

Help Center

Top of Form

What can v	Search
------------	--------

Bottom of Form

Example: What is the Like button?

DealsExpand All

Download the Deals Guide for Businesses

About Deals

What is Deals?

Deals is a product that allows you to create deals on Facebook through...

Deals is a product that allows you to create deals on Facebook through a claimed Facebook Place. There are different types of deals you can create to achieve different business objectives, all of which are very simple to create.

</help/?faq=19052>

Was this answer helpful?

Top of Form



Yes	No
-----	----

Bottom of Form

Who can create deals?

Deals is available to a limited set of claimed Places. To see if you a...

Deals is available to a limited set of claimed Places. To see if you are eligible to create Deals, be sure to claim your Facebook Place.

</help/?faq=19054>

Was this answer helpful?

Top of Form



Yes	No
-----	----

Bottom of Form

How do I claim a Place to manage my business's presence on Facebook?

Search for your business name on www.facebook.com via the Search bar....

Search for your business name on www.facebook.com via the Search bar.

* If your business's Place already exists, click on it.

* If your business's Place does not yet exist, you'll need to visit the Place's physical location with your iPhone or go to touch.facebook.com on any HTML-5 enabled device. You can find out how to create a Place [here](#).

At the bottom left of your Place there will be a link that says "Is this your business?"

Click on the link and you will be directed to a claiming flow. We will ask you to verify that you are the owner through a phone verification process, or you may be asked for document verification.

Once your claim is confirmed, you will own your Place on Facebook.

</help/?faq=19056>

Was this answer helpful?

Top of Form



Yes	No
-----	----

Bottom of Form

I have questions about Facebook Places.

To learn more about Places, please visit the Places for Advertisers se...

To learn more about Places, please visit the Places for Advertisers section of the Help Center.

</help/?faq=19080>

Was this answer helpful?

Top of Form

|||

Yes	No
-----	----

Bottom of Form

Creating Deals

How do I create a deal?

Creating a deal is an easy, three-step process. For more information o...

Creating a deal is an easy, three-step process. For more information on how to create a deal, please click here.

</help/?faq=19057>

Was this answer helpful?

Top of Form

|||

Yes	No
-----	----

Bottom of Form

How much does it cost to create deals?

Deals are currently free to create. In the future, the product, produc...

Deals are currently free to create. In the future, the product, product availability, and pricing are all subject to change.

</help/?faq=19058>

Was this answer helpful?

Top of Form

|||

Yes	No
-----	----

Bottom of Form

What types of deals can I create?

There are four types of deals you can create. Individual Deal: You c...

There are four types of deals you can create.

Individual Deal: You can offer this type of deal to both new and existing customers. You may create Individual Deals when you want to launch a new product, get rid of excess inventory, offer seasonal incentives, or simply get more people into your store.

Friend Deal: Friend Deals allow you to offer discounts to groups of up to 8 people, when they check in together. Friend Deals are a great way to build even more exposure for your business because more stories are generated when multiple people check-in.

Loyalty Deal: To focus on rewarding your most loyal customers, create a Loyalty Deal. These deals may be claimed by customers only after a certain number of check-ins. Depending on your business, the number of check-ins may vary. Please note that you must create a deal that is redeemable after no fewer than two and no more than 20 check-ins.

Charity Deal: Create a Charity Deal to make a donation to the charity of your choice. This is a great way for your business to give back to the community while adding a human touch to your business.

</help/?faq=19067>

Was this answer helpful?

Top of Form



Yes	No
-----	----

Bottom of Form

Why should a business create a deal?

Deals can help you engage with your customers and grow your business....

Deals can help you engage with your customers and grow your business. Deals allow you to reward loyal customers with discounts and other special offers, so you can build valuable relationships with this influential audience.

In addition, Facebook users have 130 friends on average, which means that if someone checks in to your business and you're offering a deal, their friends have the opportunity to hear about it through word of mouth marketing that is generated naturally on Facebook.

Lastly, over 200 million people use Facebook on their mobile devices and they are looking to discover

what's happening nearby. By offering a deal, you give these new potential customers great reasons to stop by your business.

</help/?faq=19068>

Was this answer helpful?

Top of Form

|||

Yes	No
-----	----

Bottom of Form

How do I create a successful deal?

We've created best practices to help guide you when creating your own...

We've created best practices to help guide you when creating your own deal. Please review our best practices and guidelines.

</help/?faq=19069>

Was this answer helpful?

Top of Form

|||

Yes	No
-----	----

Bottom of Form

How long does it take to get a deal approved?

