

Social Media Marketing: Building Your Facebook Page

A series of Social Media Webinars.



So You have a
Facebook
Business Page,
now what?

Download Webinar #1 Here:
<http://www.growboating.org/toolkit/webinars.aspx>

Set-up Your Custom URL

Visit: www.Facebook.com/Username

Each Page can have a username
Easily direct someone to your Page by setting a username for it. You will not be able to edit or transfer this username once you set it.

Page Name:

[Learn more about Facebook usernames.](#)

Be careful, once it's set you cannot change it.

www.Facebook.com/StartEngaging



So You have a
Facebook
Business Page
and set-up a
custom URL, now
what?

Create Great Content!



The Boat Locker
Do you ever go out sailing and stop for a minute to take in all the beauty?
79 Impressions • 11.39% Feedback
e! Like • Comment • Share • September 21 at 7:51am via Engaged!

👍 6 people like this.

Brian Always
September 21 at 10:58am • Like

Maria Always, that's part of the beauty of sailing. I've seen the most spectacular sunsets, sunrises, and full moon while sailing. And nothing beats the sound of the waves hitting against your boat. Also, I've discovered the sound of silence while on my sailboat at night.
September 21 at 11:57am • Like

Colin Nope, I'm too busy peeing in fright.
September 21 at 8:03pm • Like

Share Blog Posts and Newsletters



Hagadone Marine Group

Need help setting the anchor? Here's a few steps for smooth anchoring.

Smooth Anchoring | Hagadone Marine Group

www.boatsafe.com

The first step in anchoring is to select the proper anchor. In spite of claims to...



19 hours ago via Engaged! • Like • Comment • Share

Ask Questions

**Candlewood East Marina**

What's your favorite thing to do while boating? Cruise Around? Wakeboard? Fish? What is it?

160 Impressions • 2.50% Feedback

 Like • Comment • Share • September 21 at 5:02pm via Engaged!

 likes this.

**Jim** Cruise around. Tie up with friends and their boats.
September 21 at 5:41pm • Like

**Brian** Spend time with family.
September 21 at 10:45pm • Like

**ON TIME** It's all good while on a boat!
September 22 at 11:32am • Like

Post Pictures and Video



Share News About Your Industry



Slalom Shop Boats and Yachts

How did you choose your wakeboard?



How To Choose The Right Wakeboard | Slalom Shop

boatingblog.discoverboating.com

Choosing the right wakeboard can make all the difference.



Like • Comment • Share • September 10 at 12:25pm via Engaged!

Don't Automate Twitter Updates



Austin Boats & Motors

Happy Monday morning! Post your favorite lake/boating photo by 6pm today and receive a \$25 gift certificate!... <http://t.co/wcwn5bVq>



Like · Comment · @AustinBoat on Twitter · September 19 at 12:21pm via Twitter



Austin Boats & Motors

Happy Monday morning! Post your favorite lake/boating photo by 6pm today and receive a \$25 gift certificate! Don't forget to tell us what you love about your photo or just boating in general. Thanks for sharing with us! We hope to see a lot of you fans posted on our wall soon.

Like · Comment · Share · September 19 at 12:21pm



So You have a
Facebook
Business page,
set-up a custom
URL and created
Great content,
now what?

Create Custom Facebook Tabs



How-To Create Custom Facebook Tabs

- Create A Custom Application:
<http://developers.facebook.com/docs/appsonfacebook/pagetabs/>

