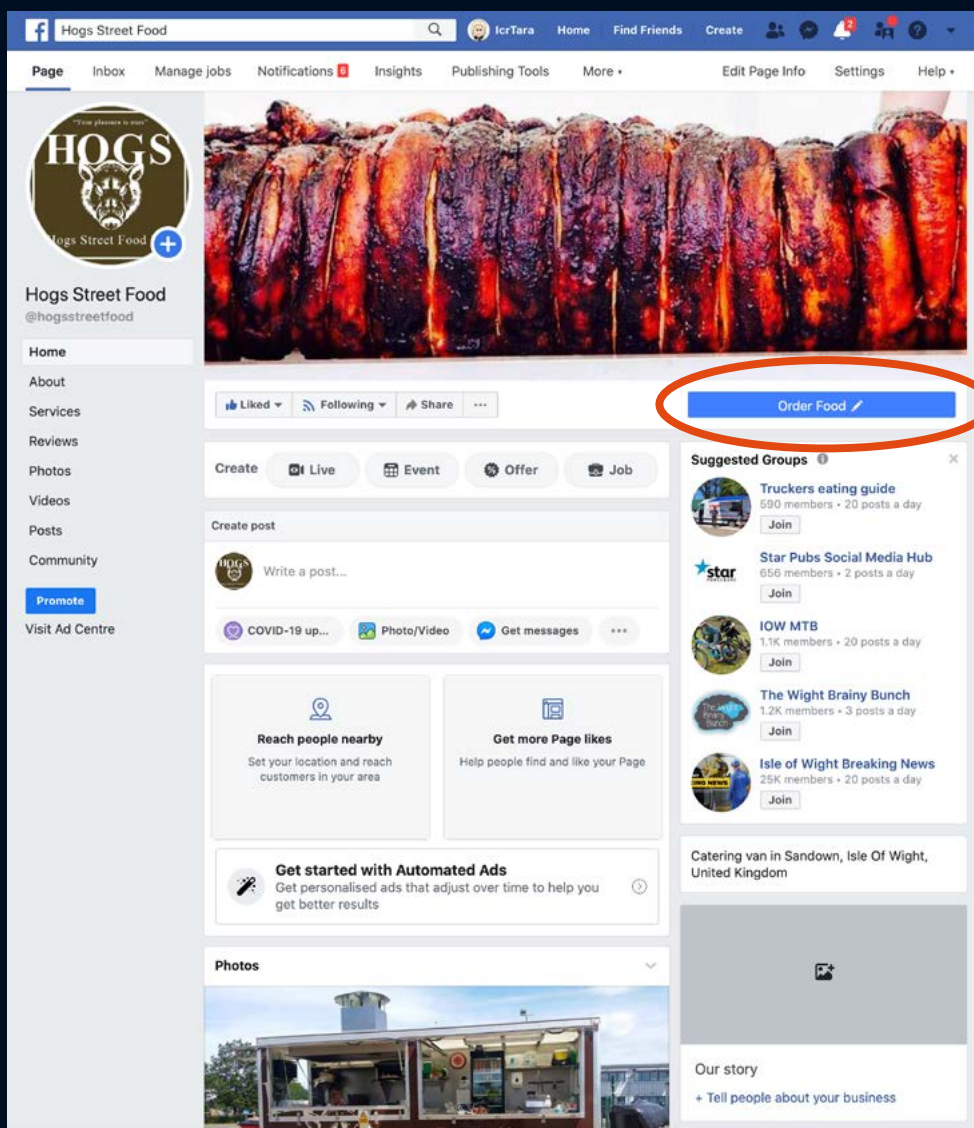


Grow your business with a TOUCH of a button

Adding a Call-to-Action button on your Facebook Page will gain you more customers. It will direct people to download your app, order online and even book a reservation.

If you have **ByTable** or **TouchTakeaway** follow these easy steps to get up and running:



Call-to-Action
buttons

How to add a Call-to-Action button to your Facebook Page using Business Manager.

If you're using Business Manager to manage your Pages, you'll need to access your Page through Business Manager in order to see the Call-to-Action button.