Deals will be reviewed within 2 business days. You'll receive an email...

Deals will be reviewed within 2 business days. You'll receive an emailed notification when your deal is approved or disapproved.

</help/?faq=19070>

Was this answer helpful?

Top of Form

|||

Yes	No
-----	----

Bottom of Form

My deal was not approved. Why?

Please make sure you are offering people high value deals. We recommen...

Please make sure you are offering people high value deals. We recommend that you follow our best practices, as well as our formatting guidelines. After reviewing your deal, you may submit it again for review.

</help/?faq=19071>

Was this answer helpful?

Top of Form

...

Yes	No
-----	----

Bottom of Form

Why do deals need to be reviewed?

All deals are reviewed to ensure a good customer experience. Please no...

All deals are reviewed to ensure a good customer experience. Please note that poor quality deals and abuse of the deals product may result in deal rejection or removal.

</help/?faq=19072>

Was this answer helpful?

Top of Form

...

Yes	No
-----	----

Bottom of Form

What if my deal is going to be issued across multiple store locations?

Deals that are to be run across multiple store locations require more...

Deals that are to be run across multiple store locations require more advanced planning because you'll need to create the same deal for each individual Facebook Place. In addition, advanced preparation gives you time to properly communicate the logistics and redemption terms with different store locations and employees. This ensures that you provide a consistent customer experience across all your businesses.

</help/?faq=19073>

Was this answer helpful?

Top of Form

|||

Yes	No
-----	----

Bottom of Form

I can't create a deal. When will Deals be more widely available?

Deals is currently in beta and is available to a limited set of claime...

Deals is currently in beta and is available to a limited set of claimed Facebook Places. Your business is important to us and we hope to make Deals more widely available in the future so that you can take advantage of this product.

Be sure to claim your place on Facebook now. Claiming a place makes it easier to control your business's information on Facebook, and gives you the opportunity to create a deal in the future when Deals is more widely available. Click [here](#) to learn how to claim your Facebook Place.

</help/?faq=19074>

Was this answer helpful?

Top of Form

|||

Yes	No
-----	----

Bottom of Form

Managing and Promoting Deals

Can I offer more than one deal at a time?

No. You can only create and run one deal at a time.

No. You can only create and run one deal at a time.

</help/?faq=19076>

Was this answer helpful?

Top of Form



Yes	No
-----	----

Bottom of Form

How will customers discover my deal?

People can discover your deal when they are in your neighborhood brows...

People can discover your deal when they are in your neighborhood browsing Facebook on their mobile devices looking for places nearby. In addition, when someone checks into a business offering a deal, News Feed stories are generated about it and their friends can see these stories on Facebook. This type of discovery generates awareness for your business through word of mouth marketing.

</help/?faq=19077>

Was this answer helpful?

Top of Form



Yes	No
-----	----

Bottom of Form

How can I promote my deal?

If you have a Facebook Page or Place, update your status to let people...

If you have a Facebook Page or Place, update your status to let people know about the deal.

You're welcome to create ads to run on www.facebook.com to mention the deal that you're offering. If you choose to run a Facebook Ad for your deal, we recommend linking users to your Facebook Page or Facebook Place, highlighting your deal's key points in your title and body, and making sure you target your ad to the correct local demographic. It's not possible to link an ad directly to a deal.

</help/?faq=19078>

Was this answer helpful?

Top of Form



Yes	No
-----	----

Bottom of Form

Will Facebook help me train my employees in the store?

You are responsible for creating and managing the deals you run. We en...

You are responsible for creating and managing the deals you run. We encourage you to take the time to train your employees on any deals you plan on running so that they're familiar with the offers and the customer's claim experience.

</help/?faq=19079>

Was this answer helpful?

Top of Form



Yes	No
-----	----

Bottom of Form

Can a franchise claim multiple businesses?

Yes. Each store location's Facebook Place will need to be individually...

Yes. Each store location's Facebook Place will need to be individually claimed. Learn how to claim a Place here.

</help/?faq=19081>

Was this answer helpful?

Top of Form



Yes	No
-----	----

Bottom of Form

I'd like to provide product feedback on Deals.

We value your input. Please enter your feedback here: <http://www.facebook.com/dealsfeedback>

We value your input. Please enter your feedback here:

<http://www.facebook.com/dealsfeedback>

Please note that while we will read all of your feedback, we will not be able to respond to individual inquiries.

</help/?faq=19082>

Was this answer helpful?

Top of Form

...

Yes	No
-----	----

Bottom of Form