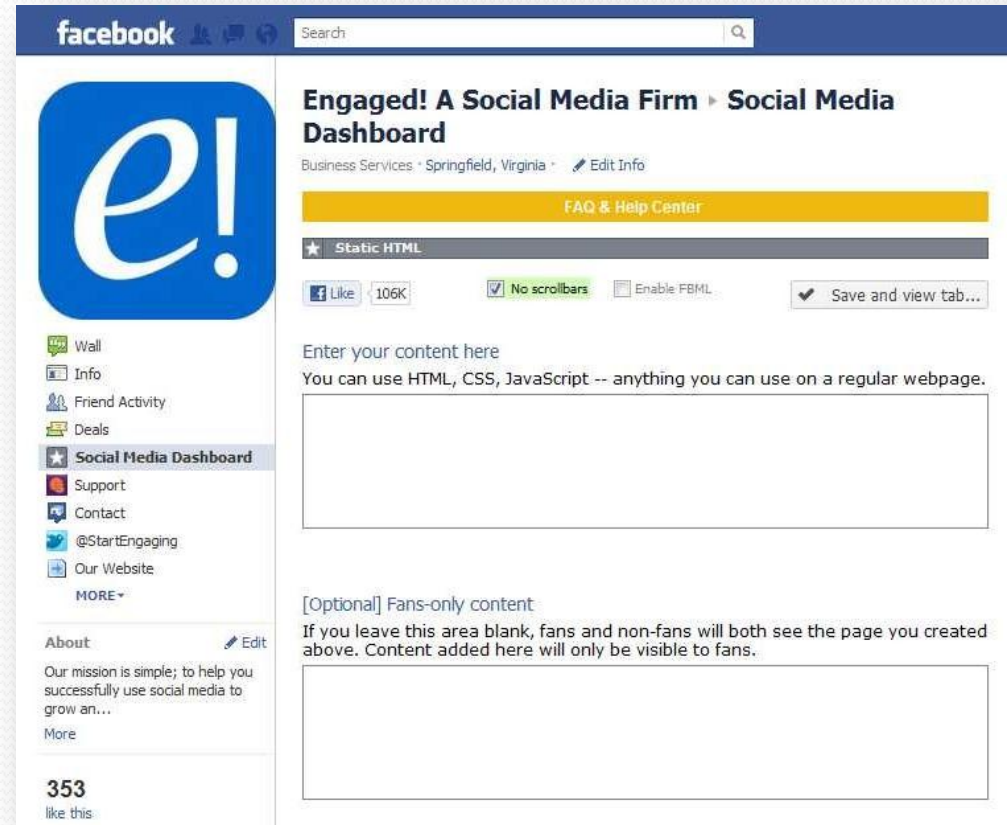
How-To Create Custom Facebook Tabs

- Create A Custom Application:
<http://developers.facebook.com/docs/appsonfacebook/pagetabs/>
- Use An Application already built for business use.

Applications for Facebook Tabs

- Static HTML:
(<http://www.facebook.com/apps/application.php?id=190322544333196>)

You can use HTML, CSS and JavaScript just like building a website.



Applications for Facebook Tabs

- Contact Tab
(http://apps.facebook.com/contacttab/?fb_page_id=121789174543675)

Add a header, phone, email, website, address, other social networks, a map and a contact form.

The screenshot shows a Facebook page for 'Mingle Marine' with the 'Contact Us' app installed. The app's interface includes a blue header with the 'm m' logo and the text 'Contact Us' and 'Powered by Engaged!'. Below the header, there is a 'Contact Information' section with fields for Phone (571-357-3121), E-mail (Josh@StartEngaging.com), Web site (http://StartEngaging.com), and Address (7518-F Fullerton Road Springfield, VA 22153). A 'Social Accounts' section displays icons for Facebook, Twitter, YouTube, and others. A 'Contact Form' is present with fields for name, e-mail, and message, along with a 'Send Message' button. A 'Map' section shows a map of the location with a 'Click to view map' link. The page also features a sidebar with the 'Mingle Marine' logo, a 'Contact Us' button, and a list of links including 'Wall', 'Info', 'Friend Activity', 'Deals', 'Our CEO on ProBoat Radio', 'FREE \$1,200 Starter Kit', 'Social Media Dashboard', 'Welcome To The Water!', and 'WIN A Kodak PlaySport 2x5'. The page has 153 likes and is categorized as 'Business Services'.

Applications for Facebook Tabs

- YouTube:
(<http://www.facebook.com/ytvideobox>)

Share your YouTube videos right on your Facebook page.



