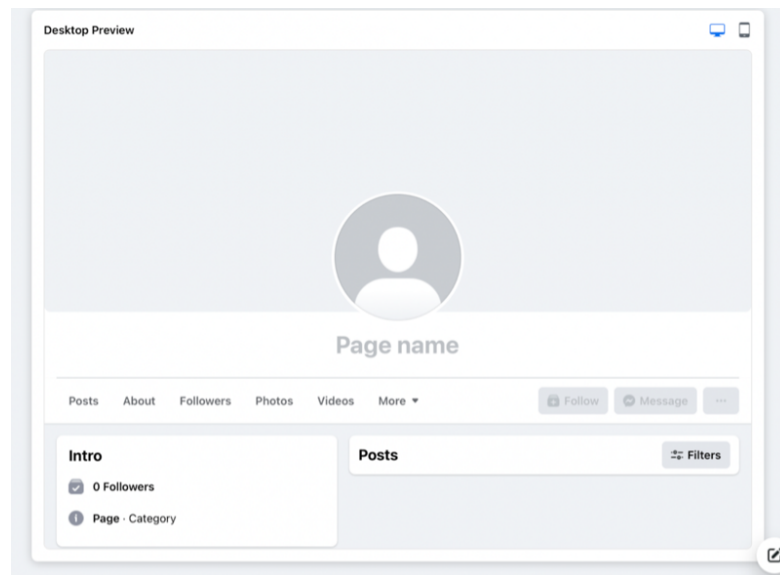
Overall, having both of these profiles can open numerous opportunities for your business, from creating connections to building client relationships, from reposting real estate or other content on your page to your personal account, and just fabricating a connection between both pages to further advertise your business.

The question is how to create and handle what a business profile/page functions and values are.



CREATING A PAGE

If you haven't created your own business page, this is the rundown of the vital steps to take. Firstly you should login into your Facebook personal account, click on the menu icon, and click pages under the "create" tab. This will bring you to a layout template of your business page.



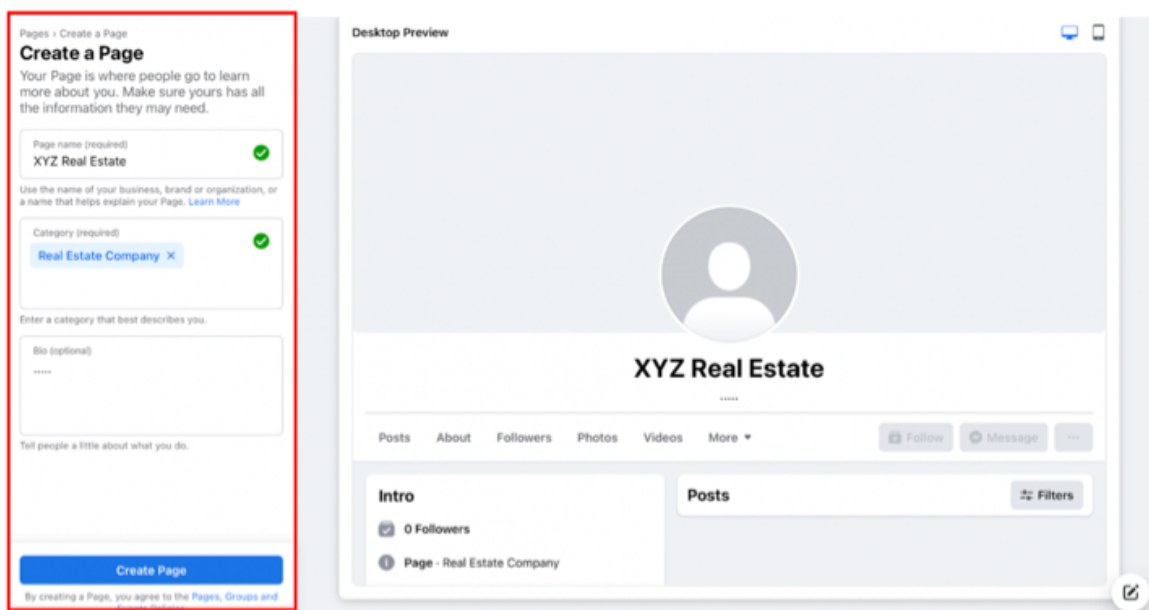
This template is the ideal visual setup when creating your page because you can see how every piece of information fits. On a sidebar you will be asked to fill out information about your business accordingly, including page name, category (e.g real estate), and biography. You then finish setting up by providing basic information of location, contact, and hours of operation.





From here Facebook gives you the option to customize your page with a profile picture and cover photo. The headshot you use on all of your social media platforms should be your profile picture. This defines your brand and makes you recognisable. The cover image you provide next will essentially serve as your page's background.

Ultimately, wrap up the creation of a business page by connecting with friends and inviting them to your page. The image below shows the first sidebar feature on the left.



