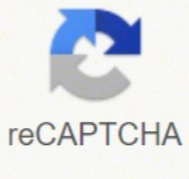


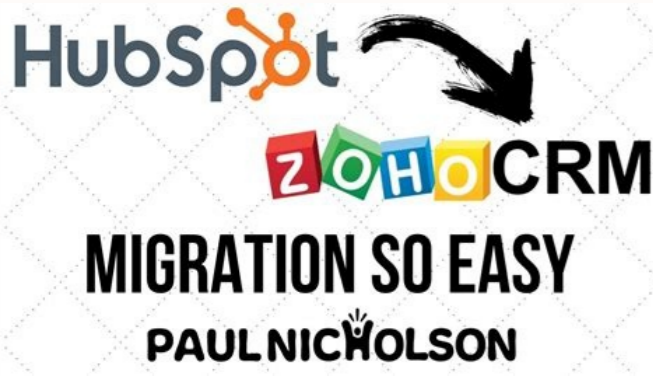


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In your Facebook page, you should have: A name that reflects your business in a professional and succinct way. It also has a handy "Store" locator app within the page so that prospective members can easily see whether there's a location nearby. Pure Barre Page Likes: 334K For a company that's been around for over 20 years, Pure Barre has shown that it can keep up with the times on its Facebook Page. That's a great honor — especially considering the fact that it has nearly 2.4 million followers. The brand also consistently posts compelling videos and testimonies that'll have you itching to pack a bag and hit the road. In terms of content, it has mastered the art of posting the perfect balance of engaging videos, photos, and GIFs that align with the interests of its target audience: Moms who want their children to have a stress-free and positive childhood. 3. Overall, it keeps engagement high by posting lots of content, much of which features members' inspirational fitness journeys. Rhymes with Reason Page Likes: 860 Rhymes with Reason is an education-technology startup that uses hip-hop music to teach vocabulary to students. Glamnetic Page Likes: 67K Glamnetic rocks Facebook. L.L. Bean Page Likes: 1.17M L.L. Bean is an outdoor equipment store whose Facebook Page effectively focuses on the customer and engages visitors beyond inviting them to like the posts. The page should also entice potential followers to engage more meaningfully with your brand — whether by visiting your website, signing up for a free event, or joining your company's Facebook Group. During the pandemic, for example, it created a video series to help individuals navigate hardship. A good Facebook business Page accurately represents your brand, focuses on the customer, and answers for potential followers' needs. The organization is known for creating powerful content to spread awareness and positive messages about current events. Its Page prioritizes the things it knows users care about most when visiting Facebook: tutorials, live streams, discounts, and giveaways. 10. So, we combed through the web to find the top pages to inspire your Facebook marketing strategy. The Page also includes tabs dedicated to events, open job opportunities, and stores. 8. Black Lives Matter Page Likes: 744K Black Lives Matter is an organization whose Facebook Page is founded on uplifting historically excluded voices. You don't have to do everything. Facebook Pages are a simple tool, but they offer countless interesting business opportunities. 24. A constant and steady stream of recently published posts that have links to other company assets and properties. Overall, the Page is on-brand and clearly displays the utility of the product. It also invites users to engage immediately by including a "View Shop" button, which takes you to a page with pictures of its products in use. One of this Page's premiere features, shown below, is its "Services" section, offering branded tiles that briefly describe Hint's lines of business. For instance, in the following post, it announces it's one of the Asian-owned brands featured in a subscription snack box. The one thing that its Facebook page is missing is more customer-centric content — but by centering its posts on company news, it can establish itself as a buzz-worthy newcomer to the industry. The organization's posts include a mixture of Black history, organizational news, and political activism. An accurate page category that immediately tells users what you do. It does a great job of keeping its Facebook content fresh and up-to-date, which is especially important for a broadcasting company. It also invites users to book with them using a simple but effective line: "Come stay with us!" Another successful aspect of this page is its CTA button under the cover photo inviting visitors to sign up on the Inclusive website. With how quickly you must act to get customers' business, this is a valuable feature of JetRocket's business Page. Not sure how to use Facebook for business? Mabel's Labels Page Likes: 215K Like Zappos, Mabel's Labels — creators of high-quality labels for the stuff kids lose — has also taken advantage of Facebook's call-to-action (CTA) button feature with its "Shop Now" CTA, linking to its homepage. The Canva Facebook Page places its Review tab at the forefront, whereas most Pages place the "About" or "Photos" tabs in the same spot. 6. In the same way, you can create a Page that highlights external experts on industry topics. They provide a public home on Facebook for your brand, allow you to publish content, and let you see