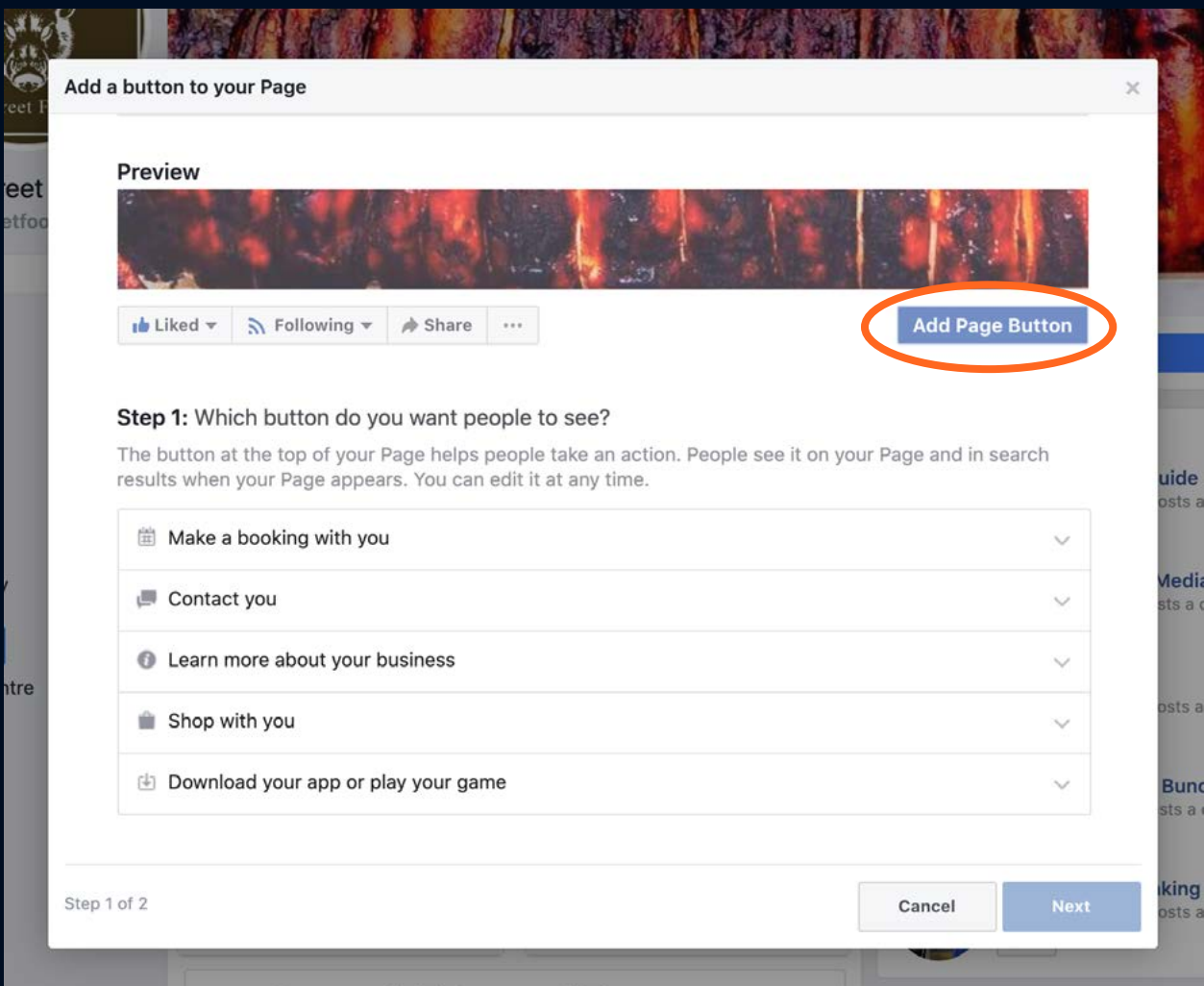
To access your Page through Business Manager:

1. Go to your Business Manager.
2. Click Settings in the top-left.
3. Click Pages in the left column.
4. You should see a list of all of the Pages in your Business Manager.
5. Click on the Page that you want to add a Call-to-Action to from the list.
6. Click on the URL directly below your Page's name.

To add a Call-to-Action button to your Page:

1. On your Page's cover photo, click Create Call-to-Action.
2. Choose your Call-to-Action and the destination URL that you want to link to. We'll automatically choose the best destination based on your specified web address, but you can edit these suggested destinations.
3. Click Create.

Once you've created a Call-to-Action button, you can track the number of people who have clicked on the button.



