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Small Business · Book 2

Facebook Marketing for Small Business

Get found and get orders — set up a Page people trust, post what sells, answer messages fast, and try small, honest ads

Total beginner · ages 18 and up

About 80 minutes

10 chapters with quizzes

Free

Your next customer is scrolling right now. Let's help them find you!



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Facebook Marketing for Small Business

Get found and get orders — set up a Page people trust, post what sells, answer messages fast, and try small, honest ads

Small Business, Book 2 · First edition, November 2026

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What you will learn

- How to set up a Facebook Page people trust
- How to write posts and Reels that make buying easy
- How to answer messages fast with saved replies
- How to read reach, engagement and simple results
- How to test a small boost or ad without wasting money
- Giveaway rules, honest selling and keeping your Page safe

This is **Book 2** of the **Small Business** series. Book 1 helped you start your business. This book helps people **find you, trust you and order from you** on Facebook.

Our honest promise

Facebook is not a magic button. Some posts will get few likes, and ads can lose money. This book helps you start from zero, test small and grow step by step. Facebook menus change often, so the button names may look a little different on your phone. It is general information, not legal, tax or financial advice. All names and amounts in the examples are made up.

Age note

This series is for adults 18 and up, because running a business, paying for ads and signing up for payments usually need an adult. Younger readers can still learn and help with a family business Page.

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What you need

Item	Why
A phone with a camera and internet	To take photos, post and answer messages
Your own Facebook account	You need it to create and manage a Page
Your product or service and its price	So every post can show what you sell
A notebook or spreadsheet	To track posts, messages and orders
About 30 minutes a day for 2 weeks	To set up, post and practice

How to use this book

1. **Read one chapter a day**
   Do the exercise on your own Page before moving on.

2. **Post before you pay**
   Make free posts work first. Try ads only later, with a small amount.

3. **Check your learning**
   Every chapter ends with key takeaways, 3 quiz questions with answers, and a practice task.

FACEBOOK MARKETING IN ONE LINE

```
Trusted Page + easy-to-buy posts + fast replies + simple tracking + always honest
```

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THE END Quick Summary

WHAT'S NEXT Your Next Learning Path

EXTRA Free ToolsKo Tools for This Book

EXTRA Words to Know (Glossary)

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CHAPTER 1

Why Facebook Matters for Your Business

Most Filipinos open Facebook every day. That makes it one of the easiest places for a small business to be seen.

Meta's ad tools show about **94.7 million** people in the Philippines that ads can reach — about **8 in 10** Filipinos (late 2026). In one 2026 survey, **95.5%** of adults online said they used Facebook in the past month. Your future customers are already there, scrolling, chatting and looking for things to buy.

New word: marketing

Marketing is everything you do to help the right people know about your product, like it and buy it. It's like ringing a bell in the barangay: if nobody hears it, nobody comes — even if your turon is the best in town.

New word: Facebook Page

A **Facebook Page** is a public profile for your business, not for you as a person. Anyone can find it, follow it and send it a message. Think of it as your store's signboard and front door on Facebook.

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Facebook marketing myths

PICTURE 1 **Facebook myths vs truths**

MYTH

What people think

- "More likes means more sales."
- "You must pay for ads to sell."
- "Post anything, as long as you post a lot."
- "A personal profile is enough."

TRUTH

What's really true

- Messages and orders matter more than likes
- Many sell first with free posts
- Clear, useful posts beat many random ones
- A Page looks trusted and has business tools

Likes feel nice, but orders pay the bills. Aim for clear posts that make people message you and buy.

The big idea of this book

Show up, be helpful, answer fast, measure what works, and stay honest. You don't need to go viral. You need the right people to see you and find it easy to order.

A real-world example

Remember Liza and her turon stall from Book 1? She made a Page and posted one clear photo: "Warm turon, ₱15 each. Order by 10 AM for lunch pickup. Message us!" She shared it in her barangay group too. That day she got **12 messages** and **40 pre-orders**. Sales: 40 × ₱15 = **₱600**. Ingredients: 40 × ₱8 = ₱320. Profit: **₱280** — from one free post.

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QUICK RECAP

Marketing helps the right people know, like and buy from you. A Facebook Page is your store's signboard and front door online. About 94.7 million Filipinos can be reached on Facebook. Messages and orders matter more than likes. Big idea: show up, be helpful, answer fast, measure what works, and stay honest.

TRY IT NOW

Look like a customer

1. Search Facebook for a business like yours in your area.
2. Write three things that make you trust it (or not).
3. Write one thing you will do better on your own Page.

Key takeaways

- Most Filipinos use Facebook.
- A Page is your online storefront.
- Orders matter more than likes.
- Big idea: show up, help, answer, measure.

Quiz: 3 quick questions

1. What is marketing?

A Helping the right people know, like and buy your product
B Only paying for ads
C Getting as many likes as possible

2. Liza sold 40 turon at ₱15. Ingredients cost ₱8 each. What was her profit?

A ₱280
B ₱600
C ₱320

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3. Which matters most for a small business post?

A Messages and orders

B Only likes

C How long the caption is

Answers

1. **A. Helping the right people know, like and buy your product** — Marketing is the whole path from "Who are you?" to "I'll buy."
2. **A. ₱280** — ₱600 − ₱320 = ₱280.
3. **A. Messages and orders** — Likes are nice, but orders pay the bills.

PRACTICE TASK

Your Facebook goal

Write one sentence: "In two weeks, I want my Page to bring ___ messages and ___ orders a week." Keep the numbers small and real. You'll check them in Lesson 4.

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CHAPTER 2

Beginner Basics: Facebook Business Words

Facebook has its own words. Learn these once and every menu and number will make sense.

Words you will use

Word	What it means	Example
Followers	People who chose to see your Page's posts	320 followers
Reach	How many different people saw your post	1,500 people saw it
Engagement	Reactions, comments and shares on a post	45 hearts, 12 comments, 3 shares
Reels	Short, vertical videos	A 15-second video of turon frying
Messenger	Facebook's chat app; customers message your Page here	"Hi, available pa po?"
Call to action	The words that tell people what to do next	"Message us to order"
Boost	Paying to show a post you already made to more people	₱100 a day for 5 days
Meta Business Suite	Meta's free tool to post, plan and answer messages	Schedule Friday's post on Monday

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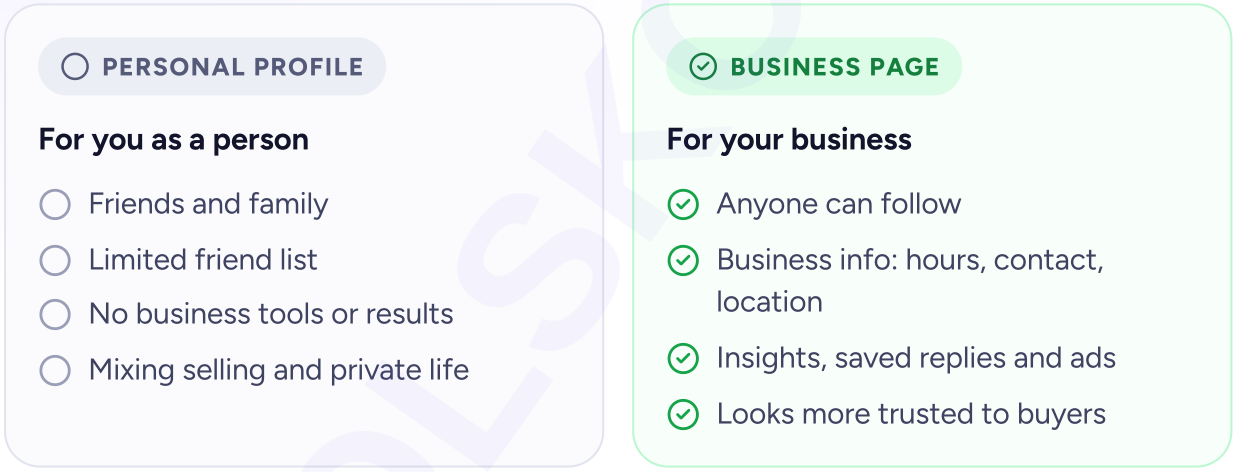
New word: reach

Reach is how many different people saw your post. It's like counting how many people walked past your stall today — not all of them bought, but they all saw your sign.

