

## Your Step by Step Guide to Applying for up to £80 in Facebook Advertising Credits

The little blighters at Facebook seriously know how to make an offer go viral don't they? And there are soooo many complaints about the confusion caused by the campaign.

So here's the criteria:

1. Your business page must have at least 50 fans / likes
2. You must be based in the UK
3. Your page must be listed as "Local businesses & places" at the time of registering your Facebook page.

To find out whether you fit these criteria go to your page

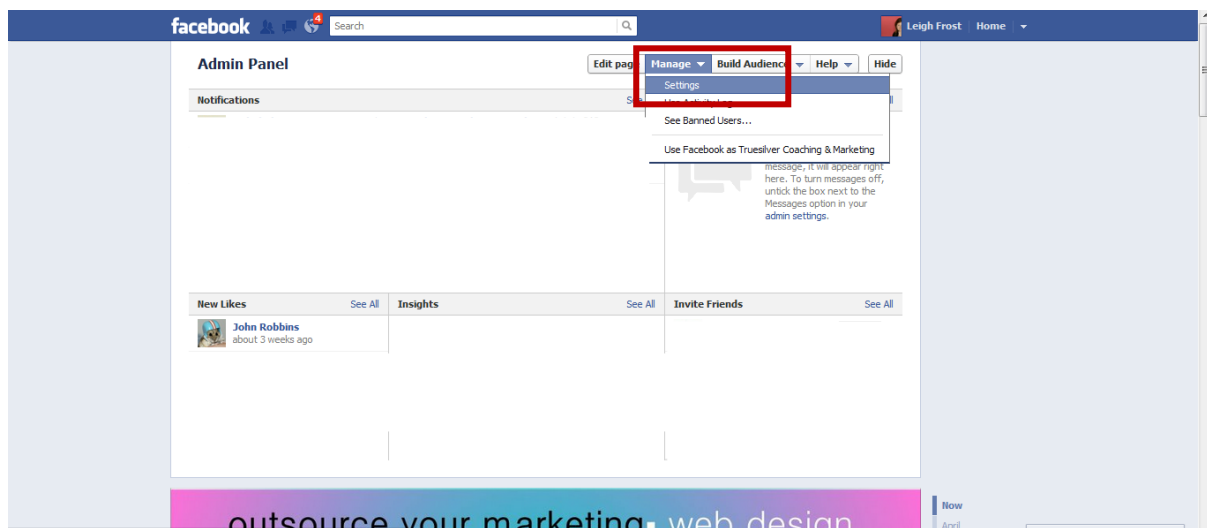


Your business news feed page tells you straight away how many likes you have.

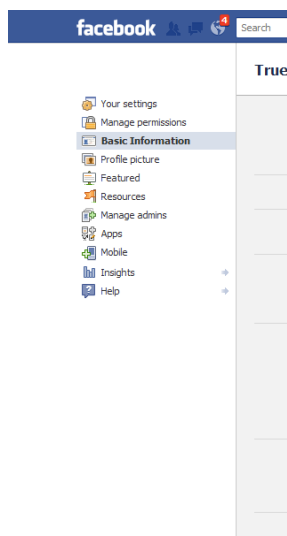
Then scroll up to view your admin panel. (if you've previously hidden this then you'll need to scroll up on your business news feed and click [Admin Panel] on the top right of your page.)



Your admin panel looks like this and you'll need to click [Manage] and then [Settings]



You'll then need to click [Basic Information] on the left hand side.



Which will show you immediately whether you are registered as a Local Business & Places.

NB: The official line is that you must be listed as a 'Local Business' which is misleading as there is a sub category called Local Business.

The screenshot shows the Facebook Business Settings interface for a page named "Truesilver Coaching & Marketing". The top navigation bar includes the Facebook logo, a search bar, and the user's name "Leigh Frost" with a "Home" link. On the left, a sidebar lists various settings: "Your settings", "Manage permissions", "Basic Information" (which is highlighted), "Profile picture", "Featured", "Resources", "Manage admins", and "Apps". The main content area is titled "Truesilver Coaching & Marketing" and includes a "View Page" button. Below the title, there are three sections: "Category" with two dropdown menus (one set to "Local businesses & places" and the other to "Business Services"), "Official Page" with a "Pick a topic" dropdown, and "Username" with a text field containing "You can now direct people to www.facebook.com/Truesilver.Coaching. Learn more." At the bottom, there is a "Name" field containing "Truesilver Coaching & Marketing".

facebook Search Leigh Frost Home

Truesilver Coaching & Marketing View Page

Your settings  
Manage permissions  
Basic Information  
Profile picture  
Featured  
Resources  
Manage admins  
Apps

Category Local businesses & places Business Services [?]

