

Creating a Facebook Business Page

In this month's round of social media know-how, we want to focus on creating your own Facebook Business page. Some of you have already ventured into this, others have asked where to begin, and others are on the fence about it.

We want to encourage all Early Owego dealers to begin their online journey. Social media is a vital small business marketing tool that allows you to interact with current and potential customers. It's the modern-day version of 'word of mouth' growth. And once you have the general layout of how these platforms work, it's not all that difficult to get your content created and start advertising (for free!) your small business!

Here are three online resources to help you take full advantage of getting started if you haven't been able to do so yet. We encourage you to set aside a few hours this week or this month and invest in learning how to grow or create an online presence.

- [How to Start a Business Facebook Page from *Fit Small Business*](#)
- [How to Create a Facebook Business Page \(and Grow it\) in 2024 from *Hootsuite*](#)
- [How to Use Instagram for Business and Drive Results in 2024 from *Hootsuite*](#)



If you need assistance or have additional questions (or you're more of a visual learner), a quick browse on YouTube will bring up many opportunities to find the answers you need.

Abi is also available (at abi@earlyowego.com) to help with any questions that may correlate directly to your interaction with our (Early Owego's) online platforms (or to help troubleshoot if you get stuck along the way).

Once you have a business name, sign, and Facebook (and/or Instagram) account set up, be sure to email Abi (again, at abi@earlyowego.com) so she can send you the dealer questionnaire and add you to our list of dealers being featured on our own Facebook and Instagram pages!

Some important pointers for those of you who already have your page up and running-

- Be sure to tag us in your content by including @earlyowego so we can both see and share your latest updates.
- Feel free to use our hashtags (#earlyowego, #earlyowegoantiquecenter), along with any of our local (#owego #owegony #experiencetioga) and regional hashtags (#fingerlakesny, #fingerlakesregion, #southerntiery, #upstateny) to assist your online audience in finding you when visiting or passing through the area (or possibly even convincing them to plan their next vacation in the area!)
- The main goals of posting content online for your small business should be:
 - To inform customers of who you are, which includes your booth name.
 - Where your booth is located inside Early Owego
 - Other locations and markets where you sell items
 - What is your specialization (for example: Vintage Homeware, Victorian furniture and smalls, Wood figurines, Americana tools, etc.)
 - Share why any potential or current customers would love the items you're selling
 - Entertain—create a spark that drives those interested to come back and check your space again and again!

Early Owego's catch-phrase is 'Stop by soon! Come back often!' Feel free to attach it to your posts!

We all have different amounts of time and energy that we can invest into our small businesses, as there are always other things that need our attention and tending to as well, but we encourage you to simply start with whatever amount of time you can afford to give to this endeavor.

As the saying goes, "In six months, you'll either have six months of excuses or six months of progress." Get started and watch the progress happen!