New word: engagement

Engagement is when people react, comment or share. It's like customers stopping at your stall to look, ask a question or call a friend over. More engagement usually means Facebook shows your post to more people.

PICTURE 2 **Personal profile vs business Page**



Keep your profile for family. Use a Page for selling — it has the tools and looks more trusted.

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Places to sell on Facebook

Place	Good for	Watch out
Your Page	Your home base: posts, info, messages	Grows slowly at first
Groups (barangay, school, buy-and-sell)	Reaching people near you	Follow each group's rules
Marketplace	Listing items people search for	Scammers and lowballers
Live selling	Showing many items at once	Needs time, light and a helper
Messenger	Answering, confirming and closing orders	Slow replies lose sales

QUICK RECAP

Followers chose to see your posts. Reach is how many people saw a post. Engagement is reactions, comments and shares. Reels are short videos. A call to action tells people what to do next. A boost pays to show a post to more people. Use a business Page, not a personal profile, for selling. You can sell on your Page, in groups, on Marketplace, through Live and in Messenger.

TRY IT NOW

Make a word card

1. Write five words: reach, engagement, Reels, call to action, boost.
2. Next to each, write an example from your own business.
3. Keep the card near you while reading the next chapters.

Key takeaways

- Reach is how many saw it.

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- Engagement is reacts, comments, shares.
- Use a Page, not a profile, to sell.
- Every post needs a call to action.

Quiz: 3 quick questions

1. What is reach?

A How many different people saw your post
B How many people bought
C How many photos you posted

2. Which is a call to action?

A "Message us to order"
B "Good morning!"
C "Our cat is cute"

3. Why use a business Page instead of a personal profile?

A It has business tools and looks more trusted
B It is required for using Messenger
C It hides your posts from customers

Answers

1. **A. How many different people saw your post** — Like counting people who walked past your stall.
2. **A. "Message us to order"** — It tells people exactly what to do next.
3. **A. It has business tools and looks more trusted** — Pages show hours, contact, insights and saved replies.

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PRACTICE TASK

Pick your places

Choose your home base (your Page) and two more places to share posts — for example, your barangay group and Marketplace. Write each group's selling rules in your notebook before you post there.

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CHAPTER 3 · LESSON 1

Build a Page People Trust

Before people buy, they check your Page. A complete, clear Page tells them: "This seller is real, and ordering is easy."

The B-E-N-T-A recipe

PICTURE 3 **B-E-N-T-A: the Facebook selling recipe**

B

Build a trusted Page

Real name, clear photo, hours, contact, delivery area and payment options.

E

Easy-to-buy posts

Photo + what it is + price + how to order + deadline.

N

Never leave messages waiting

Saved replies for "HM?" and "Available pa?" so you answer in minutes.

T

Test and track

Write reach, messages and orders each week. Try a small ad only after posts work.

A

Always honest

Your own photos, the real price, no fake reviews, and the rules for giveaways.

PUT TOGETHER:

A trusted Page, posts that make buying easy, fast replies, simple tracking and honest selling.

Named after "benta" — sales. Follow the five letters and your Page works like a helpful store clerk.

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Make your Page in a few minutes

1

Open Pages

In the Facebook app, open the menu, tap **Pages**, then **Create**. (Menus change; search “create Page” in Facebook Help if you can’t find it.)

2

Name and category

Use your real business name, the same one on your DTI certificate if you have one. Pick a category like “Bakery” or “Laundry service”.

3

Photos

Add a clear profile photo (your logo or best product) and a cover photo that shows what you sell.

4

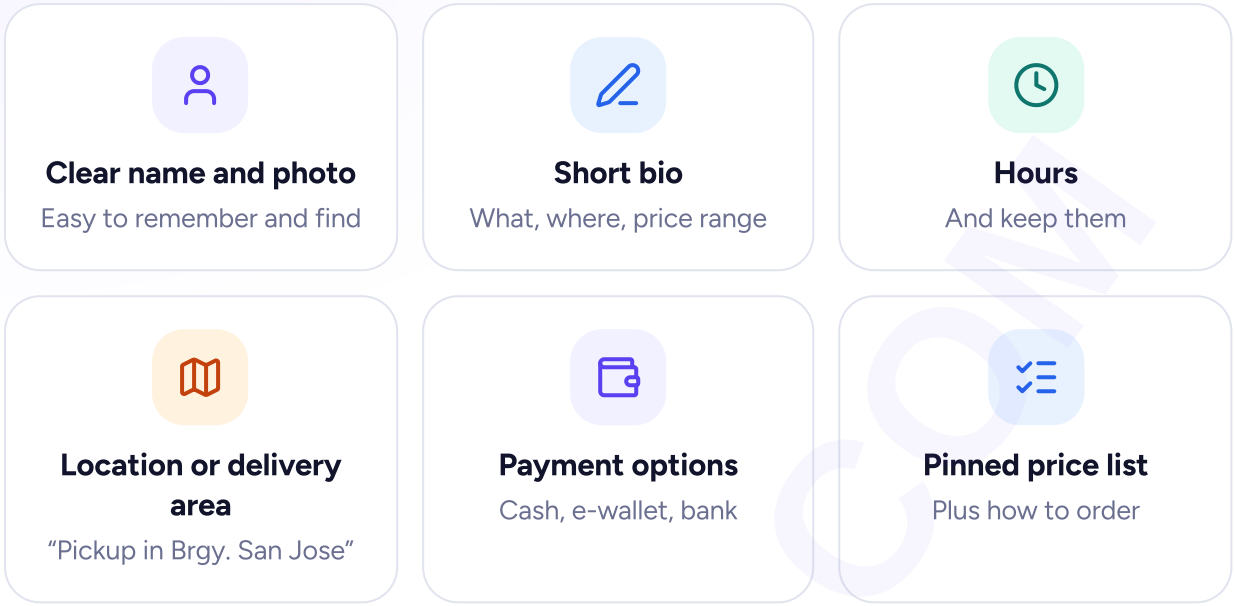
Details

Add a short bio, contact number, hours, address or delivery area, and a button like **Send message**.

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PICTURE 4 **Six parts of a trusted Page**



When a stranger visits, these six parts answer their first questions before they even message you.

New phrase: pinned post

A **pinned post** stays at the top of your Page. It's like the menu board above a carinderia counter: everyone sees it first. Pin your price list and "how to order" steps there.

Lock your Page

Turn on **two-factor authentication** (a second code when you log in) and add one trusted person as a second admin. Fake messages that pretend to be "Meta" and say "Your Page will be disabled" are common. Meta will not ask for your password in a chat. Never click those links — check alerts only inside the Facebook app's own settings.

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QUICK RECAP

B-E-N-T-A: Build a trusted Page, Easy-to-buy posts, Never leave messages waiting, Test and track, Always honest. Create a Page with your real business name, clear photos, a short bio, hours, location or delivery area, payment options and a Send message button. Pin your price list. Turn on two-factor authentication, add a second admin, and ignore fake “Meta” messages.