Step 2

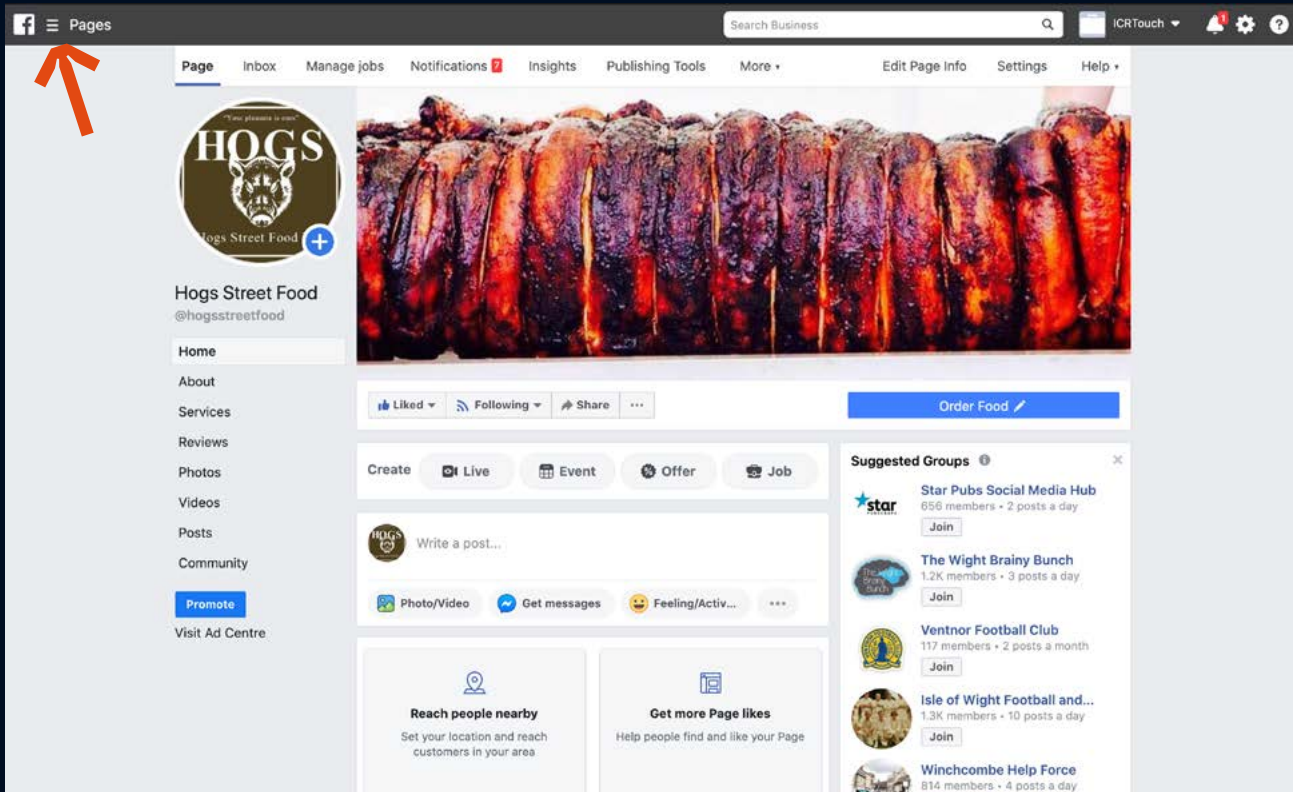
Adding a Call-to-Action button to your
Facebook Posts

How to add a Call-to-Action button to your Facebook Posts using Business Manager.