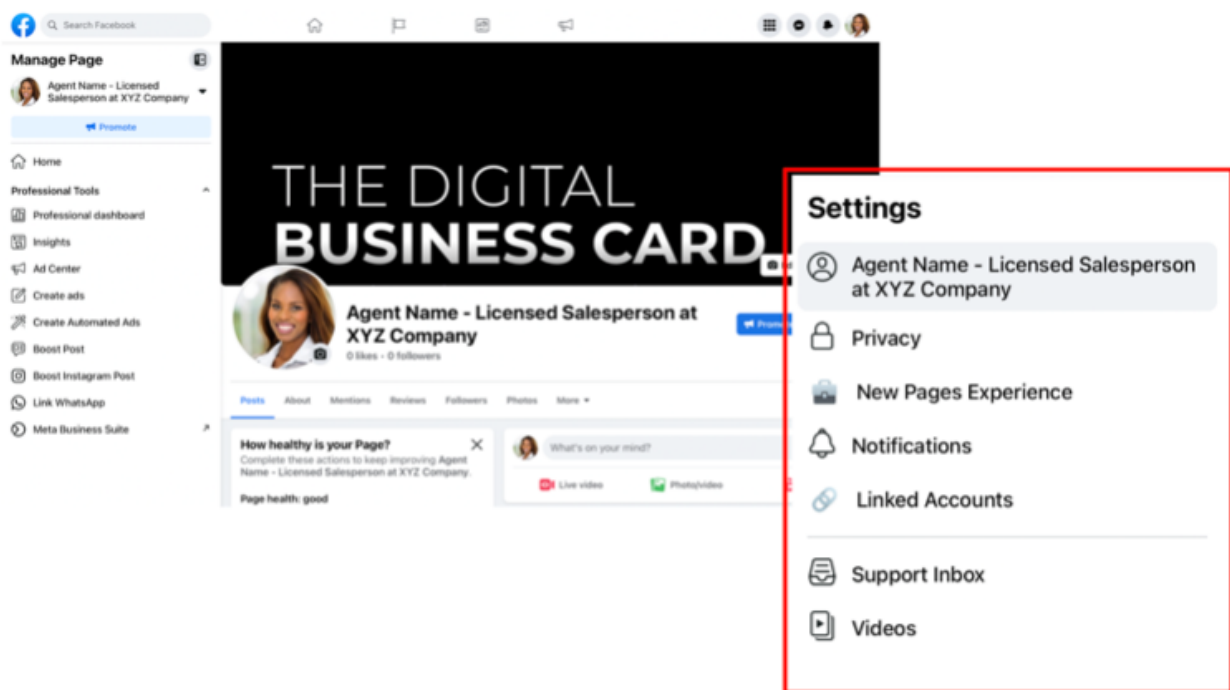
Make sure to follow the legal guidelines within Facebook and those of your company. It would also be recommended to have your name included in the page name to increase your online presence and it be easily searchable to potential clients or individuals.

The final option for setting up your account is to create a calendar where clients may make online appointments with you. This stage is optional, but you can evaluate it for yourself.



MANAGING A PAGE

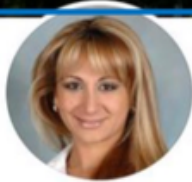
Managing what creating a page might bring is the most customizable and vital element to the image you want to create. Go through all of your managing elements facebook offers and the setting to become familiar and fill out all the necessary information.



The cover photo is the one with the dark background in the upper picture. Make this specific to your requirements so that it will interest your client. Make it appealing because this is the page's first impression.

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Zakinova - Your Real Estate
Expert**

Website

Call Now

An image of a real estate agent's cover photo is seen in the image above. To make the same impact, you might want to copy this. Concentrate on slick designs that establish your credibility and demonstrate professionalism.



ADD A BUTTON

Your page's call to action is this button, which can be found under a column "How healthy is your page?". This column helps you create a well rounded and present page on Facebook business.

The suggested options are email and phone call and more shown below, with a phone number being especially ideal for mobile users who want to reach you with just one click. It enables your clients to easily get in touch with you via phone, email, or any other various other contact platforms. You may examine all of the button's options in the image below, under "Choose an option," and choose the one that best suits your needs.

CALL-TO-ACTION PAGE BUTTON

The image shows a Facebook Business Page for "Agent Name - Licensed Salesperson at XYZ Company". The page has a cover photo that says "BUSINESS CARD" and a profile picture of a woman. The page is currently in the "Action Button" configuration mode. On the left, a "How healthy is your Page?" widget shows a "Page health: fair" and a red box highlights the "Add an action button" option. On the right, the "Action Button" menu is open, showing various options to choose from, such as "Book Now", "Sign Up", "Start Order", "View Shop", "Get Tickets", "Send Message", "Send WhatsApp Message", "Call Now", "Send Email", "Contact Us", and "Link to your group or app".



EDIT GENERAL SETTINGS

There are general settings in Facebook that can be altered to maximize your account's potential. The settings in the image below hold general items such as, name and username. Within the privacy portion, you can tailor options that aren't allowing your page to contact customers, your page might not be public, and other accounts might not be able to tag you, to name a few frequent problems. Editing these settings in a few minutes can give you more control over how your page operates and the material you want to showcase going future by changing these settings.

The screenshot shows the Facebook Business settings interface. On the left is a 'Settings' sidebar with options like 'Agent Name - Licensed Salesperson at XYZ Company', 'Privacy', 'New Pages Experience', 'Notifications', 'Linked Accounts', 'Support Inbox', 'Videos', and 'Branded content'. The main content area is divided into two sections: 'General Page settings' and 'Privacy Settings and Tools'.

General Page settings

Name	Agent Name - Licensed Salesperson at XYZ Company	Edit
Username	You have not set a username.	Edit