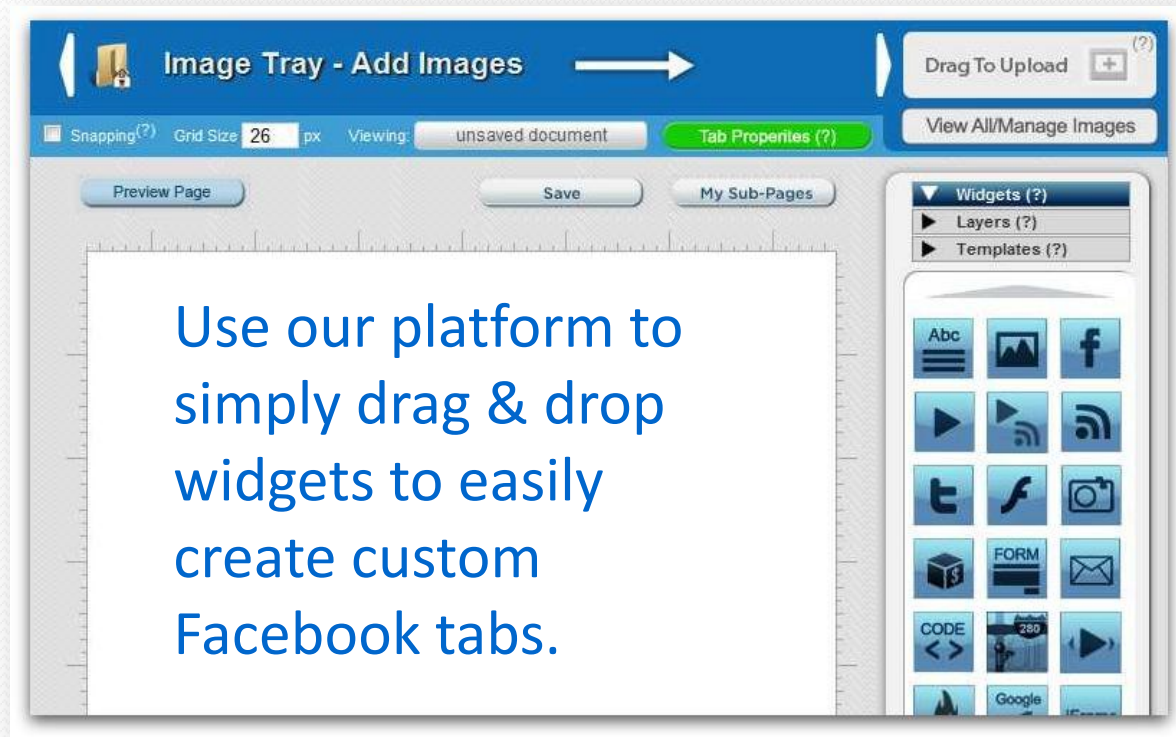
Applications for Facebook Tabs

To add the Static HTML, Contact Tab, YouTube or any other application, visit the applications Facebook page (links provided) and click on “Add to My Page”



Applications for Facebook Tabs

- Engaged!: <http://startengaging.com/facebook-tab-creator.html>



Applications From Facebook

- Events
- Photos
- Notes
- Video
- Links
- Questions





So You have a
Facebook
Business page,
set-up a custom
URL, created
Great content
and built custom
tabs, now what?

Build Your Facebook Community



You Like This.

GO OFFLINE



Share your Facebook URL on ALL print material

- Business Cards



Facebook.com/StartEngaging

Share your Facebook URL on ALL print material

- Business Cards
- Brochures



Facebook.com/StartEngaging

Share your Facebook URL on ALL print material

- Business Cards
- Brochures
- Stock Cards



Facebook.com/StartEngaging

Share your Facebook URL on ALL print material

- Business Cards
- Brochures
- Stock Cards
- Sales Receipts



Facebook.com/StartEngaging

Share your Facebook URL on ALL print material

- Business Cards
- Brochures
- Stock Cards
- Sales Receipts
- Work Orders



Facebook.com/StartEngaging

Teach Your Staff to Mention Your Facebook Page



Add to Everyone's Email Signature

Josh Chiles

CEO Engaged!

Connect with Engaged!

