

# Facebook Business Extension

## GO-TO-MARKET STRATEGY GUIDE

Facebook Business Extension enables your businesses to leverage your services on their social platforms to drive impactful consumer engagement



**You**

Integrate with Facebook Business Extension to offer this feature to your businesses



**Your Merchants**

Connect to you via Facebook Business Suite to offer another entry point to their consumers



**Consumers**

Discover your businesses on social and are able to convert without leaving the platform

Below are some ideas to make sure you are addressing all audiences in your go-to-market strategy



Create materials to make it easy for your merchants to integrate

- Video “How To” Guide
- Help Center Article
- FAQ Center



Regularly drive awareness of the new features in multiple channels to encourage your merchants to integrate

- Dedicated email
- Newsletter feature
- In-product notifications
- Blog post
- Instagram or Facebook Post
- LinkedIn Post

Tip: Incentivize adoption by featuring one of your integrated merchants in a blog or social post



Educate your merchants on strategies they can use to drive conversions with their consumers through their new integration

- Highlight feature in-house
- Instagram or Facebook Post or Stories