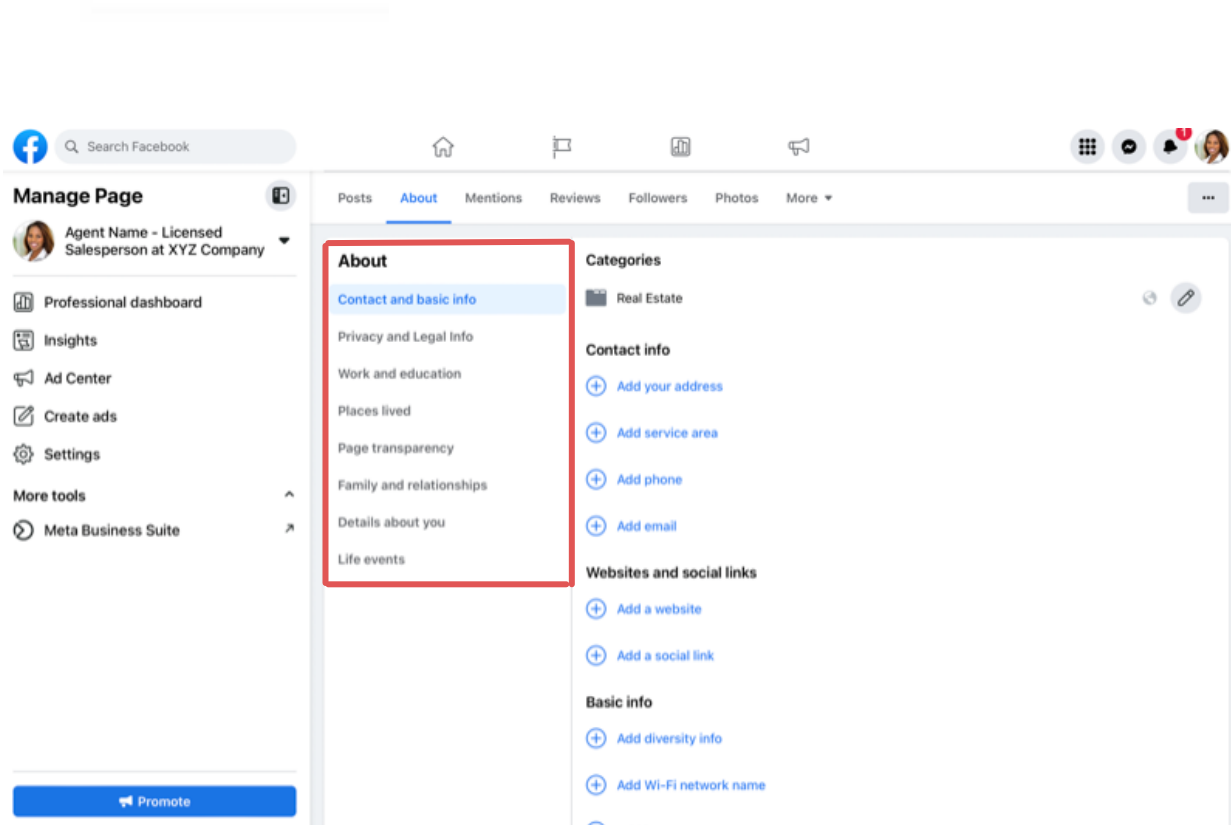
Privacy Settings and Tools

Privacy shortcuts	Manage Your Page Go here to update your contact information and more.	
Your Activity	Who can see your future posts?	Public Edit
	Review all your posts and things you're tagged in	Use Activity Log
	Who can see the people, Pages and lists you follow?	Public Edit
How people find and contact you	Do you want search engines outside of Facebook to link to your Page?	Yes Edit
	Recommended Similar Page	On Edit
Messaging	Allow people to message your Page?	On Edit



EDIT PAGE INFO

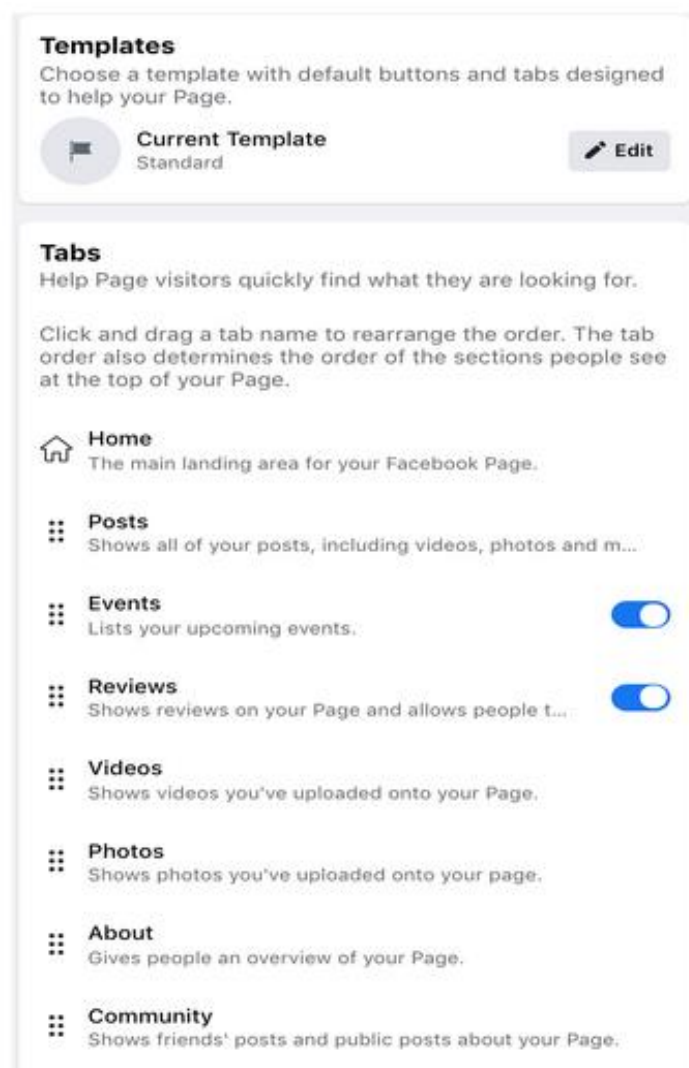
The information you provide on your page is essential to your brand or image. You need to ensure all your information in the "About" section in the image below is all correct and filled out. Entering your contact info, decription, website link, address, prior events, etc. will elevate your page. Doing this will you apart from the cocountless pages that have missing information and miss out on multiple clients or leads.





EDIT TEMPLATES AND TABS

The default business page template that Facebook creates may not be the greatest choice for real estate salespeople. Discounts and other features included in the general template won't apply to your properties. You should include reviews, videos, and photographs in your template. Go over the list and make a template that suits your requirements.





EDIT NOTIFICATIONS

In the notification of settings, you are able to choose and customize how and what you are notified of. Notifications can seem bothersome to get, but because you are not receiving notifications when users interact with your page, you can be losing out on clients and opportunities for your brand to expand.