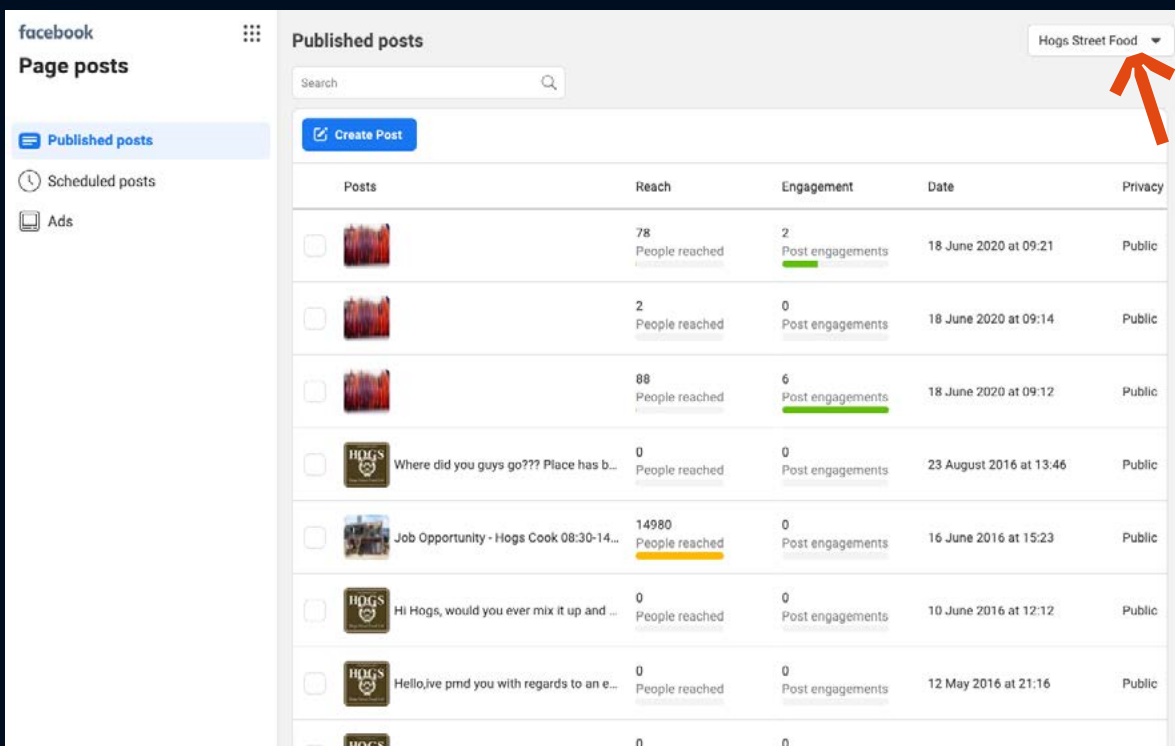
To add a Call to-Action button to your Posts:

Step 1. Access your Page through Business Manager.

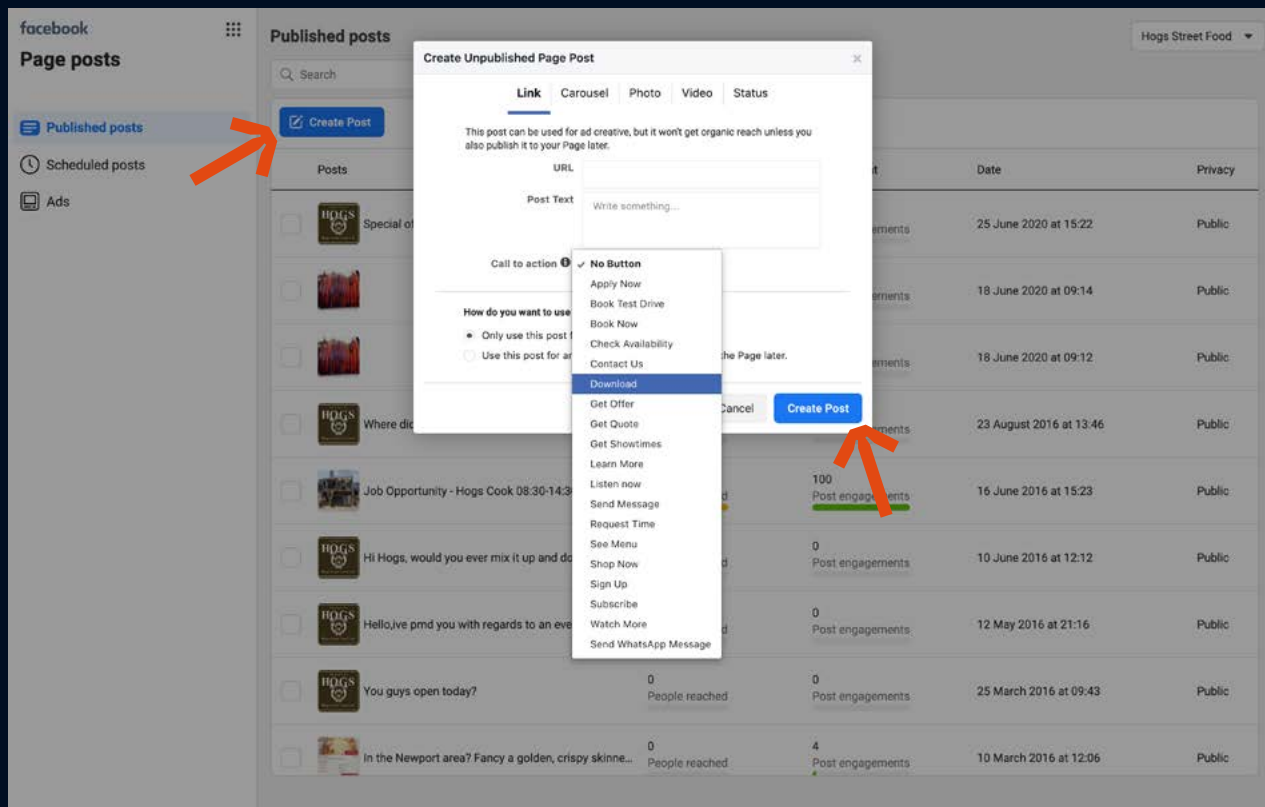
Step 2. Click the **hamburger icon** at the upper left-hand corner of the screen, scroll and click **Page Post**.



