



# facebook Marketing Made Easy

Your Quickstart Guide to Grow Your Business  
with Facebook



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## Introduction:

Thanks for buying from us and welcome to the latest and highly effective **Facebook Marketing Made Easy** Training Guide, 100% created by the masters of the **NEW, Unique and High Quality PLR-Trainings Factory: HQplrStore.com**. The



complete and high quality training that will surely guide you to easily and effectively position your online or offline business over Facebook in no time.

This Facebook Training Guide is going to expose the exact strategies that will **take you by the hand and position your business over the largest and most used Social Media Site ever**, in the shortest possible time.

You will be able to quickly and safely build a huge army of clients or customers 100% targeted to your business. You will be able to effectively contact your new and existing clients or customers in order to scale your business into a whole new level of success.

## 8 Simple Steps are All That You Need

8 very easy to follow steps are more than enough to get you where you really want to be.

- You don't have to worry anymore about wasting your time.
- You don't have to worry anymore about old and ineffective Facebook Marketing Strategies that are still on the web.

The only thing you have to be worry about is to read every single word of this guide and apply it.

You will have a lot of screen pictures as well that will show you specifically about every step of the process. Having access to the Facebook Video Training Guide will make every step a lot easier.

Millions of dollars have been invested in Facebook during a short period of time in order to give outstanding benefits to you and your business. Facebook has a lot of great and powerful tools that will give your business a whole new level of interaction with your potential customers or clients and this course will show you the best ones.

But all this information about these great functions Facebook actually offers to its users can certainly be overwhelming. For that reason **this excellent course will take you by the hand and show you step by step, topic by topic and tool by tool what you really need to know** in order to position your business on Facebook the easiest way possible, using the most effective tools and in the shortest time possible.

After you read this course you can certainly say that you finally know the most effective strategies you need to apply in order to establish your brand on Facebook and scale your business into a whole new level that will never be the same again. Facebook is amazing and you will see why we are so confident in saying that.

We are so excited to be part of a new Successful Business Story: **Your Story**.

To Your Success,

**Josh Reed**

# Chapter I: The History of Facebook

Facebook is the largest online social networking site in the whole planet, now crossing the mark of having 1.000 million users worldwide. Its name comes from the colloquial name given to the book that students get at the start of a new academic year in some universities in the U.S.

Mark Zuckerberg, together with his college roommates at the Harvard University (Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes) created Facebook back in February 2004, of course not having any idea of the marvelous growth it has had in the world today. Facebook is a \$100 billion value creation that is now freely and easily available to anyone and especially to any business as well.

My intention here is not to bore you with history and all that, so here you have the principle history aspects that you really need to know about Facebook and why it is such a great vehicle to use to scale your business to a complete new level of social interaction with your existing and potential customers and clients.

## Important Facebook Events:

- The predecessor of Facebook back in 2003 was called Facemash
- Facemash attracted 450 visitors and 22,000 photo views in its first four hours online
- Facemash was not a success because of Legal problems, that's how Facebook was created in 2004
- At the beginning, its online address was thefacebook.com