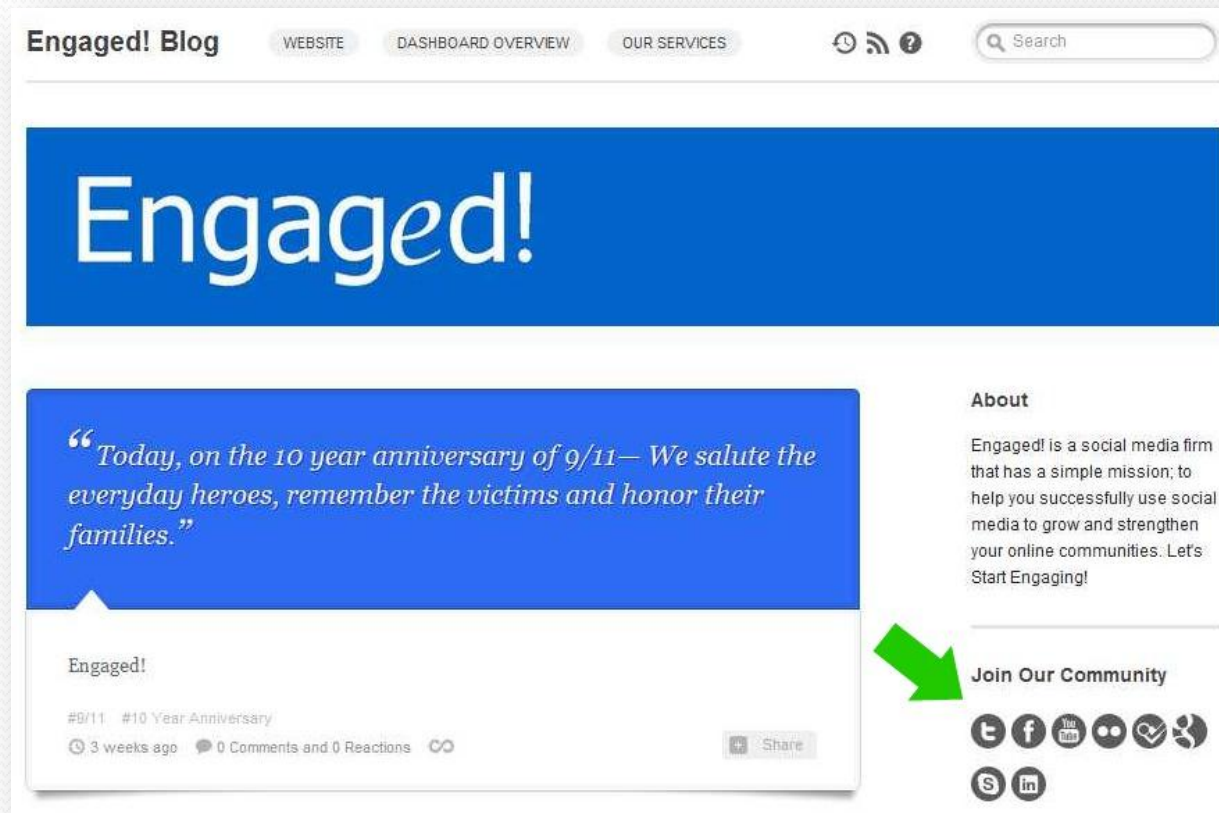


- Add a Call to Action “Connect with Us”
- Insert the Facebook Icon
- Hyperlink the Icon to Your URL

Add Icons & Links to Your Website



Add Icons & Links to Your Other Sites





So You have a Facebook Business page, set-up a custom URL, created Great content, built custom tabs and you're starting to grow your community, now what?

Supercharge Your Growth with Facebook Ads



www.Facebook.com/Advertising

Design Your Facebook Ad

Step #1

Select Your
Facebook
Business Page

Advertise on Facebook

1. Design Your Ad Select Existing Creative Design Your Ad FAQ

Destination: Engaged! A Social Media Firm [?]

Type: ☐ Sponsored Stories [?] ☒ Facebook Ads [?]

Story Type: ☐ Sponsored Page Post [?] ☒ Facebook Ads for Pages

Destination Tab: Default [?]


Title: Engaged! A Social Media F [?] characters left

Body: [?] 135 characters left

Image: No file chosen [?]

Preview:

Engaged! A Social Media F

 Your body text will go here.

Like · Josh Chiles likes this.

Design Your Facebook Ad

Step #2

Select the Type
of Facebook Ad

Advertise on Facebook

1. Design Your Ad Select Existing Creative Design Your Ad FAQ

Destination: Engaged! A Social Media Firm [?]

Type: ☐ Sponsored Stories [?] ☒ Facebook Ads [?]

Story Type: ☐ Sponsored Page Post [?] ☒ Facebook Ads for Pages

Destination Tab: Default [?]


Title: Engaged! A Social Media F [?] characters left

Body: [?] 135 characters left

Image: No file chosen [?]

Preview:

Engaged! A Social Media F

 Your body text will go here.

Like · Josh Chiles likes this.

