



uberall Guide to **facebook**

for multi-location businesses



Facebook is important for local businesses

Facebook attracts far more visitors than most other digital touch points

With more than **1.71 billion monthly active users** Facebook is the most popular social networking site in the world, and one of the websites with the most traffic in general. Facebook Pages offer companies unique possibilities to build their brand and **connect** with huge numbers of consumers **worldwide**.

Lately, individual **Location Pages** - as opposed to a central brand Page - have emerged to be of tremendous significance in online marketing. For this reason Facebook Location Pages should be an integral part of your **Local Online Marketing** strategy.

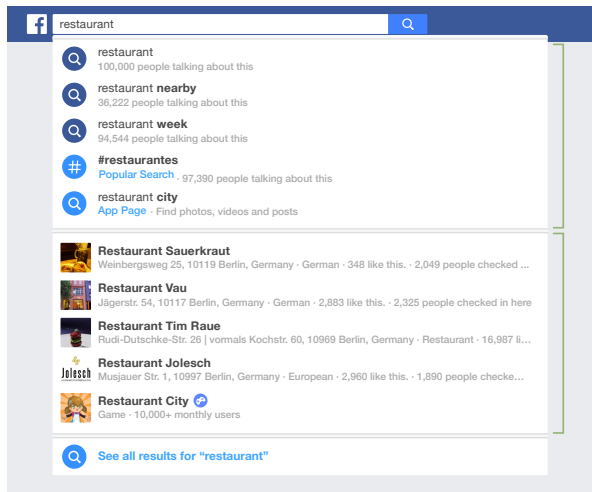
Facebook LocationPages are highly visible *within* Facebook

In the age of **mobile devices** and **deeply localized search behavior** the significance of general Facebook brand Pages is diminishing, while Location Pages have grown increasingly more popular and offer the possibility to tailor content and communication to the individual needs of each location. Generally, local business Pages are among Facebook's most popular and visible Page types

High visibility in Facebook Search:

Facebook has become a powerful engine for **local search**, even rivalling Google. Facebook's Universal Search function is not limited to finding user profiles and brand Pages anymore, but lists **relevant Location Pages** next to search query suggestions, popular topics, active discussions and more.

A local search for a specific service will feature nearby business locations, like supermarkets, flower shops or key services - if they have a Location Page.



High visibility in Facebook's News Feed:

Facebook's personalized News Feed is the **central feature for over 1 billion daily users**, and is the heart of everyday Facebook. Location Pages may be featured with newly published postings or uploaded images on a user's News Feed.

As a result of various algorithm updates and the development of more and more brand Pages competing for News Feed space, the potential organic reach of an individual brand Page has substantially diminished. ([Source](#))

Simultaneously, fresh individual content posted on Location Pages liked by Facebook users is much more likely to be featured on their News Feeds. Facebook's objective is to feature News Feed **content of high interest and relevance** to its users, which means that a localized and product-specific Location Page has more potential to be featured than a generic company or brand Page. ([Source](#))

Facebook location Pages enjoy a high visibility *outside of* Facebook

Being visible on the Internet means being **visible in search engines**, such as Google. And visibility on Google means the occupation of **top ranking** spots. Optimized and maintained Facebook Location Pages generally have a good chance of ranking well on Google's SERPs (search engine result pages) when it comes to business/location-specific search queries.

Traffic and trustworthiness, among other factors, make Facebook's domain a powerful ranking force. Relevant and fresh individual **content** on a Facebook Location Page will do the rest to achieve an excellent ranking.

Best practice: uberall + Facebook Locations

Facebook is essential for branding at a local level

Facebook has emerged as an indispensable platform for branding on the level of individual business locations, whilst maintaining a brand's national or global identity. uberall allows the management of **multiple Facebook Location Pages** under the umbrella of a central main Page, and **secures consistency** with all remaining local brand listings.

The challenge: Multiple business locations on Facebook

A company may create **countless business location Pages** on Facebook, and manage all of them individually: Create and update location-specific content, manage communities and feedback etc. For many enterprises this quickly becomes a time-consuming nuisance, if not an impossibility.





The solution: uberall + Facebook Locations

Enter uberall's holistic Cloud solution for data management and digital location marketing.





The Location Marketing Cloud **fully integrates** Facebook's native Facebook Locations infrastructure and enables multi-location enterprises to organize and interconnect all their Location Pages under the umbrella of a main Page. uberall achieves this through a direct **API connection** to Facebook's proprietary Locations technology.

Among the **key advantages** of implementing a proprietary Facebook feature - instead of constructing a self-made solution - are the immediate reception of technological updates and a familiar end user experience. This is how the Facebook API connection sets the Location Marketing Cloud apart from similar software solutions.