Official Page Pick a topic [?]

Username You can now direct people to [www.facebook.com/Truesilver.Coaching](http://www.facebook.com/Truesilver.Coaching). Learn more.

Name Truesilver Coaching & Marketing

**So you've found out if you're eligible – what now??!**

Again, the official information isn't the clearest, so here is a step by step guide in case you're lost.

**Before we start here's some useful links:**

Enterprise Nation: Boost your business with Facebook

<http://www.enterprisenation.com/blog/facebook-launches-business-boost-programme-to-help-small-businesses-thrive/>

Register and Download the Enterprise Nation Free Facebook Book

<http://www.enterprisenation.com/facebook-book-offer/>

Download the Facebook Official Guide to Facebook Ads

[http://ads.ak.facebook.com/ads/FacebookAds/Getting\\_Started\\_Guide.pdf](http://ads.ak.facebook.com/ads/FacebookAds/Getting_Started_Guide.pdf)

## **Step One – Go to the Facebook Marketing Business Page**

Click this link

<https://www.facebook.com/FacebookMarketingUK>

Which will take you to this page



## **Step Two – Important! You need to like the page**

You may not be able to access the correct pages if you haven't clicked [Like] – Plus they might give out free money again! ☺



**Step Three – Click the not so obvious Small Business Boost Button!**

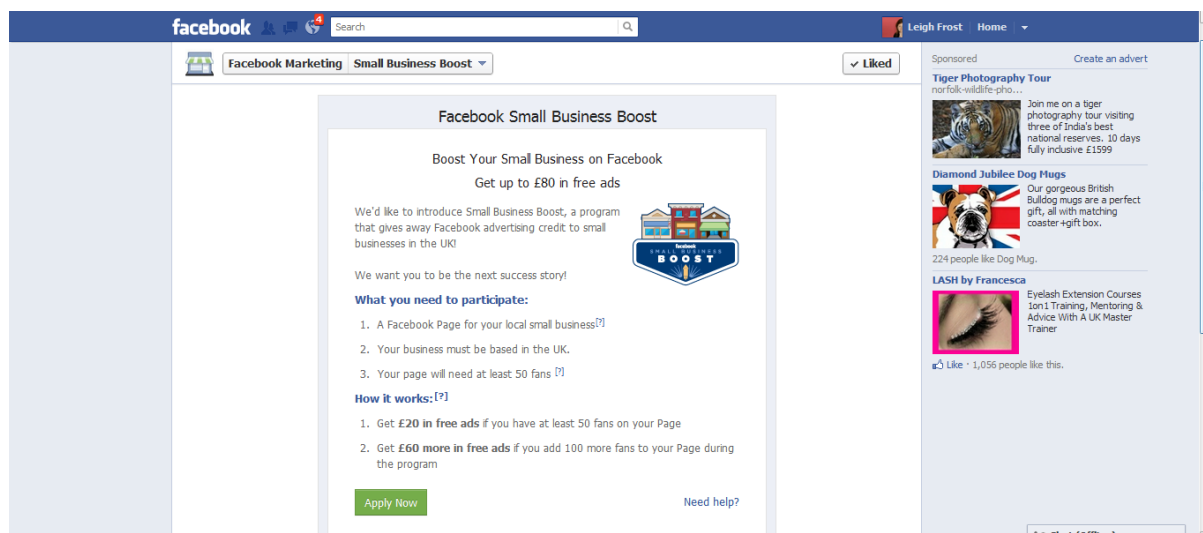


It doesn't jump out at you, so you might miss it.

Failing that, just click

[https://www.facebook.com/FacebookMarketingUK/app\\_343366315704654](https://www.facebook.com/FacebookMarketingUK/app_343366315704654) which will take you to the app for you to register.

**Step Four – Click Apply Now**



## Step Five – Allow the app & fill in the forms

You'll then need to click to watch the video.

Once the video has ended you'll see a pair of scissors which you need to click on (clear as mud again!) which will then give you your voucher code.

## Step six – Start a Facebook Campaign

This is the slightly trickier bit – you'll need to plan and start your Ad Campaign. It might need a little thought so if you want some help with planning it and making the most of your marketing – give us a shout.

Truesilver Coaching & Marketing

[info@truesilver.co.uk](mailto:info@truesilver.co.uk)

01767 222631

**50p a day websites / Marketing Plans / Marketing Coaching / Free Govt Funding Searches**

*(Sorry about the blatant self-promotion)*