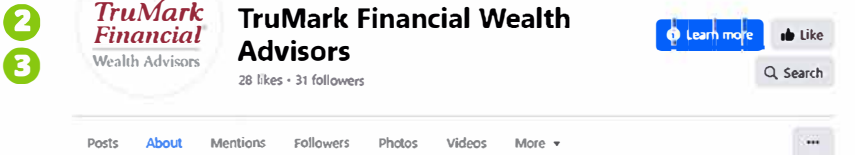
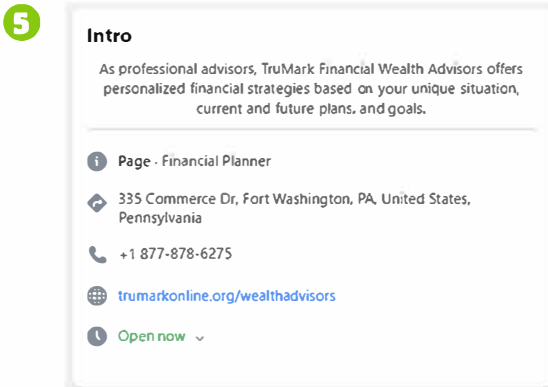


# Power Up Your Facebook Business Profile

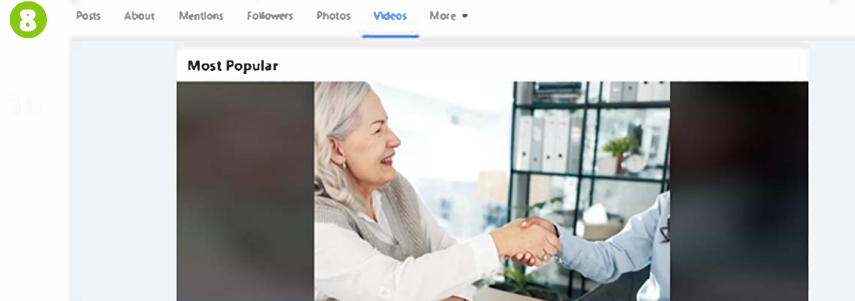
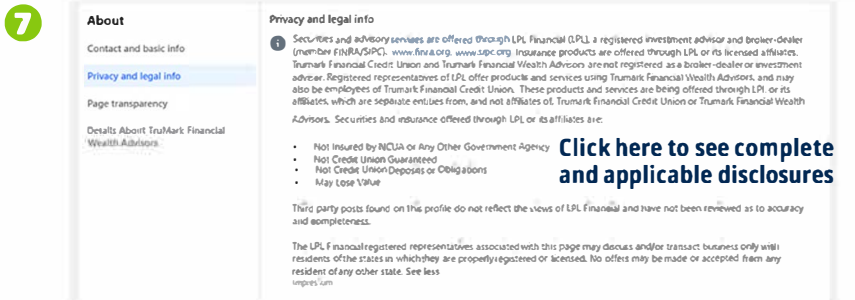
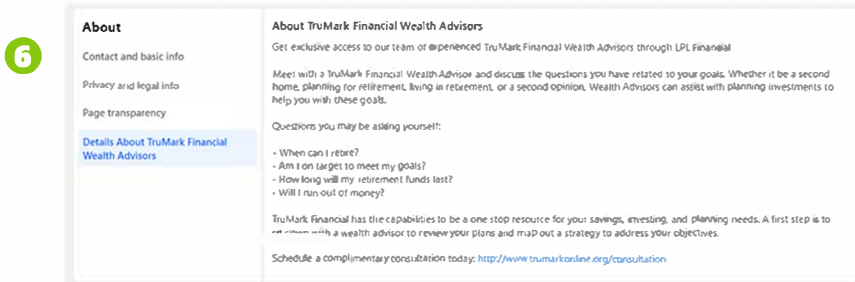
## Tips to Enhance Your Profile and Improve Search Engine Optimization



facebook.com/TruMarkFinancialWealthAdvisors



**Click here to see TruMark Financial Wealth Advisors' Facebook Business Profile Live**



1. Utilize a **header image** that emphasizes your brand, the region, a personal interest, or the building where your office is located. You can also incorporate your logo and your slogan.
2. Use your DBA **logo** for the headshot photo space.
3. Place **DBA name** here.
4. Create a **customized** URL under "Settings".
5. Write a niche - oriented **headline** using key industry terms.
6. **About Section (Details About You)**
  - Provide a more **in-depth** description of what your program is about and how you can help others.
  - Include the skills, accomplishments, and specialties that **make your program unique**.
  - Show results – give **specific examples** of how you've helped clients.
  - Add a **personal element** – explain why the team is passionate about their careers.
  - **Call to action** – end your summary by inviting people to connect with you.
7. **About Section (Privacy & Legal)**
  - Required Disclosure - place your LPL-approved disclosure along with the required social media disclosure under "Add Impressum".
8. **Video Section**
  - Video is a powerful marketing tool that will help you **stand out** amongst your competitors as thought leaders. Video has become a favored marketing tool because of its potential to explain everything in a format that users prefer - visually. Showcase your team's personality and **increase engagement** through posting videos to your feed. All videos will automatically be saved under this tab for easy reference.