1) With the uberall **Listings Network** you:

-  **Organize and access** your location data across all locations and listings, including Facebook, in one place.
-  **Consistently rank higher** on Google, Bing, Yahoo & Co. by optimizing and harmonizing your brand's online presence across a large number of channels.
-  **Automatically create and maintain** high-quality business profiles for all your locations on Facebook and throughout the web.
-  **Save time and bulk-edit** information for all your business profiles - via Excel import or API. This may include individualized descriptive content for each location, improving the user experience and SEO power of individual location touchpoints.

2) Furthermore, uberall **Engage** enables you to:

-  **Improve your reputation** by listening to what customers say about each location on Facebook and other important touchpoints.
-  **Engage your customers directly** by replying to any kind of user-generated content on your Facebook Location Pages and other business listings.
-  **Publish postings** across all platforms of the Listings Network including Facebook Location Pages - individually per location.
-  **Schedule and publish special offers** across the Listings Network - including Facebook, using the direct API of the brand new Facebook Offers feature.

Configure your Facebook main Page and Facebook Locations



You'll manage your Business Pages from your personal Facebook account. Your personal information won't appear on your Business Pages unless you choose to add it.

If you do not have a Facebook account, create one on facebook.com.

Set up Facebook Locations

In order to utilize the uberall best practice for Facebook you need to establish a main Page, access Facebook Locations and connect Facebook to uberall.

1. Define a main Page

- a. Use an existing company or brand Page with admin access, or
- b. Create and configure a new main Page:
 - Log in to your Facebook account, drop down the top-right menu and click *Create Page*,
 - Choose either *Brand or Product* or *Company, Organisation or Institution* (depending on your focus)

Note: *Brand or Product* and *Company, Organisation or Institution* are the only page types suitable to be converted into a main Page.

and a category for your business,

- Add essential information: Profile picture, cover photo, description and your company's website address
- Add additional information, such as more pictures, phone number etc.

Note: When an existing page with a physical address is converted into the business' main Page, it will lose all the location-specific reviews. Facebook will give a reminder before the process.

If you want to keep the reviews, we recommend creating an entirely new main Page and merge the existing page with the new uberall-created Location Page of the same address.

2. Access Facebook Locations

Follow the instructions to apply for access:

<https://www.facebook.com/help/contact/911181838969039>

Request Locations Access

If you have multiple locations for your business, please use this form to request access to Locations. We may be able to help you create Pages for each of your store locations.

Your name

Your contact email address

Select the number of stores you have

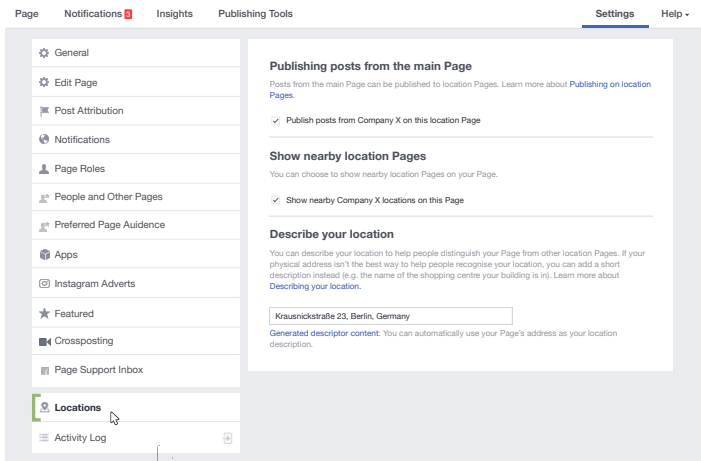
Label

Select Page ▾

Send

3. Configure your main Page and Locations directly in Facebook

You may change certain configurations **directly on a Brand or Location Page**. Log in as an admin and click Settings in the top-right corner and select Locations in the bottom-left corner:



a. **Publishing posts from the main Page** (setting available on Brand and Location Pages)

Decide if posts published on the main Page should be mirrored on (individual or all) Location Pages.

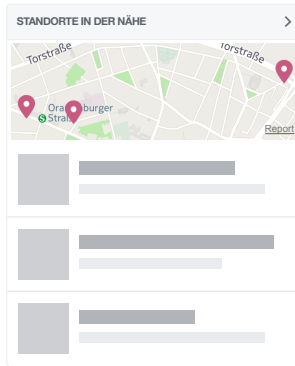
uberall generally **recommends** publishing main Page posts on all Location Pages, since individual Facebook pages need **as much content as possible** to stay fresh and relevant. Having mirrored main Page postings in addition to individualized Location Page postings (see Schedule and publish localized postings and offers on Facebook Location Pages) is a good setup for the lasting relevance of all your Location Pages.