The screenshot shows the Facebook Business Notifications settings interface. On the left, there is a sidebar with 'Settings > Notifications' and 'Notifications' (with a bell icon). The main content area is titled 'Notifications settings' and includes a warning: 'Facebook may still send you important notifications about your account and content outside of your preferred notification settings.' Below this, there are two sections: 'What Notifications You Receive' and 'How You Get Notifications'. The 'What Notifications You Receive' section lists various notification types, each with an icon and a dropdown arrow: Tags, Reminders, More Activity About Your Page, Groups, Video, Events, Stages, Pages You Manage, Pages Your Page Follows, Fundraisers and Crises, Voting Reminders, Facebook App Messaging, Article, and Other Notifications. The 'How You Get Notifications' section shows a dropdown menu currently set to 'Browser'.

Settings > Notifications

Notifications

Notifications

Notifications settings

Facebook may still send you important notifications about your account and content outside of your preferred notification settings.

What Notifications You Receive

- Tags
In-app only
- Reminders
In-app only
- More Activity About Your Page
In-app only
- Groups
In-app only
- Video
In-app only
- Events
In-app only
- Stages
In-app only
- Pages You Manage
In-app only
- Pages Your Page Follows
In-app only
- Fundraisers and Crises
In-app only
- Voting Reminders
In-app only
- Facebook App Messaging
In-app only
- Article
In-app only
- ... Other Notifications
In-app only

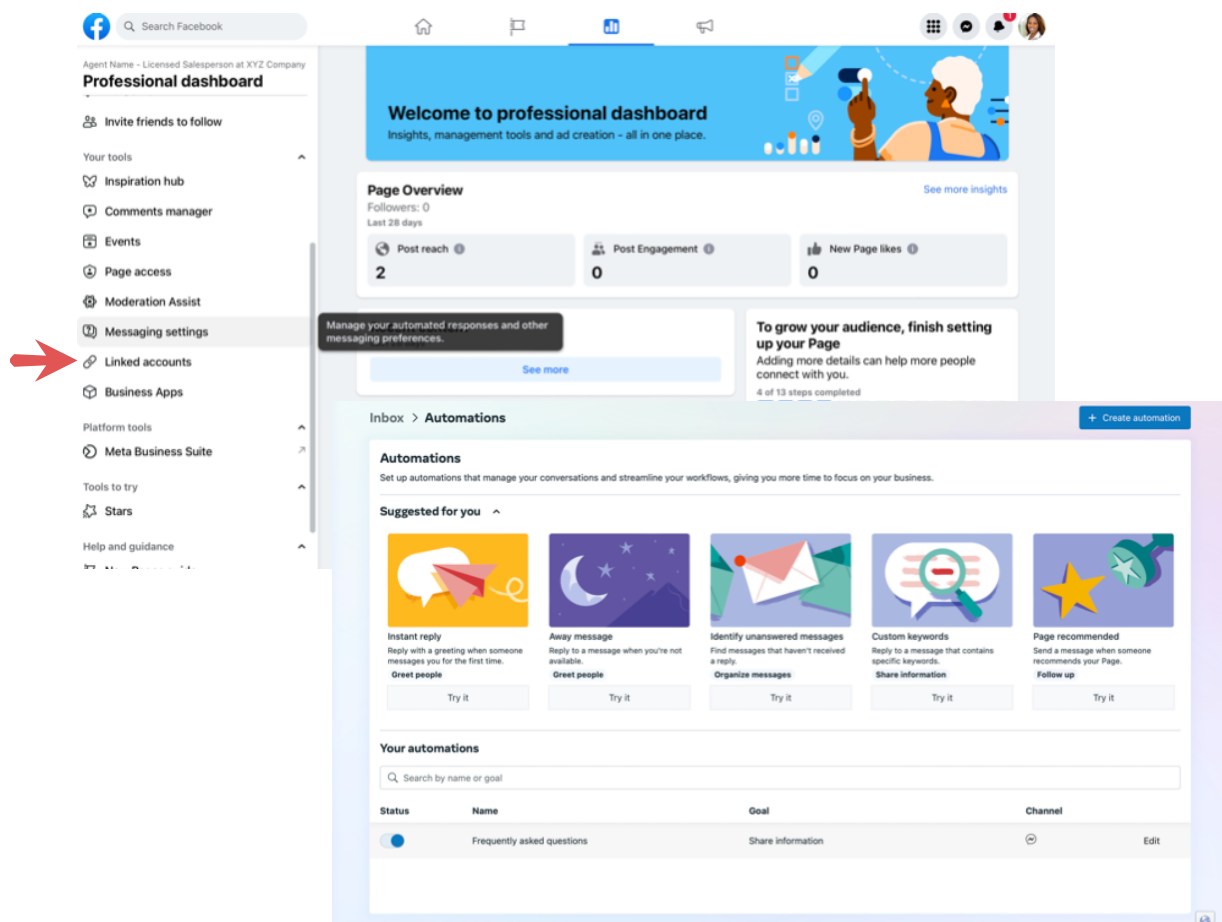
How You Get Notifications

Browser



MESSENGER SETTINGS

To the right of your page's name, there is a "Manage" button that when pressed will bring you to a professional dashboard. This dashboard gives you a overview of all aspects of your account, it's content and what engagement you are receiving. On the left bar, there is a button called "Messaging settings" which will redirect you to Facebook's Meta Business Suite.