Design Your Facebook Ad

Sponsored Stories

Get more distribution for the News Feed stories published about your Page, Place or App. Always includes either a story about the viewer's friends or a story about your Facebook Page posts.

Facebook Ads

Promote a Facebook Page, Event, App, other destination on Facebook, or your own website. You can specify a custom message and call-to-action. Relevant actions from the viewer's friends will automatically be shown to build word-of-mouth awareness.

Design Your Facebook Ad

Sponsored Story

Liked A Page



Page Post



Facebook Ad

Ad Linked to Website



Ad Linked to Event



Design Your Facebook Ad

Step #3

Select the
Destination Tab
for your
Facebook Ad

Advertise on Facebook

1. Design Your Ad Select Existing Creative Design Your Ad FAQ

Destination: Engaged! A Social Media Firm [?]

Type: ☐ Sponsored Stories [?] ☒ Facebook Ads [?]

Story Type: ☐ Sponsored Page Post [?] ☒ Facebook Ads for Pages

Destination Tab: Default [?]


Title: Engaged! A Social Media F [?] characters left

Body: [?] 135 characters left

Image: No file chosen [?]

Preview:

Engaged! A Social Media F

 Your body text will go here.

Like · Josh Chiles likes this.

Design Your Facebook Ad

Destination Tab

Specify the section of the Facebook destination landing page. This could be a custom tab your created or any applications like your wall, sweepstakes/contest or info tab. The best destination would be a custom tab or application that continues where your ad copy left off.

Design Your Facebook Ad

Step #4

Write a Title
for your
Facebook Ad

Advertise on Facebook

1. Design Your Ad Select Existing Creative Design Your Ad FAQ

Destination: Engaged! A Social Media Firm [?]

Type: ☐ Sponsored Stories [?] ☒ Facebook Ads [?]

Story Type: ☐ Sponsored Page Post [?] ☒ Facebook Ads for Pages

Destination Tab: Default [?]


Title: Engaged! A Social Media F [?] characters left

Body: [?] 135 characters left

Image: No file chosen [?]

Preview:

Engaged! A Social Media F

 Your body text will go here.

Like · Josh Chiles likes this.

Design Your Facebook Ad

Title

Write a title for your ad that is specific, compelling, and interesting or catchy. Avoid all-capitals or multiple exclamation points, as these titles will not be approved. Note that if you are advertising a Facebook page, your title will automatically be the name of that page.

Design Your Facebook Ad

Step #5

Create the
main text
(body) of your
Facebook Ad

Advertise on Facebook

1. Design Your Ad Select Existing Creative Design Your Ad FAQ

Destination: Engaged! A Social Media Firm [?]

Type: ☐ Sponsored Stories [?] ☒ Facebook Ads [?]

Story Type: ☐ Sponsored Page Post [?] ☒ Facebook Ads for Pages

Destination Tab: Default [?]


Title: Engaged! A Social Media F [?] characters left

Body: [?] 135 characters left

Image: No file chosen [?]

Preview:

Engaged! A Social Media F

 Your body text will go here.

Like · Josh Chiles likes this.

Design Your Facebook Ad

Body

Use this section to further explain the product or service that your ad is about. Emphasize benefits to the user, unique qualities of your product/service, and any special offers. End with a clear call-to-action that users should take if they like your ad.

Design Your Facebook Ad

Step #6

Upload an
image for your
Facebook Ad

Advertise on Facebook

1. Design Your Ad Select Existing Creative Design Your Ad FAQ

Destination: Engaged! A Social Media Firm [?]

Type: ☐ Sponsored Stories [?] ☒ Facebook Ads [?]

Story Type: ☐ Sponsored Page Post [?] ☒ Facebook Ads for Pages

Destination Tab: Default [?]


Title: Engaged! A Social Media F [?] characters left

Body: [?] 135 characters left

Image: No file chosen [?]

Preview:

Engaged! A Social Media F

 Your body text will go here.

Like · Josh Chiles likes this.

Design Your Facebook Ad

Image

Use this section to upload an image for your ad. The image should be related to your product/service and, to make it even more compelling, related to your title/body text for the ad as well. Choose an image that is clearly visible when it is small.

Image dimensions are 110 pixels wide x 80 pixels tall and should have an aspect ratio of 4:3 or 16:9. Uploads must be less than 5 megabytes.