comments and feedback from fans and customers. JetRockets Page Likes: 119 First things first: JetRockets, a small web development agency, has an illustrated cover photo that is so fun to look at. McBride Sisters Page Likes: 32.6K McBride Sisters is a wine and spirits brand that immediately greets users with its Black Girl Magic line of wines in the cover photo. If you're a fan of Patti LaBelle and a lover of wine, you'd be compelled to attend — even if you don't yet plan to buy a bottle of wine from McBride Sisters. Salone Monet Page Likes: 1.2K Salone Monet is a footwear brand that has tons of great images on its Page. Plus, the Page has a widget above the "About" section that prompts visitors to ask them a question, increasing engagement right from the moment a visitor lands on the Page. As a result, the company gives visitors an early glimpse into its versatility and attention to detail. Beyond that, Starbucks uses its Page to showcase rich visual content, run contests for seasonal products, highlight job openings, and interact with followers. Check out our free Facebook marketing course to nail down the basics; then, check out the Pages below for inspiration. That's a lot of people the company could potentially need to respond to. 14. A profile picture that represents your brand and its colors. Helen Keller International Page Likes: 17K Helen Keller International is a charity organization that's committed to decreasing poverty and preventing vision loss. The products are Asian-inspired, and the brand is Asian-owned. 18. Editor's note: This post was originally published in March 2013 and has been updated for comprehensiveness. With more than 2.8 billion monthly active users, Facebook is a major player in the world of social networking. Check out its live video library below. Rhymes with Reason's Page is an excellent example of striking the right balance between serving your target customers and sharing company news. In all of its posts, it uses its brand colors and aesthetic; that way, visitors can expect a consistent experience every time the brand publishes a post. 13. It puts it all out there as soon as a user lands on its Facebook Page. To ensure that users engage as quickly as possible with the brand, it includes a "Sign Up" button right below the cover photo. For example, it partners with a wide collection of influencers who represent its customer base, and it also presents its new products in time for the upcoming season. Shopify Page Likes: 3.6M Shopify is an ecommerce website platform whose Facebook Page features engaging multimedia. At every turn, it gives users the chance to get Glamnetic products for free. Its posts include a mixture of testimonies, challenges, and reposts from current Pure Barre customers. It takes a fairly minimalist approach and uses short captions, like it does in the post below. It also offers a slick store locator that allows you to find the location nearest to you. Hint Page Likes: 3.2K Likes Hint is a Mexico-based marketing agency with a simple but effective Facebook business Page. Keep it simple like in the examples below: Rebundle Inclusive Canva Adobe These names work well because they directly reflect the brand and are simple to remember. Stella & Dot Page Likes: 530K As a company based on creating flexible entrepreneurial opportunities for women, Stella & Dot relies on platforms like Facebook to help grow its business via word-of-mouth marketing. In its posts, the Page shares company news, videos from other users, and photos of its customers successfully using the hair extensions. {{slideInCta("f8c3a1d-153d-4b0e-aaa3-a96f862ab54e')}}Originally published Aug 18, 2021 1:45:00 PM, updated August 18 2021 It effectively uses its Facebook Page to spotlight stories from current and upcoming customers, share the Word of the Week, and highlight the artists it features on the platform. While the Facebook Page's photo section is rich with employee photos showing off the company's culture, its feed is filled with a mixture of company news and testimonies that prove the effectiveness of its services and offerings. A description that establishes the benefits of following your Page. From the unique and location-specific call-to-action to the warm color scheme, this business Page effectively engages users. 9. Not to mention, the brand is committed to responding to comments — and it isn't afraid to have fun with the responses: Customer service aside, Zappos has also fully taken advantage of Facebook's call-to-action button feature by placing a "Shop Now" button at the top of its Facebook Page. 19. An engaging and descriptive cover photo that speaks to your customer's core desire or pain point. 