TRY IT NOW

Set up or fix your Page

1. Create your Page, or open the one you have.
2. Check the six parts: name and photo, bio, hours, location, payments, pinned price list.
3. Turn on two-factor authentication.

Key takeaways

- B-E-N-T-A: build, easy, never, test, always.
- A complete Page builds trust.
- Pin your price list and how to order.
- Turn on two-factor authentication.

Quiz: 3 quick questions

1. What does the B in B-E-N-T-A stand for?

A Build a trusted Page
B Buy many ads
C Boost every post

2. What should your pinned post show?

A Your price list and how to order
B A random meme
C Your personal vacation photos

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3. A message from "Meta Support" says your Page will be disabled unless you click a link. What do you do?

A Ignore it and check alerts only inside the app's settings

B Click the link and log in quickly

C Send your password to be safe

Answers

1. **A. Build a trusted Page** — People check your Page before they buy.
2. **A. Your price list and how to order** — Like a menu board: everyone sees it first.
3. **A. Ignore it and check alerts only inside the app's settings** — It's a common scam to steal Pages.

PRACTICE TASK

Your Page check

Ask a friend who doesn't know your business to visit your Page for one minute. Then ask: "What do I sell? How much? How do you order?" If they can't answer all three, fix your bio or pinned post. Make a QR code to your Page with the ToolsKo QR Code Generator for your stall or packaging.

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CHAPTER 4 · LESSON 2

Make Posts That Make Buying Easy

A good selling post answers every question in a few seconds: What is it? How much? How do I get it?

The easy-to-buy post

PICTURE 5 **Five parts of an easy-to-buy post**



Put all five in every selling post. Fewer questions means faster orders.

SAMPLE CAPTION YOU CAN COPY

```
Warm turon, fresh every lunch! ₱15 each, 5 for ₱70.
Pickup at Brgy. San Jose basketball court, 11 AM to 1 PM.
Order by 10 AM — message us "TURON + how many."
Cash or e-wallet.
```

Show the price

Many buyers skip posts that say "PM for price." Showing the price saves time for you and the buyer — and online sellers are required to show clear prices under the Internet Transactions Act.

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Phone photo tips

- **Use daylight** near a window. Avoid dark rooms and harsh flash.
- **Clean background:** a plain table, cloth or wall.
- **One product, close up,** filling most of the photo.
- **Show size:** a hand holding it, or next to a cup or coin.
- **Your own photos only.** Copying another seller's photo is dishonest and can break copyright rules.

What to post each week

Kind of post	Example	How often
Sell	Photo + price + how to order	2–3 times a week
Show how	A Reel of turon frying, or packing an order	1–2 times a week
Help	A tip: "How to keep turon crispy at home"	1 time a week
Happy customers	A thank-you post, shared with the customer's permission	1 time a week

About 3–5 posts a week is a good start. Steady beats a lot one week and nothing the next.

New word: Reels

Reels are short, vertical videos. Facebook often shows them to people who don't follow you yet. It's like a street performer: people stop for a few seconds, and if the first moment is interesting, they stay. Show the best part in the first 3 seconds.

The first line matters most

Facebook cuts long captions with "See more." Put the most important words — the product and the price — in the **first line**.

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QUICK RECAP

An easy-to-buy post has five parts: clear photo, what it is, price, how to order and a deadline. Show the real price. Use daylight, a clean background and your own photos. Mix four kinds of posts: sell, show how, help and happy customers, about 3–5 posts a week. Reels can reach new people; show the best part in the first 3 seconds. Put the product and price in the first line.

TRY IT NOW

Write one selling post

1. Take one clear daylight photo of your best product.
2. Write a caption with all five parts.
3. Check that the product and price are in the first line.

Key takeaways

- Photo, what, price, how, deadline.
- Show the real price.
- Use your own clear photos.
- Post steadily, 3–5 times a week.

Quiz: 3 quick questions

1. Which part is missing? “Fresh ube cake! Message us to order by Friday.”

A The price
B The deadline
C How to order

2. Where should you put the product and price in a caption?

A In the first line
B At the very end
C Only in the comments

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3. What should a Reel show in the first 3 seconds?

A The most interesting part

B A long introduction

C A blank screen

Answers

1. **A. The price** — Always show the price so buyers don't skip you.
2. **A. In the first line** — Long captions get cut with "See more."
3. **A. The most interesting part** — People decide to stay or scroll in a moment.

PRACTICE TASK

Plan one week of posts

Plan 4 posts for next week: 2 sell, 1 show how, 1 help. Write the day and caption for each. Use the ToolsKo Poster & Flyer Maker for a price list photo, the Image Resizer to fit Facebook sizes, and the Caption "See More" Cut-Off Preview to check your first line.

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CHAPTER 5 · LESSON 3

Answer Messages Fast and Close the Order

Many sales are won or lost in the chat. A fast, friendly, clear reply is often the difference between “Sige, order ako” and silence.

When someone messages “HM?” (how much) or “Available pa?”, they are ready to buy **now**. If you reply three hours later, they may already have bought from someone else. Aim to reply within minutes during your business hours.

New phrase: saved reply

A **saved reply** is a message you write once and send again with one tap. It’s like a ready-made answer card in your pocket. Make saved replies for your most common questions: price, stock, delivery and payment.

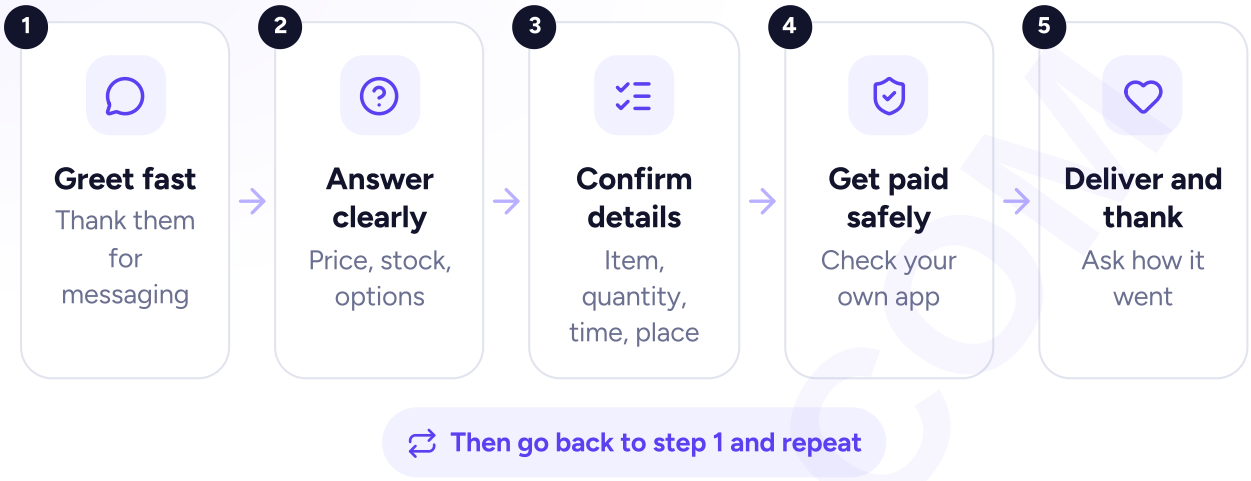
Set up helpers in your inbox

- Open your Page inbox in the **Meta Business Suite** app or on the web.
- Look for **automations** or **automated responses** (names change over time).
- **Instant reply:** a short hello sent right away, like “Thanks for messaging! We’ll reply within 30 minutes.”
- **Away message:** sent outside your hours, like “We’re closed now. We open at 8 AM. Leave your order and we’ll confirm.”
- **FAQs and saved replies:** answers for “HM?”, “Available?”, “Where are you?” and “How to pay?”