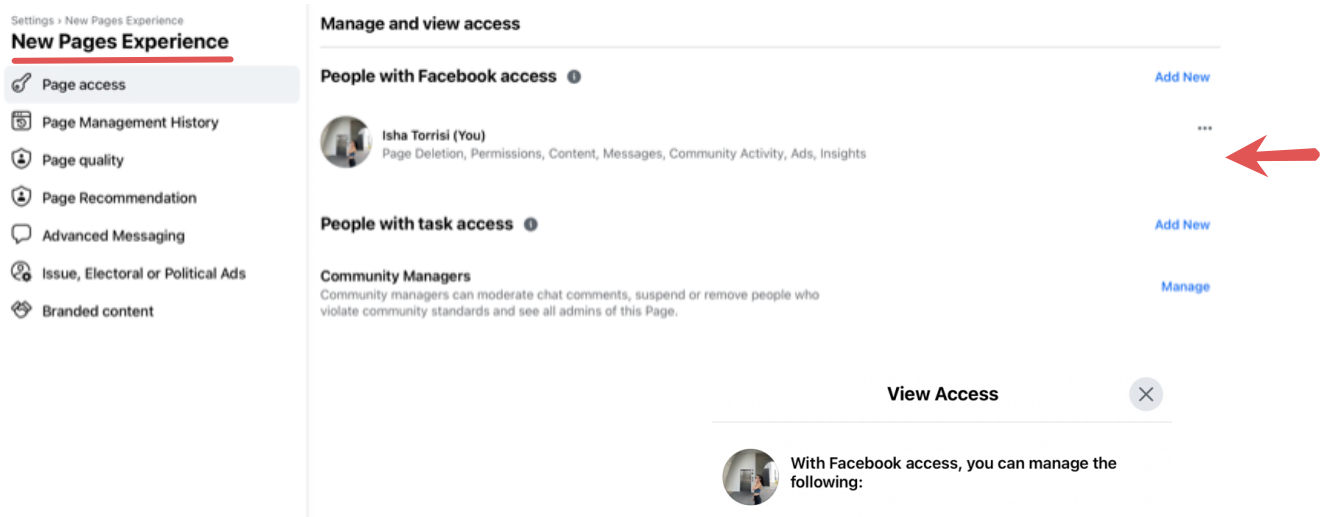


You'll see in the second image above, how you can try suggested automations or even create automations in your messaging settings! The best feature to open up your clientele is to use an automations that opens a chat as soon as someone clicks on your page.



PAGE ROLES

Facebook business even allows you to assign a page role to individuals. This is great if you are working with a team to split up the work and create a well-rounded and optimized Facebook page for your image. You can place specific roles, tasks, and different levels of accessibility to each member of your team within "settings" and "new pages experience".



The image on the right shows the variety of features you can make your team members accessible to, when pressing the three dots next to the name of the member. From content to messages to community activity to advertisements to even insight on the pages performance thus far.

View Access

With Facebook access, you can manage the following:

- Content**
Create, manage or delete posts, stories and more as the Page.
- Messages**
Send and respond to messages as the Page.
- Community Activity**
Review and respond to comments, remove unwanted comments and report activity.
- Ads**
Create, edit, manage and delete ads for the Page.
- Insights**
See how the Page, content and ads perform.

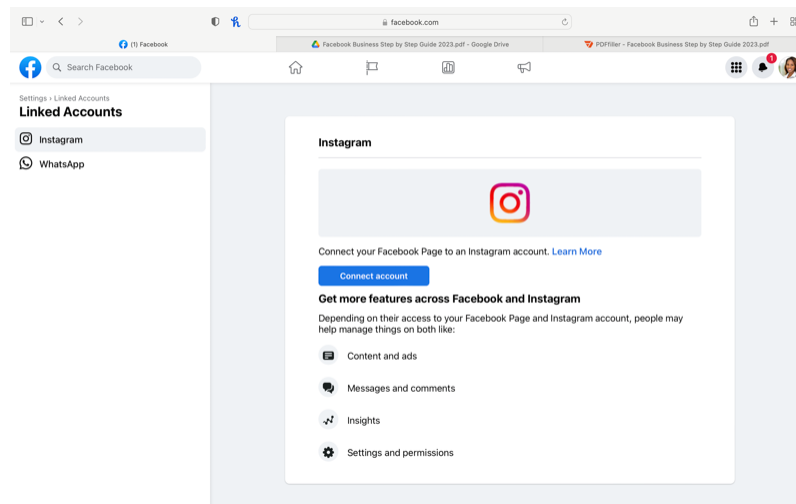
This person has full control
This person can manage everything you can, including the ability to give access to others, remove anyone from the Page (including you) or delete the Page.

[Learn more about Facebook access.](#)

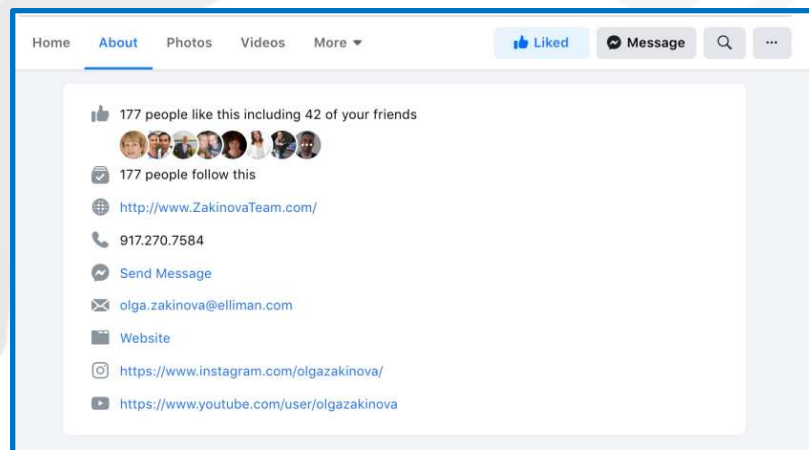


INSTAGRAM CONNECT

Under settings, there is a "linked accounts" button where you can connect your Instagram or Whatsapp to your Facebook page. Connecting both accounts will convert your Instagram into a business profile and track features such as, content, ads, messages, comments, insights, etc. and just create a more cohesive image overall.