Step 3. Click the **Please Select a Page** button at the upper right-hand corner of the screen and select the page you'd like to post to, in this instance it's 'Hogs Street Food'.

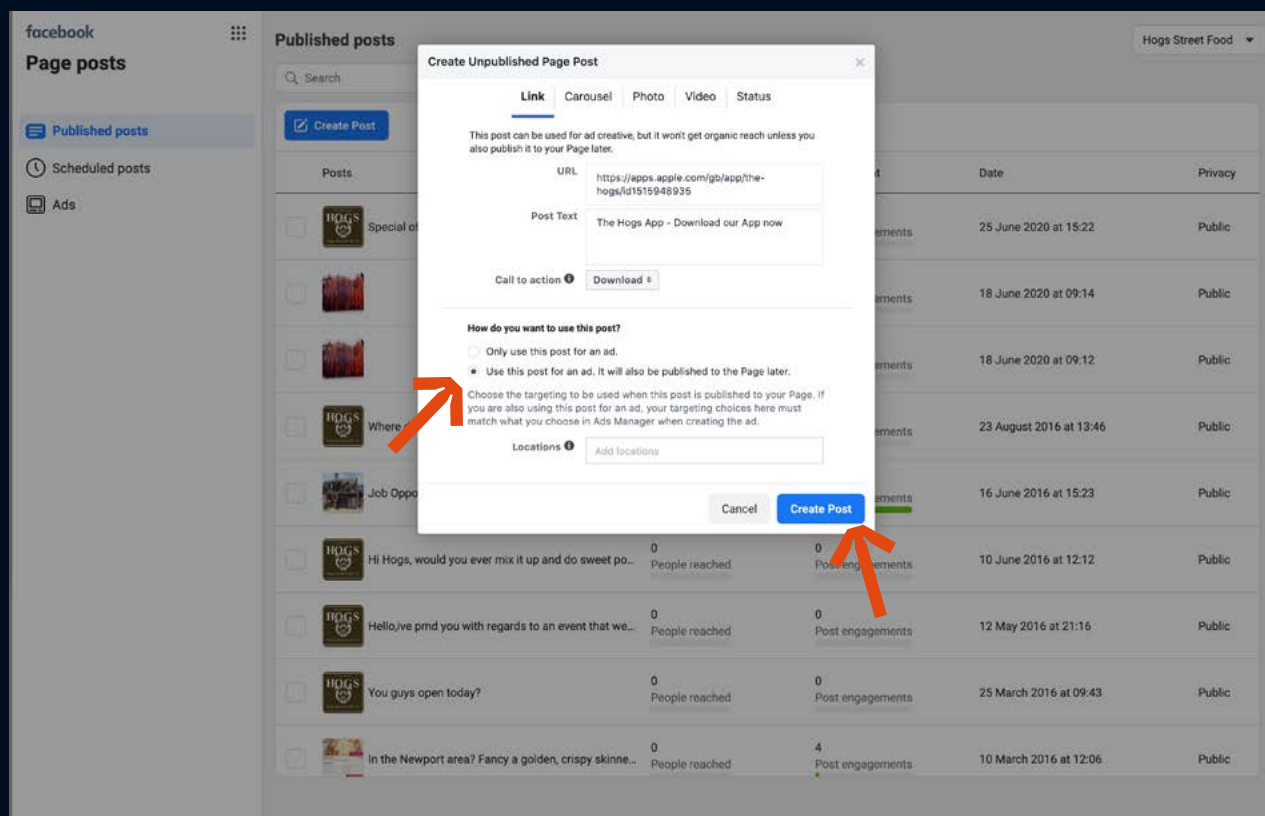


Step 4. Click the blue **create post** button on the left side of the screen. In this menu, select what type of post (link, photo, video, etc), write the content, and select your Call-to-Action button of choice at the bottom of the menu and then click create post.

