

EXCLUSIVE CHECKLIST FOR CREATING OR AUDITING FACEBOOK PAGE FOR YOUR DIVING BUSINESS:

01

Page Type

- Businesses (dive centers, safari companies): Create a business page.
- Personal Brand (instructors): Present yourself as a personal brand with a business page.

02

Avatar and Cover

- Dive centers and safaris: Use your company logo as an avatar. The cover should reflect your activities or popular diving spots.
- Instructors: Use a professional photo as an avatar. The cover could showcase you in action or underwater beauty.

03

Business/Brand Information

Fill out all sections about your business or services, including contact details and a description.

04

Regularly Publish Interesting Content

Develop a regular posting schedule: educational materials, tips, success stories, underwater photos, and videos.

05

Communicate with Visitors

Be active in communication: respond to comments, conduct polls, react to feedback.

06

Analyze Results with Facebook Insights

Start with brand awareness ads, then activate engagement in Messenger using a chatbot. Automating communication will save your time and increase engagement.



07

Add Call-to-Action (CTA) Buttons

Install buttons like "Book Now" or "Contact Us". Integrate a ManyChat chatbot for automated responses to common questions and booking services.

08

Optimize for Mobile Devices

Most users will visit your page from mobile devices, so ensure it looks great on them.

09

Set Up Ads Manager

Make sure your page is ready for advertising:

- check content and design,
- install Facebook Pixel on your website
- connect a payment method to your ad account

10

Launch Advertising

Start with brand awareness ads, then activate engagement in Messenger using a chatbot. Automating communication will save your time and increase engagement.

If you feel you need additional help or want to make your strategy more effective, feel free to reach out to me. As a targeting specialist and a ManyChat chatbot expert, I'll help you achieve your marketing goals.



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