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From message to order

PICTURE 6 The message-to-order loop

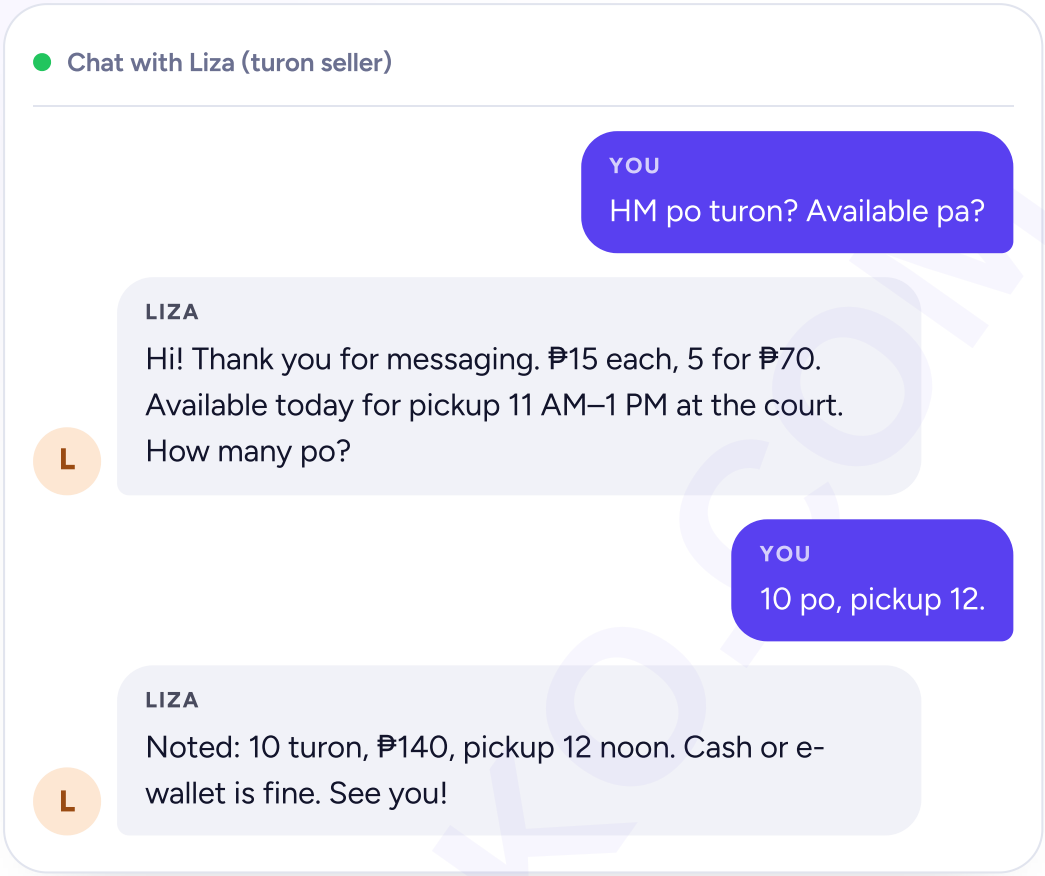


Every chat follows the same path. A happy buyer at the end often orders again — and the loop starts over.

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PICTURE 7 **A short chat that closes the order**



Greet, answer the price and stock, confirm the details and the total. Four messages, one happy customer.

Watch out for payment tricks

Some scammers send fake screenshots of a payment. **Always open your own e-wallet or bank app** to check the money really arrived before you ship. Never send a code from your phone to a "buyer."

Respect your customers' privacy

Don't post a customer's name, address, chat or photo without their permission. The **Data Privacy Act** protects personal information. When you share a happy review, ask first or hide the name.

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QUICK RECAP

Fast replies win sales. Make saved replies for price, stock, delivery and payment. In Meta Business Suite, set an instant reply, an away message and FAQs. Follow the loop: greet fast, answer clearly, confirm details, get paid safely, deliver and thank. Check your own app before shipping, and never share customers' details without permission.

TRY IT NOW

Write your saved replies

1. Write saved replies for "HM?", "Available?" and "How to pay?"
2. Set an instant reply and an away message.
3. Ask a friend to message your Page and time your reply.

Key takeaways

- Reply within minutes.
- Saved replies save time.
- Confirm item, total, time and place.
- Check payments in your own app.

Quiz: 3 quick questions

1. What is a saved reply?

A. A message you write once and send with one tap
B. A paid ad
C. A deleted message

2. A buyer sends a payment screenshot. What should you do before shipping?

A. Check your own e-wallet or bank app
B. Ship right away
C. Ask for their password

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3. When should an away message be sent?

A Outside your business hours

B Only on holidays

C Never

Answers

1. **A. A message you write once and send with one tap** — Like a ready-made answer card in your pocket.
2. **A. Check your own e-wallet or bank app** — Screenshots can be fake.
3. **A. Outside your business hours** — It tells buyers when you'll reply.

PRACTICE TASK

Your order script

Write your full order script: greeting, price answer, confirmation line (item, quantity, total, time, place) and thank-you. Make a Messenger chat link with the ToolsKo WhatsApp, Viber & Messenger Chat Link Generator, and add it to your bio and posters.

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CHAPTER 6 · LESSON 4

Track What Works and Try a Small Ad

You don’t have to guess. A few simple numbers each week tell you which posts bring orders — and whether an ad is worth it.

Your weekly numbers

Week	Posts	Reach	Messages	Orders	Sales
Week 1	4	900	8	5	₱1,050
Week 2	5	1,500	15	10	₱2,100

Made-up example. Find reach in your Page’s insights or Meta Business Suite; count messages and orders in your notebook.

New phrase: engagement rate

The **engagement rate** shows how many people who saw a post also reacted, commented or shared. Formula: engagement ÷ reach × 100. Example: 45 reactions + 12 comments + 3 shares = 60. If reach was 1,500, then 60 ÷ 1,500 × 100 = **4%**. It’s like asking, “Of everyone who passed my stall, how many stopped?”

Look at your **top posts** each week. What did they have in common — a Reel, a clear price, a certain time of day? Do more of that. Messages and orders are the numbers that matter most.

Boost or ad? The difference

- **Boost:** pay to show a post you already made to more people. Easy, right from the post.
- **Ads Manager:** more choices, like the goal of the ad and many versions. Better when you grow.
- Both use the same auction and billing. A boost is not cheaper by itself.

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- You choose **who** sees it (for example, adults within a few kilometers), **how much** to spend and **for how long**.

New phrase: ad budget

Your **ad budget** is the most money you allow an ad to spend. It's like the load you put on a phone: when it runs out, the ad stops. A daily budget is an average — Facebook may spend a little more one day and less another, but stays within your weekly total.

A small ad test (made-up example)

Item	Amount
Daily budget × days	₱100 × 5 days = ₱500
Plus 12% VAT that Meta may add	₱500 + ₱60 = **₱560**
Orders from the ad	10 orders × ₱300 = ₱3,000 sales
Profit before the ad (₱120 per order)	10 × ₱120 = ₱1,200
Profit after the ad	₱1,200 − ₱560 = **₱640**
Orders needed just to pay for the ad	₱560 ÷ ₱120 ≈ 4.7, so **5 orders**

Since June 2, 2025, Meta adds 12% VAT to ad charges in the Philippines. VAT-registered businesses may handle it themselves through BIR instead. Ask your accountant or BIR.