Target Your Facebook Ad

Step #7

Select the location for your Facebook Ad

2. Targeting

Location

Country: [?] United States x

☒ Everywhere

☐ By State/Province [?]

☐ By City [?]

☐ By Zip Code [?]

Demographics

Age: [?] 18 - Any

☐ Require exact age match [?]

Sex: [?] ☒ All ☐ Men ☐ Women

Interests

Broad Category: [?]

Activities	<input type="checkbox"/> Cooking
Business/Technology	<input type="checkbox"/> Dancing
Events	<input type="checkbox"/> DIY/Crafts
Family Status	<input type="checkbox"/> Event Planning
Interests	<input type="checkbox"/> Food & Dining
Mobile	<input type="checkbox"/> Gaming (Console)
Movie/Film	<input type="checkbox"/> Gaming (Social/Online)
	<input type="checkbox"/> Gardening
	<input type="checkbox"/> Literature/Reading

0 categories selected • Show Selected

Target Your Facebook Ad

Country

Choose countries where your target users are located when they access Facebook.

State/Province

Choose states, provinces or regions to further narrow your target users. You will only be shown states, provinces and regions in the countries you have selected.

City

Choose cities to further narrow your target users. You will only be shown cities in the countries you have selected above.

Zip

Choose zip codes to further narrow your target users. Currently you will only be shown zip codes in the United States.

Target Your Facebook Ad

Step #8

Select the demographics for your Facebook Ad

2. Targeting

Location

Country: [?] United States x

☒ Everywhere

☐ By State/Province [?]

☐ By City [?]

☐ By Zip Code [?]

Demographics

Age: [?] 18 - Any

☐ Require exact age match [?]

Sex: [?] ☒ All ☐ Men ☐ Women

Interests

Broad Category: [?]

Activities	<input type="checkbox"/> Cooking
Business/Technology	<input type="checkbox"/> Dancing
Events	<input type="checkbox"/> DIY/Crafts
Family Status	<input type="checkbox"/> Event Planning
Interests	<input type="checkbox"/> Food & Dining
Mobile	<input type="checkbox"/> Gaming (Console)
Movie/Film	<input type="checkbox"/> Gaming (Social/Online)
	<input type="checkbox"/> Gardening
	<input type="checkbox"/> Literature/Reading

0 categories selected • Show Selected

Target Your Facebook Ad

Age

Enter an age range for your target users. If you're not sure, start broad, and then narrow later based on the ages of people who see or click on your ad. You can select ages 13 – 64.

Sex

Select "All" unless your ad should target only men or only women. Note that some users do not enter a gender, so you can only reach such users by selecting "All".

Target Your Facebook Ad

Exact Age Match

Choosing "exact age match" restricts your ad delivery to only the people within the range you specified in the age targeting. For instance, if you chose to target people aged 24 - 35, your ad would only be shown to people aged 24 - 35, and would never be shown to anyone who just had their 36th birthday. If you choose not to check this box, your ad will be delivered to users within your target age range and slightly outside that range, with a discounted bid. By allowing the system to increase delivery of your ads slightly outside your target age range, you can receive additional discounted impressions and clicks that are generally just as valuable as the impressions and clicks within your target age.

Target Your Facebook Ad

Step #9

Select users
interests for
your Facebook
Ad

2. Targeting

Location

Country: [?] United States x

☒ Everywhere
☐ By State/Province [?]
☐ By City [?]
☐ By Zip Code [?]

Demographics

Age: [?] 18 - Any

☐ Require exact age match [?]

Sex: [?] ☒ All ☐ Men ☐ Women

Interests

Broad Category: [?]

Activities	<input type="checkbox"/> Cooking
Business/Technology	<input type="checkbox"/> Dancing
Events	<input type="checkbox"/> DIY/Crafts
Family Status	<input type="checkbox"/> Event Planning
Interests	<input type="checkbox"/> Food & Dining
Mobile	<input type="checkbox"/> Gaming (Console)
Movie/Film	<input type="checkbox"/> Gaming (Social/Online)
	<input type="checkbox"/> Gardening
	<input type="checkbox"/> Literature/Reading

0 categories selected • Show Selected

Target Your Facebook Ad

Broad Category

Broad Category targeting allows you to reach groups of people who share similar interests and traits. These categories draw from the authentic information people have included in their profiles, allowing you to easily reach your ideal audience. Browse and select from our list of categories to get started.