11. As you can see from the image above, the company also features a call-to-action (CTA) button below the cover photo that tells users to "Call Now." Right away, the button invites visitors to engage with the brand, but it does a great job of catering its content to Facebook users, who tend to log on to specialize, read or watch fun content, or read the news. Its posts strike the right balance between conversational and authoritative. Zappos.com Page Likes: 2.4M Zappos.com is known for great customer service, and it keeps that reputation going on its Facebook Page. If you need name ideas for your business, check out more business name ideas to inspire you. Essence Page Likes: 2.9M For a traditionally print magazine, Essence is almost all video now. While it mostly shares company news as opposed to customer-centric tips, it strikes the right balance by only sharing what its customer base cares about. And for as prolific and diverse as the publication is, its Facebook Business Page balances all of it quite nicely. It doesn't even matter what medium you consume Essence in now — it's all just solid content to have on your news feed. Its video tab includes videos that bring attention to American issues, such as voting and abolition. A wide variety of interesting visual content. In its Community section, the brand allows anyone and everyone to tag them in posts, encouraging conversation and engagement. Not only that, it's constantly putting out relatable and compelling visual content that gets high levels of engagement from its fans. 4. Facebook Pages were specifically engineered for businesses. What makes a good Facebook Page? It has also taken advantage of Facebook Live by posting live videos of trunk shows, which can help prospective trunk show hosts learn how to do one — or just bring entertainment to anyone watching. Businesses looking to market using Facebook have one major tool at their disposal: the Facebook Page. For many, seeing people's progress is key to making a fitness investment, so the Page includes reviews right next to the Home tab. But combined with its mesmerizing images and pop-culture-friendly articles, this publisher has turned its Facebook Page into the ultimate hub for hot takes on the latest entertainment industry news. 22. Best Facebook Pages 1. Adobe Page Likes: 1.3M Adobe is a computer software company that could post all about software and technology all the time ... Part of this impression comes from the company's consistent and on-brand posts. 7. The description is especially notable, telling users the value they'd receive if they follow the Page: "Welcome to the official Facebook page for L.L.Bean!" Follow along for inspiring outdoor stories and photos, expert tips and advice, and a community devoted to helping make the most of every moment outside. UNICEF Page Likes: 1.2M UNICEF's Facebook Page is all about teaching Facebook users about its mission and giving them opportunities to get involved. (Read this article for more awesome Facebook Live use cases.) 20. Instead, focus on the core needs of your fans and customers, keep your messaging and imagery consistent, and watch your Facebook Page grow exponentially. For instance, if you've been dreaming of a family holiday in Scotland, you can save it and come back to it later. 23. All in all, Salone Monet does a great job of creating a fantastic brand experience that doesn't require the user to leave Facebook. It's a great example of an organization that's successfully built a community on Facebook. While the photos section consists of branded infographics that share data from the industry, the video section is full of how-to clips you'd normally see in article form. Canva Page Likes: 1.6M Your customers can be your best sources for market research. But first, we answer the quintessential question: What makes a good Facebook page? Starbucks Page Likes: 36.5M Starbucks was an early social media adopter, and it comes through in the polish and features of its Facebook Page. 25. The Page also has a small section dedicated to visitor posts, which features customer testimonials about Zappos' great customer service on and off Facebook. Best Facebook Page Names Your Facebook Page name would ideally be your business name — no frills and no keywords cluttering up the name. For instance, in the following post, the company shares an upcoming event. The content it posts is highly relevant for its target audience: cool photos, videos, and tips for outdoor adventures, each with a link and a hashtag. The company's case study series, "My First Sale," is what really helps the Page shine. It right away invites donations by including a "Donate" button right underneath its cover photo, and its posts and photos feature the personal stories of patients who were helped thanks to the generosity of people like its Facebook Fans. At a loss for how to be engaging on Facebook? This ensures users return to Intrepid Travel and its offerings every time they visit Facebook. It also has a running series called "Design Stories," where it shares touching anecdotes. 