

## Facebook Marketing Guide 1: Setting Up a Salon Facebook Page

### You will need:

- An email address
- A picture of yourself to use as a personal profile image
- An image for your page - 180 pixels wide and 540 pixels high (maximum)

### 1. Create a Personal Profile

Before you can create a page for your salon you need a Personal Profile/Page on Facebook.

Go to [www.facebook.com](http://www.facebook.com) and sign-up as yourself, NOT your salon. You will need an email address for this, and it's a good idea to upload a profile picture, although this is not essential.

Now that you have a Personal Profile, you can create a Facebook Page for your Salon.

### 2. Create your Salon Page

Facebook Pages are used by businesses to connect with their customers online.

To create your page, go to [www.facebook.com/page](http://www.facebook.com/page) and choose "Local Business or Place".

Next choose a Category, "Spas/Beauty/Personal care" seems the best choice. In Business or Place, add your Salon name, address and phone number. Agree to the terms and click "Get Started".

### 3. Add an image as your logo

You add your salon logo by hovering over the big '?' top left and clicking "Change Picture".

Facebook recently changed the size of this to 180 pixels wide by 540 pixels high. This image ideally has your logo at the top with some important salon info below

like; phone number, address, website address and a strap-line or short message. A web designer can create this for you if you need help.

On the Edit Picture page you can also use the "Edit thumbnail" link under the image to choose the part of the image that will appear against each post on your wall.

### 4. Add your salon information

Be the first person to "Like" your page with the button at the top.

Don't follow the 4 steps to promote your page yet, this can be done when you have more content on the page.

Click "Edit Info" and you will have a page of Basic Information to complete – fill out what is relevant.

**Congratulations! You now have a Facebook Page for your salon.**

Prepared for i-salon customers by Salon Guru  
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