Show posts from Company X on your location Pages

- ☒ **Always show**
- ☐ **Only show on location Pages that don't publish their own posts**
- ☐ **Never show**

b. **Show nearby location Pages** (setting available on Brand and Location Pages)

Decide if **nearby locations** and their Pages should be displayed on (individual or all) Location Pages.



uberrall **recommends** activating the display of nearby locations for all Location Pages. The feature assists customers with finding the most convenient shop, and supports regionalized promotion spanning multiple locations.

c. **Describe your location** *(setting only available on Location Pages)*

By default, the **location descriptor** below the location name consists of the location's city. If you have multiple locations in one city, it will add the address to the city name. You can change the descriptor for individual Location Pages to optimize the **distinction** between multiple locations, for example enter the name of a mall in which your store is situated.

4. Deal with pre-existing Facebook pages

As soon as all your locations are set up in your uberall account and you have received Facebook Locations access, you should “clean up” all pre-existing Facebook pages for your company, your brand and individual locations (excluding your designated main page).

- a. Make sure your Facebook Locations main page is the only general (addressless) Facebook page for your company or brand.

If you have duplicate company or brand pages, either

- **Delete** the page that is **not** your Facebook Locations main page, or
- **merge** the page that is **not** your Facebook Locations main page with your main Page. This way you keep the duplicate page's fans and check-ins.

How to merge pages: <https://www.facebook.com/help/249601088403018>

Note: Be careful to choose your main page as the page you want to keep, as the merger is not reversible.

- b. Claim all unclaimed Location Pages that refer to your business locations. You can do this directly from the Cloud - one unclaimed Facebook location at a time.
- c. Individually connect claimed pre-existing Facebook location pages to their respective uberall locations.

5. Connect uberall to Facebook

Create Facebook Locations through uberall Sync

Now that uberall is connected to Facebook, uberall will:

1. Link all uberall locations to pre-existing Facebook Location Pages associated with your main Page within 24 hours
2. Create Facebook Location Pages for all uberall locations without a main page-connected Location Page

Manage Facebook Location Pages with uberall Listings Network



Now that your Facebook Locations are set up and connected to uberall, you may use the uberall Cloud to manage and update in real-time all your locations' information on Facebook just like on Google My Business, other online directories as well as navigational and maps services.

Add Facebook Locations

To create Location Pages for new locations on Facebook simply add these new location to your uberall account, manually, via bulk upload or via API.

Manage information for Facebook Locations

To update content on your Facebook Location Pages, login to your uberall account and edit the location information, manually, via bulk editor or via API.

Note: Not all platforms of the Listings Network display the entire information stored and managed in your uberall account. For example, some directories don't show the long business description, but only the short version.

Facebook is able to display the following information on your Location Pages:

- NAP data (Location name, address, zip code, city, country, phone number)
- Business categories
- Website, E-mail

- Opening hours
- Short and long description
- Impressum
- Logo (Facebook Profile picture)
- Landscape photo (Facebook profile cover)
- Photos (Timeline Photos)

Sync information for Facebook Locations

As soon as you have edited information for at least one location you may synchronize the updated information to the entire Listings Network, including Facebook.

Close an existing Facebook Location permanently

Visit the location profile in your uberall account and select *Mark location as permanently closed*. Facebook will now add a label to the location page, declaring it permanently closed. It will not be visible in the Facebook locations map either.

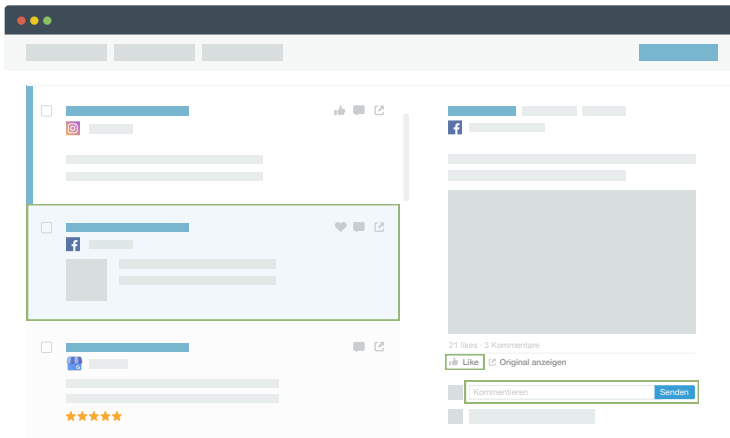
Monitor your reputation and engage your customers on Facebook Location Pages



uberall Engage enables you to centrally handle reputation and community management across all your Facebook Location Pages. Monitor user-generated content for all Locations, such as comments, likes, shares and check-ins - and engage directly.