Precise Interest Targeting

Use Precise Interest targeting to define your audience using the specific terms people have included in their Facebook profiles, such as “Boating” or “Wakeboarding”. These terms may be drawn from their interests, activities, education and job titles, Pages they like or groups to which they belong.

Target Your Facebook Ad

Step #10

Select connections to your page for your Facebook Ad

Connections on Facebook

Connections: [?]
☐ Anyone
☐ Only people who are not fans of **Engaged! A Social Media Firm.**
☒ Only people who are fans of **Engaged! A Social Media Firm.**
☐ Advanced connection targeting

Friends of Connections: ☐ Only show my ad to friends of the fans of **Engaged! A Social Media Firm.** [?]

Advanced Demographics

Interested In: [?]
☒ All ☐ Men ☐ Women

Relationship: [?]
☒ All ☐ Single ☐ Engaged
☐ In a relationship ☐ Married

Languages: [?]

Education & Work

Education: [?]
☒ All ☐ College Grad
☐ In College
☐ In High School

Workplaces: [?]

Target Your Facebook Ad

Connections to Your Page

You can target people connected to pages, events or groups that you are an administrator of. Example; Anyone, non-fans or people who are already fans.

Friends of Connections

When people see ads for Pages, Events and Apps their friends have already connected with, the ads will be personalized with the names of those friends. This generates powerful word of mouth for your business or brand.

Target Your Facebook Ad

Step #11

Select
advanced
demographics
for your
Facebook Ad

Connections on Facebook

Connections: [?]
☐ Anyone
☐ Only people who are not fans of **Engaged! A Social Media Firm.**
☒ Only people who are fans of **Engaged! A Social Media Firm.**
☐ Advanced connection targeting

Friends of Connections: ☐ Only show my ad to friends of the fans of **Engaged! A Social Media Firm.** [?]

Advanced Demographics

Interested In: [?]
☒ All ☐ Men ☐ Women

Relationship: [?]
☒ All ☐ Single ☐ Engaged
☐ In a relationship ☐ Married

Languages: [?]

Education & Work

Education: [?]
☒ All ☐ College Grad
☐ In College
☐ In High School

Workplaces: [?]

Target Your Facebook Ad

Interested In

Select "All" unless your ad should target users interested in a specific gender for one or more of the following: friendship, dating, a relationship, or networking. Note that some users do not specify this information, so you can only reach such users by selecting "All."

Relationship

Select "All" unless your ad should target people with a specific relationship or marital status. Note that some users do not specify this information, so you can only reach such users by selecting "All".

Target Your Facebook Ad

Step #12

Target users
education &
work place for
your Facebook
Ad

Connections on Facebook

Connections: [?] ☐ Anyone
☐ Only people who are not fans of **Engaged! A Social Media Firm.**
☒ Only people who are fans of **Engaged! A Social Media Firm.**
☐ Advanced connection targeting

Friends of Connections: ☐ Only show my ad to friends of the fans of **Engaged! A Social Media Firm.** [?]

Advanced Demographics

Interested In: [?] ☒ All ☐ Men ☐ Women

Relationship: [?] ☒ All ☐ Single ☐ Engaged
☐ In a relationship ☐ Married

Languages: [?]

Education & Work

Education: [?] ☒ All ☐ College Grad
☐ In College
☐ In High School

Workplaces: [?]

Target Your Facebook Ad

Education

Select "All" unless you would like to target users who are in a specific stage in their education, or who attend or are alumni of specific colleges. Yes, you can target a specific college.

Work

Leave blank unless you would like to target users who work at specific companies or organizations.

Target Your Facebook Ad



When you're done targeting users, Facebook will show you the Estimated Reach of your ad.

Schedule & Budget Your Facebook Ad

Step #13

Name your Facebook Ad Campaign & Select Your Budget

Campaigns, Pricing and Scheduling

Campaign & Budget

Campaign Name:

Budget (USD): Per day [?]
What is the most you want to spend per day? (min 1.00 USD)

Schedule

Campaign Schedule: ☐ Run my campaign continuously starting today

<input type="button" value="Calendar"/> Today	at	<input type="text" value="2:00 pm"/>	Pacific Time
<input type="button" value="Calendar"/> 11/9/2011	at	<input type="text" value="1:00 pm"/>	Pacific Time

Pricing

☐ Pay for Impressions (CPM)

☒ Pay for Clicks (CPC)

Max Bid (USD). How much are you willing to pay per click? (min 0.01 USD) [?]
 Suggested Bid: 0.87 - 1.27 USD

Note: Tax is not included in the bids, budgets and other amounts shown.