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PICTURE 8 **Are you ready for an ad?**



Ready for a small test

Your free posts already get messages, your Page is complete, you reply fast, and you know your profit per order.

Fix first

Few people message even when they see your posts, or your price and how to order are unclear. Improve your posts before paying.

Stop

Using money you need for rent or food, borrowing to pay for ads, or no end date on your ad. Never spend more than you can afford to lose.

An ad makes a good post louder. It can't fix a post that doesn't sell.

Peek at other ads for ideas

Meta's free **Ad Library** shows the ads any Page is running now. Look at sellers like you to learn what kinds of photos and offers they use — then make your own, never copy.

QUICK RECAP

Track posts, reach, messages, orders and sales each week. Engagement rate = engagement ÷ reach × 100 (60 ÷ 1,500 = 4%). Do more of what your top posts do. A boost shows an existing post to more people; Ads Manager has more choices; both use the same billing. Set a budget and end date. Meta adds 12% VAT to ads in the Philippines since June 2, 2025. Try an ad only after free posts get messages, and only with money you can afford to lose.

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TRY IT NOW

Start your tracking sheet

1. Make columns: week, posts, reach, messages, orders, sales.
2. Fill in this week from your Page insights and your notebook.
3. Circle your best post and write why it worked.

Key takeaways

- Track messages and orders weekly.
- Do more of what works.
- Ads make good posts louder.
- Small budget, end date, count the VAT.

Quiz: 3 quick questions

1. A post had 60 engagements and a reach of 1,500. What is the engagement rate?

A 4%
B 25%
C 60%

2. An ad costs ₱500. Meta adds 12% VAT. What is the total?

A ₱560
B ₱512
C ₱500

3. When are you ready to test a small ad?

A When free posts already get messages and you know your profit per order
B Right after making your Page
C When you need money for rent

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Answers

1. **A. 4%** — 60 ÷ 1,500 × 100 = 4%.
2. **A. ₱560** — ₱500 × 12% = ₱60; ₱500 + ₱60 = ₱560.
3. **A. When free posts already get messages and you know your profit per order** — An ad can't fix a post that doesn't sell.

PRACTICE TASK

Your ad math

Write your profit per order and work out how many orders you need to pay for a ₱560 ad. Use the ToolsKo Ad Spend Break-Even Calculator to check, and the Engagement Rate Calculator for your top posts. Use the Best Time to Post tool with your own data to pick your posting times.

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CHAPTER 7 · LESSON 5

Stay Honest, Follow the Rules and Keep Your Page Safe

Trust takes months to build and one bad post to lose. Honest sellers last longer — and the law expects it.

Online selling rules

Under the **Internet Transactions Act** (fully enforced since **June 20, 2025**), online sellers must show the **price**, a clear **description**, the **condition** of the item (new or used) and their **contact details**. DTI can fine violators from **₱5,000 up to ₱1 million** and take down illegal listings.

Giveaways and raffles

A giveaway like "Like, share and comment to win!" is fun, but it may count as a **sales promotion**. Under the Consumer Act, raffles, games and contests that use mass media or social media may need a **DTI sales promotion permit** before they start (or a permit from the health authorities for food and medicine).

Where the promo runs	DTI permit fee
One province or town	₱250
Several provinces in one region	₱500
More than one region, outside Metro Manila	₱750
Metro Manila or nationwide	₱1,000

Checked Nov 22, 2026 on DTI's Fair Trade Enforcement Bureau page. Ask your DTI provincial office before you launch — rules depend on your promo.

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New phrase: sales promotion permit

A **sales promotion permit** is DTI's written OK for a raffle, contest, game or prize promo. It's like a barangay permit for a street party: it makes sure the rules are fair, the prizes are real and the winners really get them.

PICTURE 9 **The honest selling traffic light**



Always OK

Your own photos, the real price, honest descriptions, real reviews shared with permission, and clear promo rules with an end date.

Check first

Raffles and contests (ask DTI about a permit), health or "before and after" claims, other people's music or photos, and selling in groups with their own rules.

Never

Fake reviews or testimonials, buying followers, fake "50% off" on a raised price, copying another seller's photos, or pretending to be a big brand.

Green builds trust, yellow needs checking, red breaks trust and can break the law.

Things Facebook does not allow

Facebook has its own rules for selling and ads. Some items are not allowed — for example weapons, prescription medicines and live animals. Ads also need checking before they run. If a post or ad is removed, read the reason in the app and fix it. Don't try to trick the rules.

Pick giveaway winners fairly

If your promo is allowed, post the rules, the prize and the end date. Pick winners openly — for example, screen-record the draw — and announce them on your Page.

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QUICK RECAP

Online sellers must show price, description, condition and contact details (Internet Transactions Act, fines ₱5,000 to ₱1 million). Raffles, games and contests may need a DTI sales promotion permit before launch (₱250 to ₱1,000). Green: own photos, real prices, real reviews with permission. Yellow: check giveaways, claims and music. Red: never fake reviews, fake sales, bought followers or copied photos. Follow Facebook's selling rules.

TRY IT NOW

Do an honesty check

1. Open your last 5 posts.
2. Check each one has price, description, condition and contact.
3. Fix or delete anything in the red zone.

Key takeaways

- Show price, description, condition, contact.
- Ask DTI before raffles or contests.
- Never fake reviews or sales.
- Follow Facebook's selling rules.

Quiz: 3 quick questions

1. Which must online sellers show under the Internet Transactions Act?

A Price, description, condition and contact details
B Only a nice photo
C Their home address

2. You want a "Share to win" raffle. What should you do first?

A Ask DTI if you need a sales promotion permit
B Start it right away
C Hide the rules

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3. Which is in the red zone?

A Writing fake reviews

B Showing your real price

C Using your own photos

Answers

1. **A. Price, description, condition and contact details** — Clear information protects buyers.
2. **A. Ask DTI if you need a sales promotion permit** — Raffles and contests using social media may need a permit.
3. **A. Writing fake reviews** — Fake reviews break trust and can break the law.

PRACTICE TASK

Your Page rules

Write 5 honest selling rules for your Page (for example, “Real price on every post”, “Own photos only”, “Ask before sharing reviews”, “Ask DTI before raffles”, “Check payments in my app”). If you run an allowed giveaway, pick winners with the ToolsKo Giveaway Comment Picker.

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CHAPTER 8

Your 14-Day Facebook Starter Plan

About 30 minutes a day for two weeks. By day 14, you'll have a trusted Page, a week of posts, fast replies and your first numbers.

Start any day. If you miss a day, just continue the next day. Steady is better than perfect.

PICTURE 10 **The 14-day Facebook plan**



Build, post, reply, share, then measure — in that order.

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Day	Task (about 30 minutes)	Done?
1	Create your Page or fix its name, photo and category.	☐
2	Add bio, hours, contact, location or delivery area and payments.	☐
3	Turn on two-factor authentication and add a second admin.	☐
4	Take 10 daylight photos of your products.	☐
5	Post and pin your price list with how to order.	☐
6	Post your first easy-to-buy post (all five parts).	☐
7	Write saved replies for price, stock, delivery and payment.	☐
8	Set an instant reply and an away message; write your order script.	☐
9	Share your post in two groups (follow their rules).	☐
10	Make a 15-second Reel; show the best part first.	☐
11	Post a help tip and a thank-you post (with permission).	☐
12	Fill in your tracking sheet: reach, messages, orders, sales.	☐
13	Find your top post and write why it worked.	☐
14	Plan next week's posts and decide: ready for a small ad, or not yet?	☐

Bonus exercises

1 **Visit three Pages like yours**

Note how they show prices, reply to comments and post Reels.