Simply log in to the uberall app, go to *Feedback & Posting* and select *Inbox*.

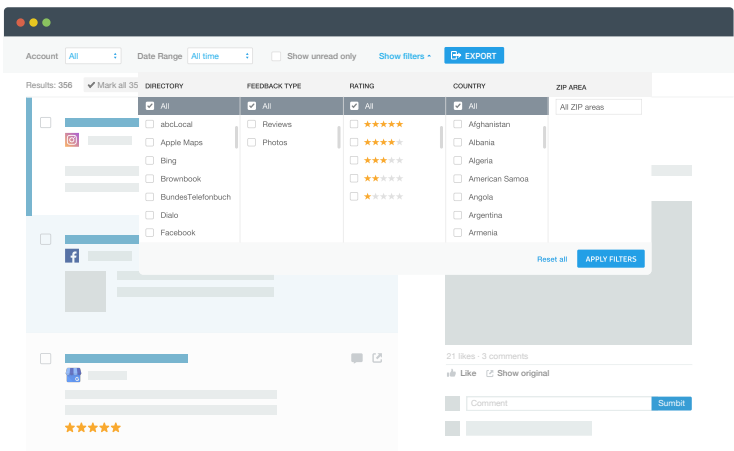
Select feedback items from your inbox, and engage directly:



If you're managing multiple uberall accounts, select the accounts you want to display. Select a date range for the feedback items you want to check. You may also limit the displayed feedback to unread items only.

Specify the kind of feedback you want to display and engage by using a selection of filters: *Directory, Feedback Type, Rating, Country and ZIP Area*.

Moreover, Engage allows you to directly export your filtered display of feedback as an Excel file. This way, your data is always ready for in-house reporting and archiving.



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Schedule and publish localized postings and offers on Facebook Location Pages



uberall Engage offers the possibility to schedule and publish news postings and special offers across all your Facebook Location Pages along with the rest of your Listings Network.

Create content to be posted across all or individual Location Pages, allowing tailored communication for each location. Or schedule posts to publish at a future date and time if you don't want to post content immediately.

In order to publish news or offers for individual or all of your locations:

1. Select the Type of post.

- a. News
- b. Offer

2. Select the uberall account and specific locations you want to *Post for*.

- a. Select account
- b. Select locations

3. Select the Listings Network platforms you want to *Post on*.

- a. Social media platforms
- b. Directories

4. Set a *Title* for your News or Offer posting.

Use the title to communicate the topic of the News, or the content of your Offer.

5. Enter the principal *Content* of the News or Offer posting.

- a. **News:** Create a concise post with relevance to your fans and engage them directly (e.g. asking for their opinion on a topic).
- b. **Offer:** Create a post promoting the offered product or service. Highlight the unique selling points, and provide a direct contact possibility. Find further tips on how to create a successful Facebook Offer [here](#).

6. Link

If you are creating an Offer, you can enter the URL of the landing page here.

7. Set a *publication date* for your News or a *time range* for your Offer

Engage allows you to precisely time the publication of your postings, and set a time range for your Offers.

- a. Set a publication date for News
- b. Set a time range for an Offer

Note: The Facebook Locations infrastructure allows further configurations regarding the postings visible on individual Location Pages. To complement the Facebook Locations postings you publish via uberall, you can also mirror all the postings on your main Page to your Location Pages.
Log in to your Facebook main Page, click *Settings* > *Locations* and change your settings for *Show posts from [main page]* on your Location Pages.

Get uberall now and boost your visibility on the world's biggest social media platform.
Create the optimum Facebook presence for all your locations.

Master reputation management and targeted content publishing on your verified Facebook Location Pages.

Contact us at **+44-20-3769 3000** or contact@uberall.com.



uberall powers sales through location data, using the innovative Location Marketing Cloud. We enable companies to manage multi-site information in a centralized tool, enriching and securing data in a global range of directories, maps, social networks and navigation services, providing maximal findability for their stores, and enabling businesses to interact with their customers, wherever it is mentioned online. Our products, Engage, Listings and Locator, empower businesses to transform online interactions into offline sales, all over the world.

uberall was founded in 2012 by David Federhen, Florian Hübner and Josha Benner, in Berlin. It is backed by top investors, including United Internet, FUNKE Digital, and Project A Ventures, and has a second office in San Francisco. Its clients include renowned companies like Vodafone, Holiday Inn, and Yves Rocher.

More information can be found at www.uberall.com and [@getuberall](https://twitter.com/getuberall).