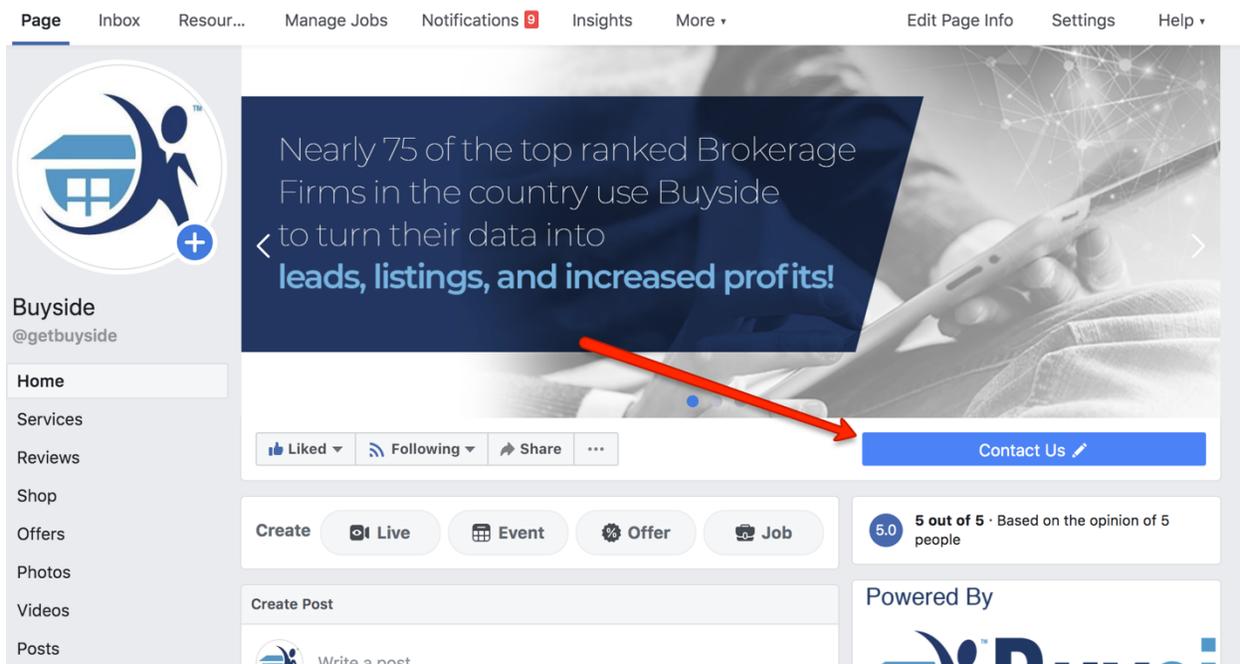


Utilizing your Facebook Business Page to Give your Home Valuation Site More Exposure

Most of us utilize Facebook Business Pages to promote our real estate practice and Buyside makes it easy to share to social media in the form of a post. But to take it a step further, you can use Facebook's "Add a Button to Your Page" feature in conjunction with your Cover Photo to drive more traffic to your Home Valuation Site. Here's how!

1. Once you are on your Facebook Business page, select the **"Contact Us"** button below your Cover Photo.



2. Select **"Learn more about your business"** and select the **"Learn More"** option. Select **"Next"** to proceed.

Add a Button to Your Page

Preview



Step 1: Which button do you want people to see?

The button at the top of your Page helps people take an action. People see it on your Page and in search results when your Page appears. You can edit it any time.

Book with you	▼
Contact you	▼
<input checked="" type="checkbox"/> Learn more about your business	▲
<input type="radio"/> Watch Video	<input checked="" type="radio"/> Learn More
Shop with you	▼
Download your app or play your game	▼
Join your community	▼

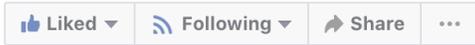
Step 1 of 2

Cancel

Next

3. Select "**Website Link**" and paste the URL for your Home Valuation Site which can be found in your Buyside Dashboard in the Marketing Suite.

Preview

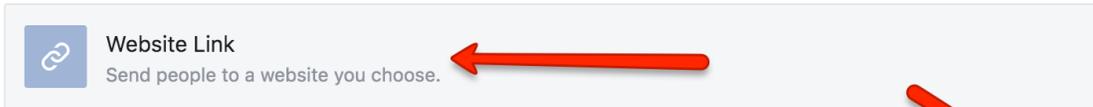


✓ Your Button Learn More



Step 2: Where would you like this button to send people?

When customers click your button, they will be directed to a place where they can take an action or find more information.



Step 2 of 2



4. Now that we have the Learn More button set up, we will change our Cover Photo to call your visitors to action!

Here are two examples to use as your Facebook Business page Cover Photo to drive traffic to your Home Valuation Site:





To use one of these photos: Simply 'right click' on the photo of choice and click "**Save As**" to a folder that will be easy to find when uploading to Facebook.