2 **Make a QR code**

Put a QR code to your Page on your stall, flyers and packaging.

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3 **Plan a month**

Write 12 post ideas: sell, show how, help and happy customers.

4 **Ask five customers**

Ask how they found you and what made them order.

Slow growth is normal

A new Page may get only a few likes at first. That's okay. Keep posting clearly, replying fast and tracking orders. Small numbers that grow each week are a good sign.

QUICK RECAP

Days 1–3: build and lock your Page. Days 4–6: photos, pinned price list and first easy-to-buy post. Days 7–8: saved replies, instant reply, away message and order script. Days 9–11: share in groups, make a Reel, post a tip and a thank-you. Days 12–14: track your numbers, find your top post and decide on a small ad.

TRY IT NOW

Start today

1. Copy the 14-day table.
2. Do Day 1 now.
3. Set a daily reminder on your phone.

Key takeaways

- Build, post, reply, share, measure.
- Lock your Page early.
- Track before you pay for ads.
- Slow growth is normal.

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Quiz: 3 quick questions

1. What do you do on days 1–3?

A Build and lock your Page
B Run a big ad
C Start a raffle

2. When do you decide about a small ad?

A After tracking your numbers on days 12–14
B On day 1
C Never think about it

3. Your new Page has few likes after a week. What should you do?

A Keep posting clearly, reply fast and track orders
B Buy followers
C Delete the Page

Answers

1. **A. Build and lock your Page** — A trusted, safe Page comes first.
2. **A. After tracking your numbers on days 12–14** — Numbers show if your posts are ready.
3. **A. Keep posting clearly, reply fast and track orders** — Slow growth is normal; fake followers don't buy.

PRACTICE TASK

Complete the 14 days

Follow the plan and tick each box. On day 14, write your number of followers, your best post, your messages and orders this week, and your plan for next week.

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CHAPTER 9

Common Beginner Mistakes (and Easy Fixes)

Most new Pages make the same few mistakes. Knowing them early saves you time, money and customers.

PICTURE 11 **Risky habits vs wise habits**

RISKY HABITS	WISE HABITS
Hoping for likes	**Building trust and orders**
✗ "PM for price" on every post	✓ Price and how to order in every post
✗ Replies after hours, or never	✓ Saved replies, answers in minutes
✗ Boosting random posts	✓ Ads only on posts that already sell
✗ Copied photos, fake reviews	✓ Own photos, real reviews with permission

The difference is not luck — it's clear posts, fast replies, simple tracking and honesty.

Now check your Page against this table.

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Mistake	Why it hurts	Easy fix
Selling from a personal profile	Looks less trusted, no business tools	Make a business Page
“PM for price”	Buyers skip you; it can break online selling rules	Show the price in every post
Slow replies	Buyers order from someone else	Saved replies, instant reply, away message
Dark or copied photos	Products look bad or dishonest	Daylight, clean background, your own photos
Posting only “buy now” posts	People tune out	Mix sell, show how, help and happy customers
Chasing likes, not orders	Feels good, earns little	Track messages and orders
Boosting before posts work	Money spent, few orders	Test free posts first, then a small ad
Raffles without checking	Could break promo rules	Ask DTI about a sales promotion permit
Clicking fake “Meta” warnings	Your Page can be stolen	Two-factor login; check only in the app
Shipping after a screenshot	Fake payment, lost product	Check your own e-wallet or bank app

The weekly Page check

Every week ask: “Did every post show the price and how to order?”, “How fast did I reply?”, “Which post brought the most orders?” and “Is my Page still safe?” Write the answers in your tracking sheet.

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QUICK RECAP

Common mistakes: selling from a personal profile, “PM for price”, slow replies, dark or copied photos, only “buy now” posts, chasing likes, boosting too early, raffles without checking, clicking fake Meta warnings and shipping after a screenshot. Each has an easy fix. Do a weekly Page check.

TRY IT NOW

Audit your Page

1. Tick every mistake you might be making.
2. Write the fix for each one you ticked.
3. Set a weekly Page check reminder.

Key takeaways

- Show the price; reply fast.
- Mix your posts.
- Ads only after posts work.
- Protect your Page and payments.

Quiz: 3 quick questions

1. Why is “PM for price” a mistake?

A Buyers skip you and online sellers must show clear prices
B It makes posts too short
C Facebook charges for it

2. You get many likes but few orders. What should you track?

A Messages and orders
B Only likes
C Your follower’s birthdays

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3. What protects your Page from being stolen?

A Two-factor login and ignoring fake “Meta” links

B Sharing your password with buyers

C Using a simple password

Answers

1. **A. Buyers skip you and online sellers must show clear prices** — Clear prices save time and follow the law.
2. **A. Messages and orders** — Orders pay the bills.
3. **A. Two-factor login and ignoring fake “Meta” links** — Scammers target Page owners.

PRACTICE TASK

Fix three things

Pick the three mistakes that hurt your Page most and fix them this week. Write what you changed and check your messages and orders again after 7 days.

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CHAPTER 10

Real-Life Examples: Small Businesses on Facebook

These five example stories are based on common Filipino situations (names are made up). Look for the habits, not the numbers.

J

Joy, 31
Milk tea kiosk owner, Davao

THE PROBLEM

Posted random photos, got likes but few orders.

WHAT JOY TYPED

```
Pinned a price list, then posted the daily menu each morning with the price, pickup times and “Message us to order by 2 PM” in the first line.
```

THE RESULT

Messages went up, and buyers ordered without asking the price first.

Lesson: Easy-to-buy posts turn likes into orders.

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K

Kuya Dan, 44

Aircon cleaning service, Quezon City

THE PROBLEM

Lost bookings because he replied late while working.

WHAT KUYA DAN TYPED

```
Set an instant reply, an away message and saved replies for price, areas and schedule. Answered booking chats during his breaks with one tap.
```

THE RESULT

Fewer buyers left the chat, and his weekly bookings became steadier.

Lesson: Fast replies win sales — even when you're busy.

B

Bea, 26

Handmade earrings seller, Cebu

THE PROBLEM

Her photos looked like everyone else's.

WHAT BEA TYPED

```
Made short Reels showing how she shapes each pair, with the finished earrings in the first 3 seconds and the price in the caption.
```

THE RESULT

New people who didn't follow her Page, and some ordered sets as gifts.

Lesson: Show how you make it, and show the best part first.

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M

Mang Romy, 58
Lechon manok stall, Pampanga

THE PROBLEM

Wanted to try ads but was afraid to waste money.

WHAT MANG ROMY TYPED

```
Boosted his best Saturday post for ₱500 (₱560 with VAT), only to
people within a few kilometers, and counted orders that mentioned
the post.
```

THE RESULT

Got 8 extra orders. At ₱150 profit each, that was ₱1,200 — ₱640 left after the ad. He now boosts only posts that already sell.

Lesson: Test small ads on posts that already work, and count the results.

T

Trish, 35
Preloved kids' clothes seller, Bacolod

THE PROBLEM

Planned a "Share to win" raffle and almost shipped to a buyer with a fake payment screenshot.

