

1

Build the foundations

Make sure there's plenty of interesting content on your Facebook page. The more exclusive your content, the more likely it is that your customers/clients will follow you. Give them incentives. Make it an interesting place to be.

2

Decide on a budget

If you want to be seen in the Facebook News Feed, you're going to want to set aside a monthly budget. It doesn't have to be much to begin with, just enough so that you can see whether/not it works.

3

Begin Advertising

You don't have to be a seasoned social media expert to start experimenting with paid ads. Start by 'boosting' posts you've already created, or by creating separate ads. You can adjust ads as you go, even if they're live and you can really define who you want to target.

4

Refine

Your first ads will be more of an experiment but you'll find that as you go, you get better: at creating images for paid listings, better at figuring out which posts get the most engagement or generate the most page likes. Keep working at it and don't forget to try new things when the old ways stop working.