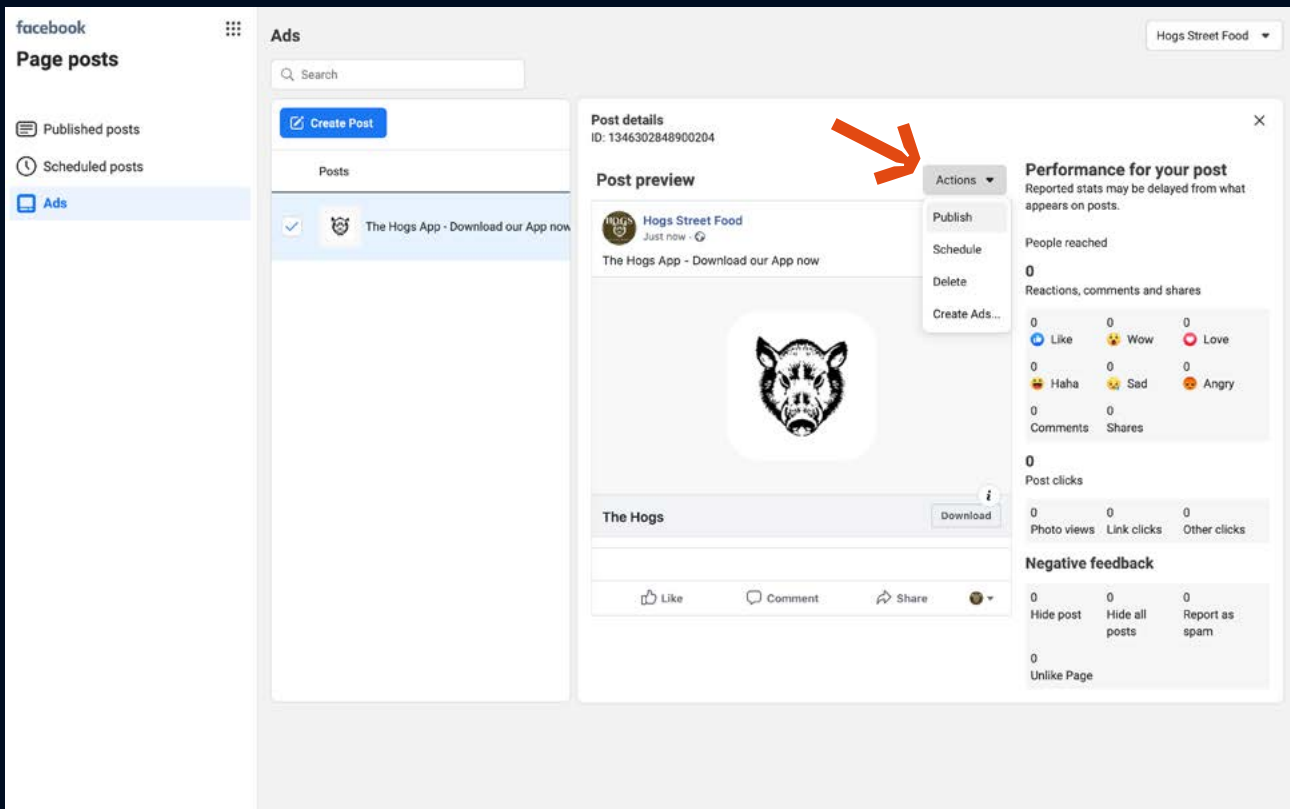


Step 5. Check the radio button to the left of the **“Use this post for an ad. It will also be published to the Page later”** option. This ensures that your new post will be immediately posted to your page, and not just saved as an ad.

At the bottom of the screen, fill in the language and location targeting options (optional) and click **Create Post**. You'll then be redirected back to the **Page Post** screen.



Step 6. On the Page Post screen, click the checkbox to the left of your new post and click the **Actions** button at the top of the screen. Choose **publish** from the drop-down menu, and your post will be immediately published to your Facebook page—phew!



Your Facebook post will look like this once it's live. Note the Call-to-Action button (Download) at the bottom right corner of the post.