ADD & EDIT CONTACT INFO

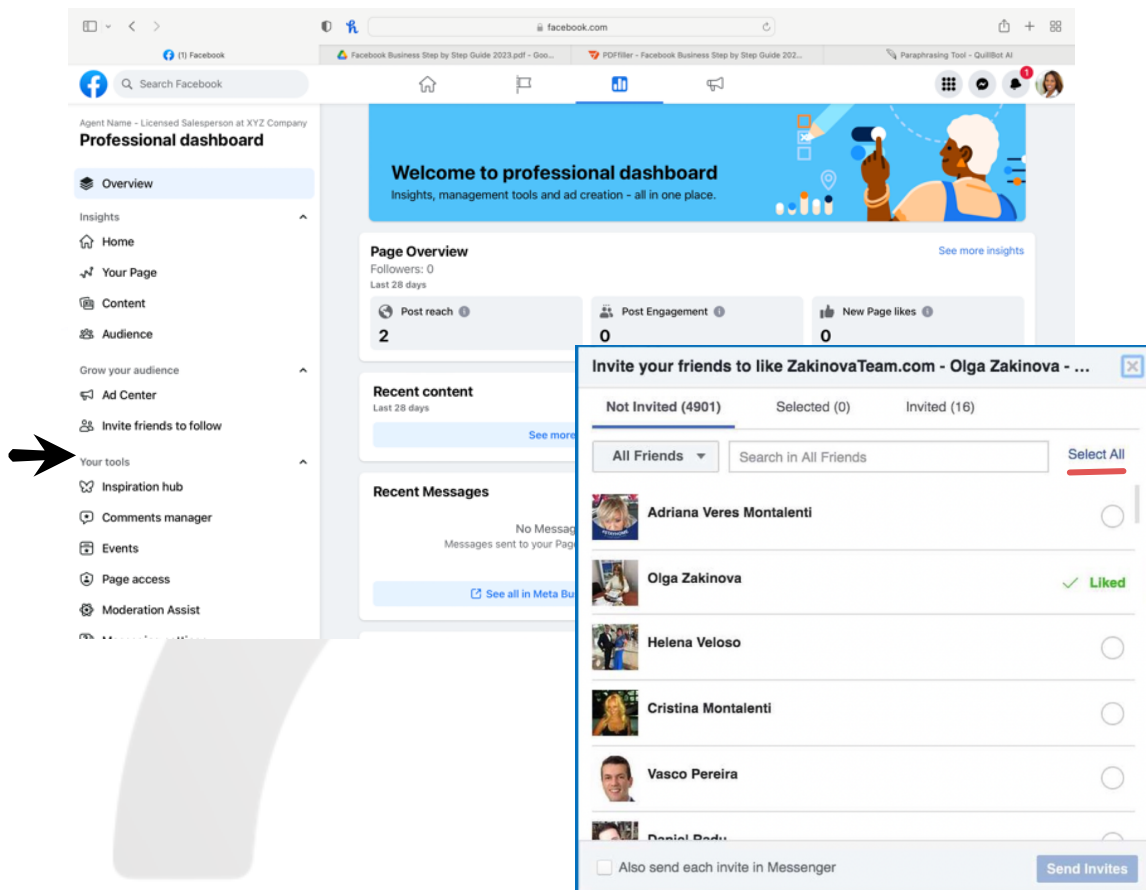




EXPAND AUDIENCE -- GET LIKES

The most important step is to take advantage of building an audience on your page by using the "invite friends to follow" feature on the left column in your professional dashboard. Even if you do every other step and create a well-rounded and intriguing page, you will not have any followers to support your page.

You can invite your friends to follow your company profile from your personal account, which is when the benefits of your personal profile start to show. You can directly invite those on your friend list who are still on the page's unliked list. Within the first 48 hours of the page's construction, pressing the "select all" button will provide you free access to all of those friends, which will significantly expand the audience for your business.



