

Get Started With Marketing on Facebook

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The value of Facebook

Businesses can use Facebook, Instagram, Messenger and WhatsApp to grow, stay connected to customers, tell their stories and share updates about their products and services with their communities.



Facebook—helps businesses make connections, accomplish their goals and tell their stories on any device with Facebook business pages, posts, events and more



Instagram—get inspired, find and explore interests, share passions and create connections



Messenger—enables people to conveniently and privately connect with one another



WhatsApp—helps businesses contact customers everywhere and build connections via texts, voice messages and video calls

Establish platform presence

- **Use a Facebook Page** to establish a business' online presence, build a community and find new customers
- **Create engaging experiences** on and off Facebook with Stories, Live, Groups, Events and Fundraisers, and sell products and services with Shops, gift cards, appointments and offers
- **Instagram business accounts provide free tools** like Instagram Shopping, message organization and advertising options that can help businesses build a presence on Instagram
- **Use Facebook Business Suite** to manage a business presence on both Facebook and Instagram
- **Use the WhatsApp Business app** to communicate more effectively, deepen relationships and build credibility with customers