

Quick guide to Using Facebook Ads for Beginners

Why Use Facebook Ads?

They help you reach local customers who might need your services, even if they don't already know you.

Step 1: Set Up Your Facebook Business Page

- You need a Business Page to run ads. Create one at facebook.com/pages/create.

Step 2: Go to Facebook Ads Manager

- Visit business.facebook.com/adsmanager.

Step 3: Choose Your Goal

- Pick a simple goal like **“Get more calls”** or **“Increase website visits.”**

Step 4: Define Your Audience

- Select your location (e.g., your town or city).
- Pick age and interests relevant to your business (like **“Home improvement”** or **“Security”**).

Step 5: Set Your Budget

- Start small! Try £5–£10 per day to test.
- You can pause anytime.

Step 6: Create Your Ad

- Use a clear, simple image of your work or logo.
- Write a short message with an offer or call to action (**“Call now for a free quote!”**).



Step 7: Review and Publish

- Check everything and hit **Publish**.
- Your ad will start running shortly.

Quick Tips

- Keep it local.
- Use bright images and simple text.
- Monitor performance in Ads Manager.



Step 1: Get the Instagram App

Go to the App Store (iPhone) or Google Play Store (Android).

Search for Instagram and tap Install or Get.

Step 2: Create Your Account

Open the Instagram app.

Tap Sign Up.

You can sign up with your email, phone number, or your Facebook account.

Enter your info and create a username (this is your Instagram name).

Make a password you'll remember.

Step 3: Set Up Your Profile

Add a profile photo (a selfie or logo).

Write a short bio about yourself (a sentence or two).

Add your website link if you have one.

Step 4: Find People to Follow

Instagram might suggest friends or popular accounts.

Follow people or brands you like to see their posts.

Step 5: Create Your First Post

Tap the + button (usually at the bottom centre).

Choose a photo or video from your phone or take a new one.

Edit it if you want (filters, brightness, crop).

Tap Next.

Step 6: Add a Caption

Write something about your photo/video.

Use hashtags like #security #enforcerpanel to help others find your post.



Step 7: Share Your Post

Tap Share.

Your post is now live on Instagram!

Step 8: Engage

Like and comment on other people's posts.

Respond to comments on your own posts.

This helps you get noticed and build followers.

Tips:

Post regularly (once a day or every few days).

Use Stories (the camera icon at top left) to share quick, temporary pics or videos.

Explore the Explore tab (magnifying glass) to find new things.



Step-by-Step Guide to Set Up a LinkedIn Business Page

1. Log in to your personal LinkedIn account

You need a personal LinkedIn profile to create and manage a business page, they'll stay separate so no need to worry.

2. Create your Company Page

Go to: <https://www.linkedin.com/company/setup>

Choose "Company"

Add your business name and create a LinkedIn public URL (e.g. [linkedin.com/company/yourbusiness](https://www.linkedin.com/company/yourbusiness))

Upload your logo and cover image (recommended but not essential to get started)

Write a short description of your business (what you do, who you help)

Click Create Page when done.

How to Post on Your LinkedIn Business Page

1. Go to your company page

Click your profile photo (top right) > View as Admin under your company name.

2. Create a post

Click "Start a post"

Write your message (keep it professional but friendly)

Add a photo or video for more visibility

You can also share links to your website, blog, YouTube videos, etc.



3. Click "Post"

You're done and your post is now live!

Tips for LinkedIn Posts

Keep it short and useful, your audience is often scrolling on the go

Talk about benefits to the customer, not just features

Use a strong image or video if possible

Include a call-to-action: "Get in touch," "Find out more," or "Book a visit"



Quick Guide to Creating a YouTube Channel

Why YouTube?

Show potential customers your work, build trust, and get found online.

Step 1: Sign In to YouTube

- Go to youtube.com and sign in with your Google account.

Step 2: Create Your Channel

- Click your profile picture > **Create a channel**.
- Enter your business name.

Step 3: Add Channel Art and Logo

- Upload a profile picture (your logo) and cover banner.

Step 4: Upload Your First Video

- Click the **Create** button (camera icon with a plus).
- Select **Upload video** and pick your file.

Step 5: Add a Title and Description

- Use clear titles (e.g., "How We Install Home Security").
- Write a brief description with your contact info.

Step 6: Publish and Share

- Hit **Publish** and share your video on social media or your website.

Quick Tips

- Keep videos short and to the point.
- Show before-and-after shots or quick tips.
- Ask viewers to subscribe for updates.