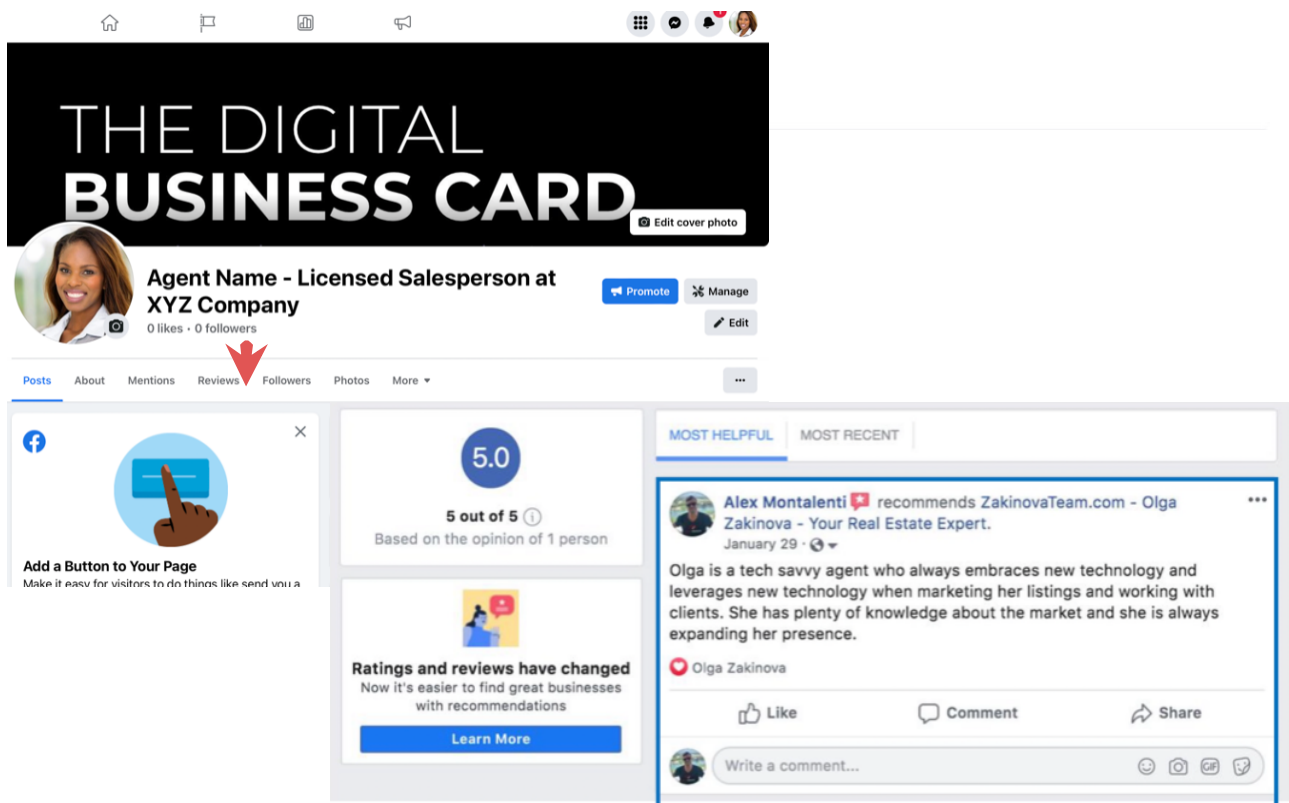


GET REVIEWS

The review feature in Facebook business is the most simple to use and build a online reputation compared to other platforms such as, Zillow, Realtor, and Homes because of the friends feature. Through the messaging feature you can send them a link to review your page, making it more accessible to them, leading to more reviews!

You can copy the html link in the search bar when in the review section of your page, or just directly share your page!

if you want to take it a step further, simply look through your messenger friends list to get more reviews. When people have green dots next to their photos, you can tell they are online. Ask updates, have them review, and interact with them if they are live. If they used your services, asking them their opinion can help your online reputation and help you grow.





INSTACARD

One of the best ways to get reviews, expand your clientele, and network is through signing up for our Instacard service!

You can take advantage of our Instacard for free for thirty days. The Instacard has direct review links that you can send to clients through any platform.

Instacard is a digital business card that helps you look outstanding, professional, and up to date with this everchanging modern world, while getting reviews faster and building your brand.

MAIN FEATURES

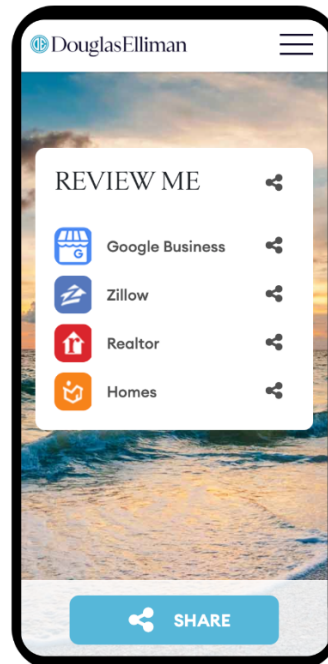
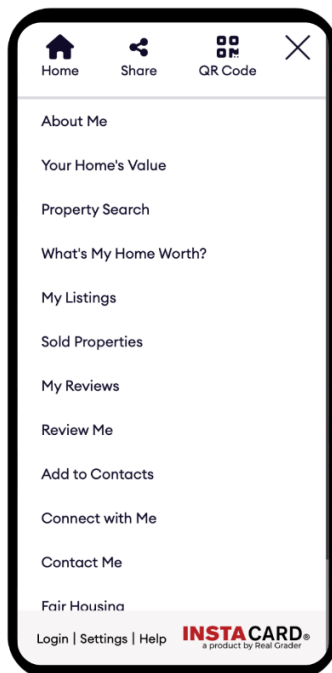
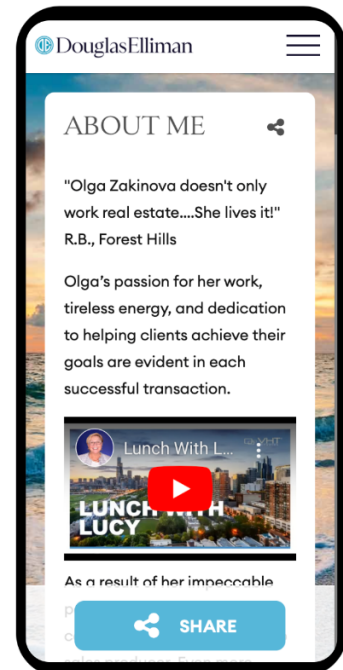
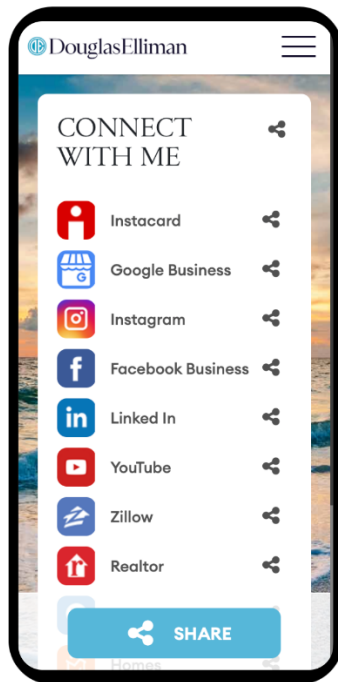
- ✓ No Download Needed
- ✓ Social Media Integration
- ✓ Instantly Add to Contacts
- ✓ Share Contact Info Easily
- ✓ Get Customer Reviews
- ✓ Display Your Reviews Automatically
- ✓ Click to Call and Text

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After setting up your review links for each of the 5 essential sites, you can send the Instacard as a text message to your clients, it will look splendid and they can review you at any time with one click! Look at all the information you can have available below!