WHAT TRISH TYPED

```
Asked her DTI provincial office about a sales promotion permit
before the raffle, and started checking every payment in her own
e-wallet app.
```

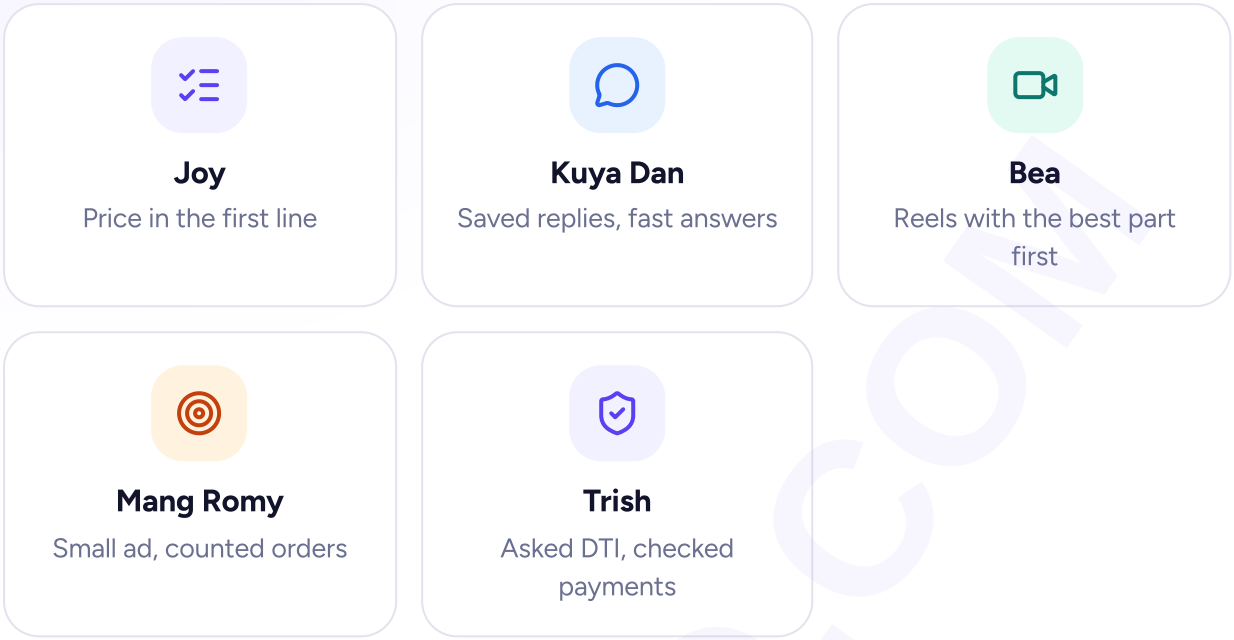
THE RESULT

Ran a fair promo with clear rules, and caught a fake screenshot before shipping.

Lesson: Honest rules and careful checks protect you and your buyers.

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PICTURE 12 **Five small businesses on Facebook**



Different businesses, same habits: clear posts, fast replies, short videos, small tested ads and honest rules.

What these stories have in common

They made buying easy, answered fast, showed their real products, tested small and counted results, and stayed honest. None of them went viral overnight — they built trust one post and one chat at a time.

QUICK RECAP

Joy put the price in the first line; Kuya Dan used saved replies; Bea made Reels with the best part first; Mang Romy tested a small ad and counted orders; and Trish asked DTI before a raffle and checked every payment.

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TRY IT NOW

Your first step

1. Pick the story most like your business.
2. Copy one habit from it this week.
3. Write how it went after 7 days.

Key takeaways

- Make buying easy.
- Reply fast with saved replies.
- Test small ads; count orders.
- Stay honest and careful.

Quiz: 3 quick questions

1. What helped Joy turn likes into orders?

A Price and how to order in the first line
B Posting more memes
C Hiding the price

2. Mang Romy spent ₱560 and earned ₱1,200 profit from extra orders. What was left?

A ₱640
B ₱1,760
C ₱560

3. What did Trish do before her raffle?

A Asked DTI about a sales promotion permit
B Bought followers
C Copied another seller's rules

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Answers

1. **A. Price and how to order in the first line** — Easy-to-buy posts answer questions fast.
2. **A. ₱640** — ₱1,200 − ₱560 = ₱640.
3. **A. Asked DTI about a sales promotion permit** — Raffles may need a permit.

PRACTICE TASK

Your Facebook story card

Write your own story card: your Page name, your best post, your saved replies, your weekly messages and orders, your honest rules, and one habit you'll keep every week.

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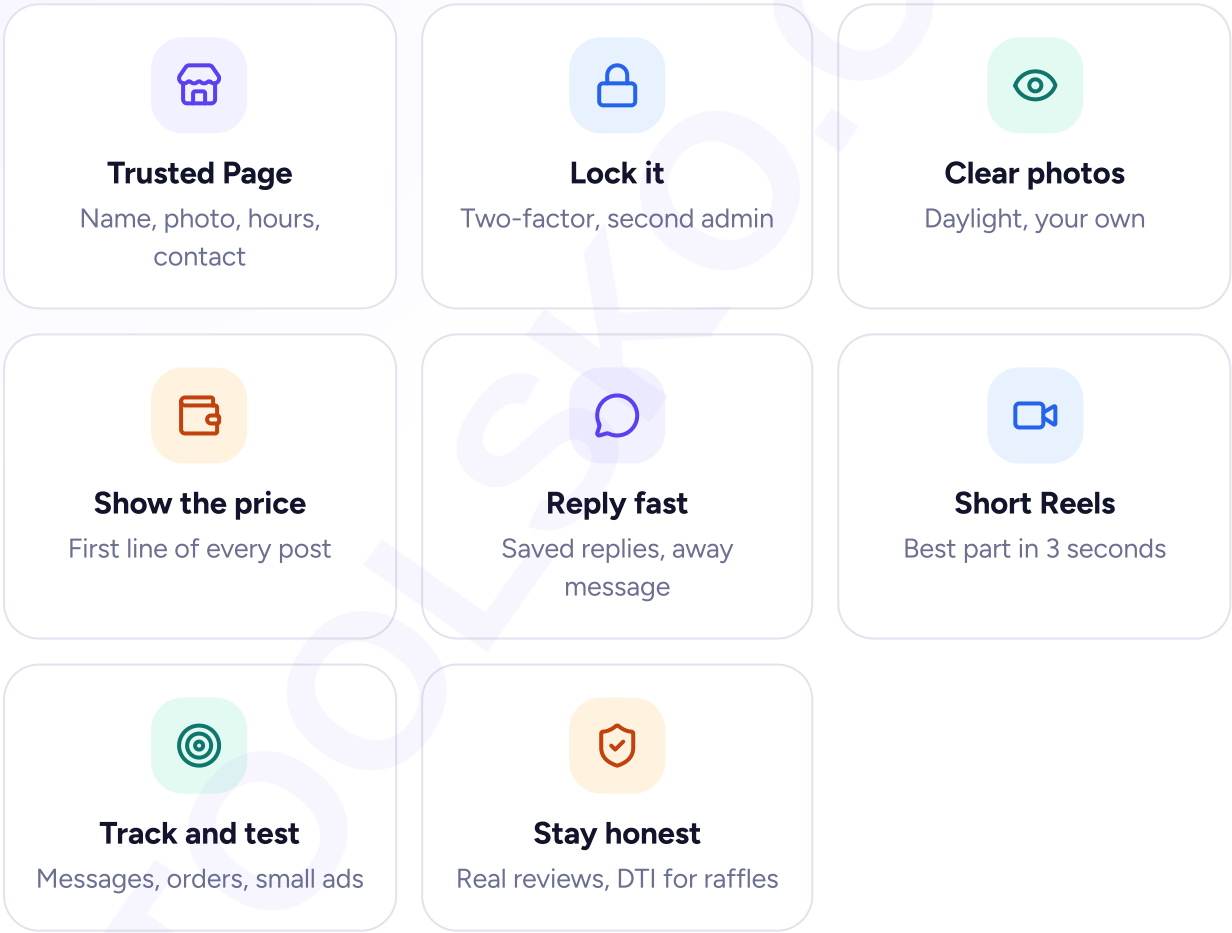
THE END

Quick Summary

Everything important, on one page.