17. It immediately invites users to message the brand via WhatsApp, one of the biggest messaging platforms in Latin America. Intrepid Travel Page Likes: 601K Travel agency Intrepid Travel has put together a great Facebook Page — complete with a special tab that shows trip and tour reviews, and one that lets users search and save trips without having to leave the Page. Rebundle Page Likes: 363 Rebundle is a plant-based hair extension company that effectively conveys its ecologically centered products in its cover image and profile picture. Dang Foods Page Likes: 22.8K The image reflects the founder's mission: To create "color-inclusive nude shoes to match you & all your favorite outfits." It also includes a "Shop" tab where you can begin browsing the brand's shoes. In doing so, it immediately appeals to its customers and exhibits its commitment to representing excluded voices in the industry. BET Page Likes: 7.5M BET, a news and entertainment company, leans on social media sites like Facebook to share its newest articles. 15. Inclusive Page Likes: 17.5K Inclusive, an Airbnb competitor, uses its Facebook page to bring awareness to an issue by including an attention-grabbing statistic in its description. Much of its video and photographic content is centered around the ways its snacks are different from others in the industry. The folks that run the Facebook Page always find clever ways to keep the BET family connected and engaged using hashtags like #BETBuzz. 12. UNICEF also lets you create a Fundraiser straight from the Facebook page. Stella & Dot uses its Page to share styling tips with its social community, show how its pieces are designed and made, and post videos on how to wear its jewelry. The key to its success? Let These Winning Facebook Pages Inspire You Use these awesome Page examples as inspiration to finally create a Facebook Page for your business or as motivation to improve your existing Page. In doing so, it effectively appeals to its followers and target audience. The company also broadcasts from Facebook Live every month. That's exactly what EasyLunchboxes does. For example, check out this photo it posted about the inclusivity of its products: Mabel's Labels has also taken advantage of Facebook Live and posted tons of videos that would be of interest to its audience. 21. Its Page also offers tabs that allow you to create a fundraiser, browse careers, look at photos, and more. 5. For instance, in one of its posts, it uses fun emojis while inviting users to celebrate World Emoji Day with an interdisciplinary artist: 16. Check out just one of Shopify's case studies from its Facebook Page below. Customers have the option to post their unfiltered thoughts, recommend Canva, and share their opinion on their own Facebook Pages. The "International" tab leads you to its local Facebook Pages, so non-English-speaking fans can easily navigate to their country's Starbucks Page. #BeanOutsider 2. "A few months ago," the Page's description says, "a study conducted by Harvard University found that Airbnb hosts are 16% less likely to book users with 'distinctively African-American names.'" In doing so, the Page immediately shows why the company's services are needed. There are some companies out there who really take advantage of the cool stuff you can do on a Facebook business Page to connect, engage with, and delight fans, as well as drive traffic to specific parts of your website. Not to mention, each article it posts gains a ton of traffic as a result of its Facebook marketing strategy. Pure Barre also knows its target customer base quite well. EasyLunchboxes Page Likes: 272K With all that space in the cover photo, why not pair colorful visuals with a strong value statement? All of its visual content is vibrantly colored and beautifully shot. For instance, they can click on the "Learn More" call-to-action button to visit the official website, or they can navigate to the "Guides" tab to browse through the organization's guides on humanitarian values. In addition to posting fun pictures, videos, and tips like "lunch box hacks," the Page also includes tabs that let users ask questions, sign up for the newsletter, follow the brand's blog, and even get recipe and meal ideas. For example, it has a badge in the "About" section that says it's "Very responsive" to customer messages. It should also be highly unique.

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