



**CHECK LIST**  
**5 MANDATORY ELEMENTS**  
**OF YOUR FACEBOOK**  
**BUSINESS PAGE**



# VITALY PUZIRYOV

*Targetologist*

*Only for those who want to do Business on Facebook ...*

You may already know that in order to promote your Business on Facebook, you need a Business Page ... not a personal profile.

Its correct design is the first thing we will start with if you want to use my services or decide to promote on Facebook yourself.

Therefore, right now, make sure that your Business Page is completely ready for promotion on Facebook or add those elements that you missed ...

## AVATAR OF THE PAGE

1

*Promote a person (yourself), the avatar of the page is the person's face.  
Promote a brand or Company, the page avatar is the logo of your company.*

*The page avatar should be large so that subscribers can easily notice it in the feed.*

## PAGE COVER

2

*Page Cover - Your free ad banner.  
Motivate the person to leave contact or take the desired action.*

*Make it clear to the visitor where and why he came. For example, my page <https://www.facebook.com/puziryov/>*

## CALL TO ACTION BUTTON

3

*It should send people to your site, chatbot or provide your contacts!*

*Look where your button is heading right now! If it does not capture the contacts of potential Clients - fix it urgently!*

## PAGE DESCRIPTION

*Pay attention to the section "Information" in the Business Page.*

*Fill out this section: indicate the date of foundation or creation of your Company, indicate phone numbers and email, write briefly about yourself.*

4

## CONTENT ON A PAGE

*Be sure to make 5-10 posts on the page where you tell about yourself and your business.*

*The page must not be blank. "Fill the page and be happy!"*

5

## AND A BONUS: ELEMENT # 6

*Place your Story in the "Additional Information" section or in the first pinned post in the feed.*

*This element is optional, but very important. By implementing it, you can increase your sales.*





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*Thank you for downloading this Checklist  
A well-designed Facebook Business Page is the key to  
successful promotion.*

**I will help to get more clients from  
Social Networks**

*More about me and communication via Chatbots  
Fb Messenger or Telegram*