ADD MEDIA (PHOTOS, ALBUMS, VIDEOS)

Adding media bring life to your page and attracts your clients! You can even create albums to organize your photos and videos.

Albums

[See All](#)



Timeline Photos
87 items



Instagram Photos
118 items



Mobile Uploads
57 items



Cover Photos
3 items

ADD VIDEOS

You can also create playlist for your videos!

Home About Photos **Videos** More ▾

Liked Message 🔍 ...

All Videos

#Briarwood, #Forest Hills, #Jamaica Estates, #RegoPark, #Maspeth, ...
15 Views · 14 weeks ago

Go where the winners go! Awesome events are coming soon!...
9 Views · 51 weeks ago

There are a lot of homes on the market, but this newly built and...
35 Views · a year ago

Great moments captured ❤️ my clients 🙌
28 Views · 2 years ago

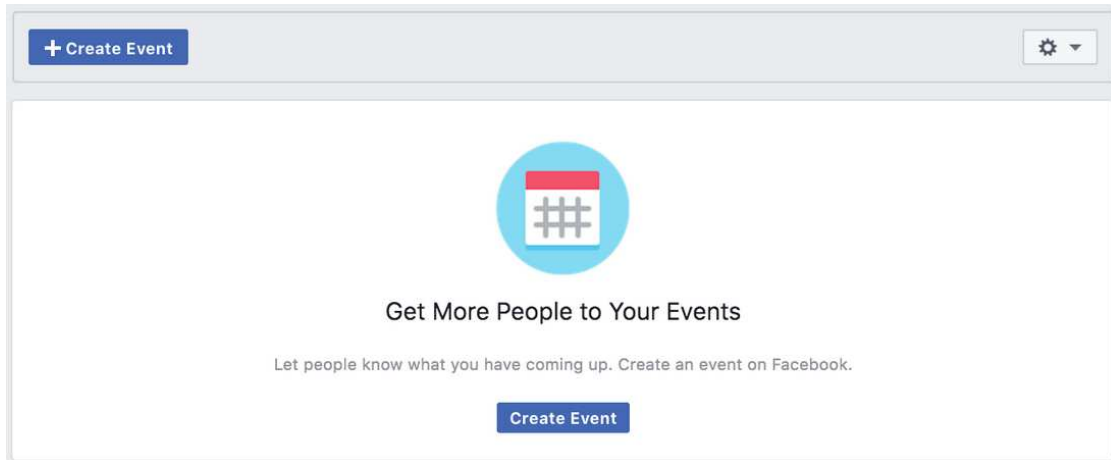
Your Invited To Our Open House Sunday June 11, 2017 1-4 Pm. x
349 Views · 2 years ago

"Our actions speak much louder than our words. When you go out...
35 Views · 3 years ago



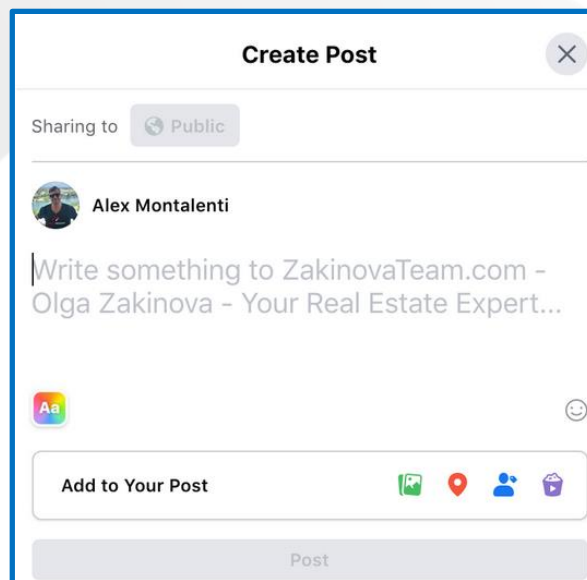
CREATE EVENTS -- OPEN HOUSE

Adding events such as, an open house can invite more clients to your door!



CREATE POSTS

Creating posts are another way to notify and update your followers on what you are working on, new offers on new listings, or even to just interact with your audience!



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These features are just a couple you can tinker with, but the sky is the limit so be creative and show off what you have to offer as an individual or as a company!

ZakinovaTeam.com - Olga Zakinova - Your Real Estate Expert is at Bayside, New York.
March 8 · New York, NY · 🌐

I feel so Privileged and honored to have spent quality time with all Douglas Elliman Elite Professionals that are super talented! We all share the same vision and inspire to make a difference in People's lifestyle 🙌 To be recognized at such a significant event everyone puts in unlimited amount of hours, stability, self motivation and discipline, work and family time in my occasions. Congrats to all realtors that won t... [See More](#)

Like Comment

★★★★★

"Olga helped us through our estate sale. The house was sold if she had not been involved in every step needed. She pursued all the conversions and kept us up to date. We enjoyed working with her attitude and her amazing..."

1

Like Comment

Write a comment...

ZakinovaTeam.com - Olga Zakinova - Your Real Estate Expert
February 15 · 🌐

There was so much love in the air today in [#baysidequeensnyc](#) [#sunsetlover](#) [#lovevalentinesday](#) [#sellinghomes](#) [#baysidehomes](#) [#douglasellimanrealestate](#) [#zakteam](#) [#largehomes](#) [#homeswithsunsetviews](#) [#queensrealestate](#) [#queenssunset](#)

Alan Mann and 3 others

Like Comment Share

Write a comment...

YOUR FACEBOOK BUSINESS CHECKLIST



- Create a Personal Account
- Create a Business Account
- Include Branded Imagery (Profile Picture and Cover Image)
- Add a Call to Action Button
- Edit General Settings
- Edit Page Info
- Edit Template and Tabs
- Edit Notifications
- Edit Messenger Settings
- Assign Page Roles
- Connect Your Instagram
- Add and Edit Contact Info
- Expand Your Audience
- Get Reviews
- Add Media
- Create Events