



Luna Rose Consulting

Jemile Nesimi-Hobson - Digital Media Specialist

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Profile Checklist

Facebook

- Complete your page info. → **GO** to Settings → Page Info
Make sure this includes everything you need. Pay close attention to "Categories" Hint: You can choose more than one.
- Complete your about section. → **GO** to About - Include everything you can
Complete your about section. **GO** to About - Include everything you can
- Complete your "Our Story" section. Right side of page. You can add quite a bit of content here including links. Hint: "Our Story" can be changed to anything.
- Cover Page should be sized correctly - can be an image - slide or video.
Make sure your button links to the landing page of your call to action for your business.

Instagram

- Your bio is everything! Make sure it truly reflects your branding - your business and your call to action. Make sure the link is what you need it to be. Use hashtags.
Use location if local.
- Make sure your profile is your logo or an image that is appropriate to your business - sized correctly.

Other Platforms

- Spend some time looking through your platforms and follow instructions to complete or watch a You Tube video about how to best use these features in your industry - There is free information and tips everywhere!
- Look up the correct sizing for all profile pics and headers
- Make sure everything is up to date and your call to action is clear on every platform

Learn more: lunaroseconsulting.com

COMING SOON: SEO, Social Media and Digital Marketing Learning Workshops - Actionable and In-Depth for Any Small Business to Level Up their website and social media.

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What is Facebook Pixel?

The Facebook pixel is code that you place on your website. It collects data that helps you track conversions from Facebook ads, optimize ads, build targeted audiences for future ads, and remarket to people who have already taken some kind of action on your website.

How to Setup Facebook Pixel

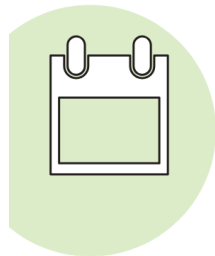


STEP 1: CREATE PIXEL

1. Go to your Pixels tab in Events Manager.
2. Click Create a Pixel.
3. Read how the pixel works, then click Continue.
4. Add your Pixel Name.

STEP 2: ADD TO YOUR SITE

Add the Facebook pixel to your website. Follow instructions and either add via manual or partner integration.



STEP 3: SET UP EVENTS

After you add the pixel base code to your website you can set up events to measure the actions you care about, like making a purchase.

STEP 4: CREATE AND AD WITH PIXEL

Create an Ad in your Ad Manager and make sure to check the Facebook Pixel so that it is applied to your ad..



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