Schedule & Budget Your Facebook Ad

Campaign Name

Select a name for your Facebook ad campaign. This is for your reference only and will only be used by you to stay organized.

Budget

Select your Facebook ad campaign budget. This is the price that fits into your overall advertising budget. The minimum is \$1.00 per day.

Budget Type

Specify either a daily campaign budget or a lifetime campaign budget. If you choose a lifetime budget type, Facebook will distribute your ad spend throughout the duration of the campaign.

Schedule & Budget Your Facebook Ad

Step #14

Schedule your
Facebook Ad

Campaigns, Pricing and Scheduling

Campaign & Budget

Campaign Name:

Budget (USD): Per day (?)
What is the most you want to spend per day? (min 1.00 USD)

Schedule

Campaign Schedule: ☐ Run my campaign continuously starting today

<input type="button" value="Calendar"/> Today	at	<input type="text" value="2:00 pm"/>	Pacific Time
<input type="button" value="Calendar"/> 11/9/2011	at	<input type="text" value="1:00 pm"/>	Pacific Time

Pricing

☐ Pay for Impressions (CPM)

☒ Pay for Clicks (CPC)

Max Bid (USD). How much are you willing to pay per click? (min 0.01 USD) (?)

<input type="text" value="5.24"/>	Suggested Bid: 0.87 - 1.27 USD
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Note: Tax is not included in the bids, budgets and other amounts shown.

Schedule & Budget Your Facebook Ad

Campaign Schedule

You can pick an exact date to run your campaign. Example; Start: Today at 2:00pm End: 11/9/2011 at 1:00pm. Or you can select “Run my campaign continuously starting today”.

Note that all times are Pacific Time (where Facebook HQ is located) and is not based on your time zone. This cannot be changed.

Schedule & Budget Your Facebook Ad

Step #15

Select CPM or
CPC and set
your Facebook
Ad bid & Place
Order

Campaigns, Pricing and Scheduling

Campaign & Budget

Campaign Name:

Budget (USD): Per day (?)
What is the most you want to spend per day? (min 1.00 USD)

Schedule

Campaign Schedule: ☐ Run my campaign continuously starting today

<input type="button" value="Calendar"/> Today	at	<input type="text" value="2:00 pm"/>	Pacific Time
<input type="button" value="Calendar"/> 11/9/2011	at	<input type="text" value="1:00 pm"/>	Pacific Time

Pricing

☐ Pay for Impressions (CPM)

☒ Pay for Clicks (CPC)

Max Bid (USD). How much are you willing to pay per click? (min 0.01 USD) (?)

<input type="text" value="5.24"/>	Suggested Bid: 0.87 - 1.27 USD
-----------------------------------	--------------------------------

Note: Tax is not included in the bids, budgets and other amounts shown.

Schedule & Budget Your Facebook Ad

CPM = Pay for Impressions – You pay your bid price every time your ad is displayed 1,000 times. Choose this to reach a broader audience.

CPC = Pay for Clicks – You pay your bid price each time your ad is clicked on. Choose this to reach a more targeted audience.

Max Bid/Suggested Bid

Facebook will suggest a bid range to help you choose the right amount so your ad will be displayed. You will never pay more than your max bid, but you may pay less. The higher your bid, the more likely it is your ad will get shown.

After you place your order, Facebook will review your ad and email you an approval.

**So You have a Facebook Business
page, set-up a custom URL, created
Great content, built custom tabs and
your community growth is
Supercharged with Facebook ads,
now what?**

Good Job



You're On Your Way

Thank You ;)

If you have any questions, feel free to ask.

You can contact Josh by...

Email: Josh@StartEngaging.com

Twitter: [Twitter.com/StartEngaging](https://twitter.com/StartEngaging)

Facebook: [Facebook.com/StartEngaging](https://facebook.com/StartEngaging)

Try our dashboard risk-free for 14 days;

dashboard.startengaging.com/signup

Or let us manage your social media;

Startengaging.com/our-services.html