The whole book on one page. Keep it near your phone.

PICTURE 13 **Cheat sheet: Facebook selling in 8 cards**



Eight habits that help a small business get found, trusted and chosen on Facebook.

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Remember	In one line
The big rule	Show up, be helpful, answer fast, measure what works, and stay honest.
Recipe	B-E-N-T-A: Build a trusted Page, Easy-to-buy posts, Never leave messages waiting, Test and track, Always honest.
Every selling post	Clear photo + what it is + price + how to order + deadline.
Numbers	Engagement rate = engagement ÷ reach × 100; messages and orders matter most.
Ads	Only after free posts sell; small budget, end date; Meta adds 12% VAT (since June 2, 2025).
Rules	Show price, description, condition and contact; ask DTI before raffles and contests.
Always	Two-factor login, check payments in your own app, ask before sharing customers' details.

You can grow on Facebook

You know how to set up a trusted Page, post what sells, reply fast, track your numbers, test a small ad and sell honestly. Post your first easy-to-buy post today.

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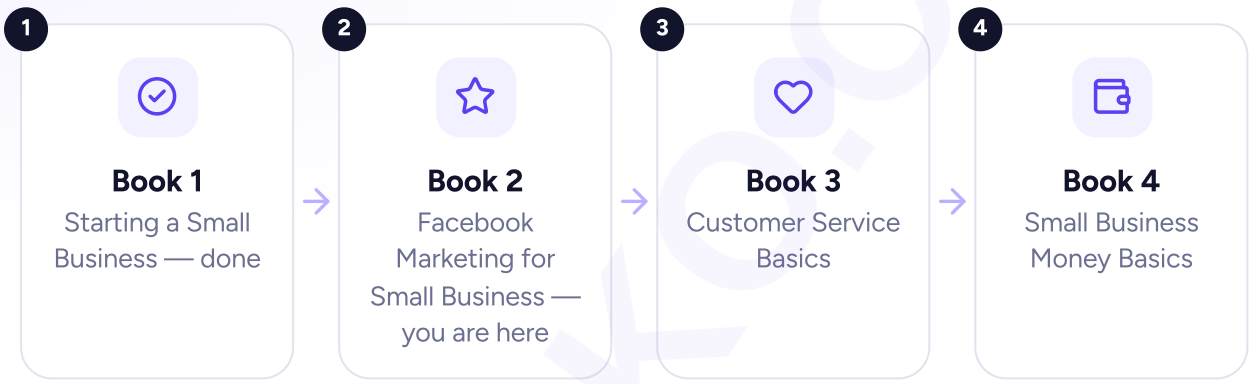
WHAT'S NEXT

Your Next Learning Path

You finished Book 2. Here is where to go from here.

This is **Book 2** of the **Small Business** series. Here is your path:

PICTURE 14 **Your Small Business path**



Start right, get found online, keep customers happy, then manage your money well.

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What to do next

Next step	Why
Finish the 14-day plan	A trusted Page, a week of posts, saved replies and your first numbers.
Review Book 1	Starting a Small Business: pricing, break-even and registering properly.
Read Book 3	Customer Service Basics: greet, listen, handle complaints fairly and turn first buyers into loyal suki.
Read Book 4	Small Business Money Basics: pricing, records, cash flow and taxes in more detail.
Write better posts with AI	AI for Small Business (AI for Beginners series): posts, product descriptions and customer replies.

One last tip

Your best marketing is a happy customer. Make every chat friendly and every order right, and your Page will grow with you.

Free ToolsKo tools for this book

Put what you learned to work. These tools are free on toolsko.com, need no sign-up, and most work right in your browser.

Poster & Flyer Maker
Make a clear price list or promo image for your posts.
toolsko.com/poster-maker ↗

Image Resizer
Fit your photos to Facebook post, cover and Reel sizes.
toolsko.com/image-resizer ↗

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Caption "See More" Cut-Off Preview

Check that your product and price show before "See more."

toolsko.com/see-more-preview ↗

Hook Generator for Reels, TikTok & YouTube (English + Taglish)

Get ideas for the first line or first 3 seconds of a Reel.

toolsko.com/hook-generator ↗

WhatsApp, Viber & Messenger Chat Link Generator

Make a link that opens a chat with your Page.

toolsko.com/click-to-chat-link-generator ↗

QR Code Generator

Put a QR code to your Page on your stall and packaging.

toolsko.com/qr-code-generator ↗

Best Time to Post (From Your Own Data)

Find when your own followers react the most.

toolsko.com/best-time-to-post-analyzer ↗

Engagement Rate Calculator

Compare which posts people liked and shared the most.

toolsko.com/engagement-rate-calculator ↗

Ad Spend Break-Even Calculator (ROAS for Online Sellers)

See how many orders you need to pay for an ad.

toolsko.com/ad-spend-break-even-calculator ↗

Giveaway Comment Picker (Fair & Verifiable)

Pick winners fairly for an allowed giveaway.

toolsko.com/giveaway-comment-picker ↗

Profit Margin Calculator

Know your profit per order before you spend on ads.

toolsko.com/profit-margin-calculator ↗

Words to know

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Marketing	Everything you do to help the right people know, like and buy your product.
Facebook Page	A public profile for a business, with business tools.
Personal profile	Your own Facebook account as a person.
Followers	People who chose to see a Page's posts.
Reach	How many different people saw a post.
Engagement	Reactions, comments and shares on a post.
Engagement rate	Engagement ÷ reach × 100.
Reels	Short, vertical videos on Facebook.
Messenger	Facebook's chat app, where customers message your Page.
Saved reply	A message you write once and send again with one tap.
Away message	An automatic reply sent outside your business hours.
Call to action	Words that tell people what to do next, like "Message us to order."
Pinned post	A post that stays at the top of your Page.
Boost	Paying to show a post you already made to more people.
Ad budget	The most money you allow an ad to spend.
Sales promotion permit	DTI's written OK for a raffle, contest, game or prize promo.

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Where the facts come from

1. Digital 2027: The Philippines — Facebook ad reach 94.7 million, platform use (DataReportal)
2. Meta adds 12% VAT for Facebook ads in the Philippines from June 2, 2025 (YugaTech)
3. Soon taking effect: the 12% VAT on digital services, RA 12023 (PwC Philippines)
4. Sales promotion permits: schemes, fees and filing (DTI Fair Trade Enforcement Bureau)
5. What rules govern social media giveaways and online raffles? (NDV Law)
6. Republic Act No. 11967, Internet Transactions Act of 2023 (Lawphil)
7. DTI can now fine and blacklist non-compliant online sellers (Manila Bulletin)
8. Facebook ads cost: how Meta charges, budgets and billing (Relevant Audience)
9. Meta Advertising Standards (Meta Transparency Center)
10. Ad Library tools (Meta Transparency Center)

User numbers, ad VAT, DTI permit fees and online selling rules were checked on November 22, 2026. Facebook changes its menus, button names and ad tools often, and rules and fees change too — always check Meta's own help pages, DTI and BIR before you act. All names, peso amounts and results in the examples are made up. ToolsKo is not connected to Meta, Facebook or any company, platform or government agency named in this book. This book is general information, not legal, tax or financial advice. Written by ToolsKo Learn · toolsko.com/learn

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toolsko_ | Learn

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SMALL BUSINESS

Book 1 Starting a Small Business

Book 2 **Facebook Marketing for Small Business — this book**

Book 3 Customer Service Basics

Book 4 Small Business Money Basics

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toolsko.com/learn/facebook-marketing-for-small-business

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