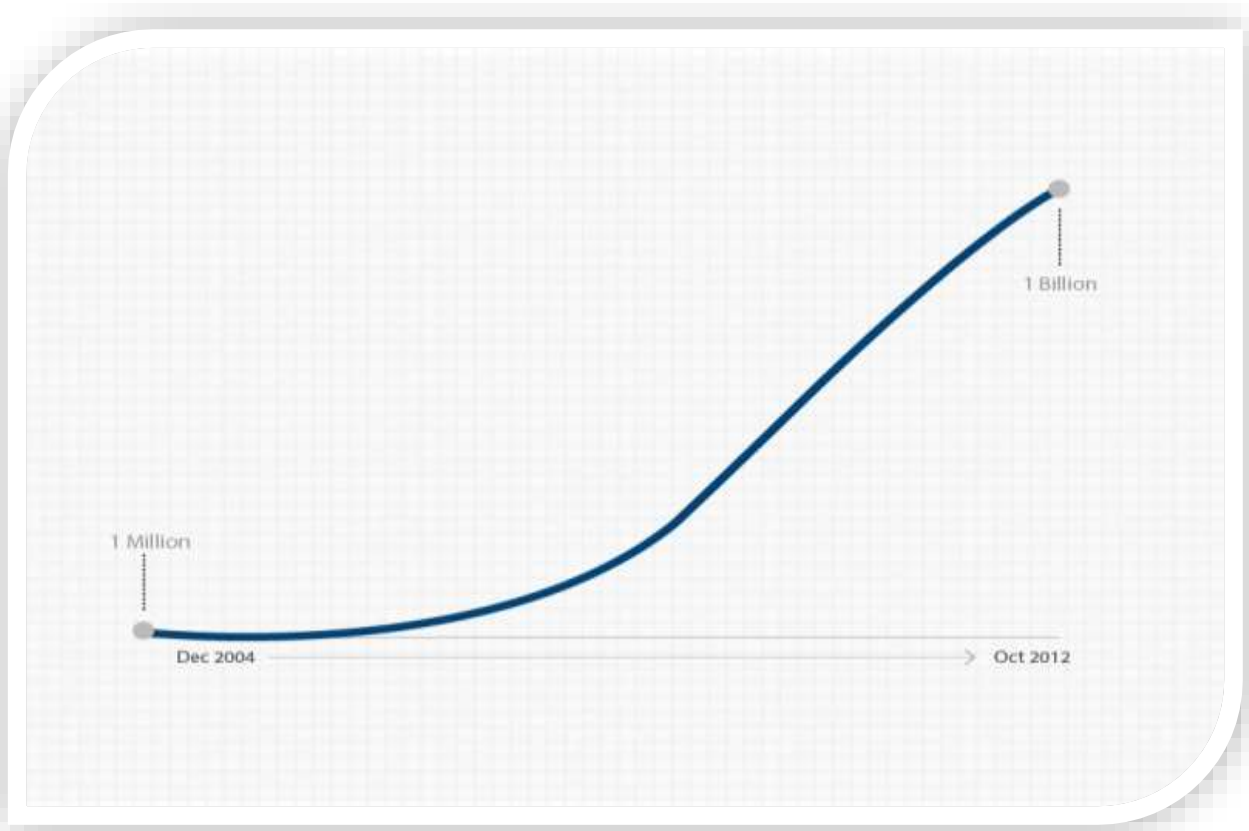


- Facebook was a website initially limited to Harvard students, and later was expanded to other colleges.
- Facebook continued its expansion by giving access to high school students in 2005. In that same year, Facebook decided to register a new domain name called facebook.com, which was worth \$200.000
- Accel partners invested more than \$12 million in Facebook back in 2005; Jim Breyer invested \$1 million as well.
- On 2006, Facebook decided to allow anyone 13 years or older to create an account.
- On October 2007, Microsoft invested \$240 million in Facebook for advertising, rising Facebook's implied value up to \$15 billion.
- On January 2008, Facebook was ranked as the most used social networking service.
- In November 2010, Facebook's value reached the \$40 billion mark, surpassing eBay and becoming the third largest U.S. Web company.
- More people visited Facebook than Google for the week ending March 13, 2010
- In March 2011, striving to boost cyber security, Facebook decided to remove 20,000 profiles every single day for various infractions like spam, inappropriate content and underage use.
- Facebook started trading on the NASDAQ on May 2012, in that same year Facebook announced App Center, an online mobile store which sells applications that connect to Facebook.
- Actually in 2013 as well, Facebook announced Graph Search, which provides users with a precise answer rather than a link to an answer.



# Chapter II: Why to Use Facebook?

## Facebook Crossed 1 Billion Users!



Facebook has become the number 1 website in the world as of 2013

Finally, here you see how fast this absolutely amazing social site has grown in less than a decade.

Date	Active Users
August 26, 2008	100,000,000
April 8, 2009	200,000,000
September 15, 2009	300,000,000
February 5, 2010	400,000,000
July 21, 2010	500,000,000
January 5, 2011	600,000,000
May 30, 2011	700,000,000
September 22, 2011	800,000,000
April 24, 2012	900,000,000
October 4, 2012	1,000,000,000
March 31, 2013	1,110,000,000

## I Dare You to Make the Following Test:



Take a moment at the TV and watch how in almost every commercial, you will see how a company or people ask you to check out their Facebook page and be part of their community.

And even more impressive is the fact that if you ask all of your friends if they already

have a Facebook account, I'm absolutely sure that 7 out of 10 will say yes. Do you think that it will be a lot easier to find all of your existing and potential clients and customers using Facebook? I'm sure you do.

I'm absolutely sure that if you ask those friends what they use the most when they are online: Facebook, Google or Email, I'm so confident they will say Facebook.

Facebook is everywhere. Actually Facebook.com is the top sites on the planet. Yep that's correct, Facebook is listed just behind Google, according to Alexa.com and has continues to make huge leaps in 2014.

So this is your chance to make the most out Facebook by applying every one of the following techniques that will surely skyrocket your business' online presence in a matter of days.

## Eye Opening Facebook facts:

There are over 1 billion people on Facebook and more than 500,000 login each and every day	
	5 new Facebook profiles are created every second. That means new potential clients and customers join Facebook constantly
On average, users spend 20 minutes per visit. This is plenty of time for you to reach them with your business.	
	510,000 comments are posted every minute. This means potential engagement and viral power.
42% of marketers say Facebook is critical or important to their business.	
	Some universities have stopped distributing e-mail accounts. Guess why?

<p>53% of shoppers who click through from a Facebook Page make a purchase. That is a significant amount of commercial power.</p>	
	<p>Consumers who follow a link to a retail site from Facebook spend an average of \$100. That means Facebook traffic is valuable for businesses, don't you think?</p>
<p>51% of fans are more likely to purchase from brands they "like" on Facebook, so you better make sure many people like your business on Facebook.</p>	
	<p>Here in 2013, a Facebook fan (like) is worth an average of \$175, varying from brand to brand. This is a 28% increase from 2010.</p>
<p>68% of marketers say Facebook ads are effective in fan and customer acquisition. Do you think they are making some money out of it? Of course they are.</p>	
	<p>The ROI of social media ensures that your business will still exist in 5 years. If that's what you want, you just need to create a Facebook page for your business.</p>

We don't have a choice. The question isn't whether we do social media; the question is how well we do it. In this Highly Effective Facebook Training guide you will know exactly what to do.

# Chapter III: What exactly is a Facebook Page?

A personal Facebook account is something completely different from a Facebook page.

A Facebook page is a web page you create and connect to the Facebook platform. A personal Facebook account is simply an account for personal use. A Facebook page is what was called a “fan page” when it originated.

In order to create a Facebook page, it is not necessary to have a personal Facebook account. You can create it inside of your personal Facebook account or as a separate and new Facebook business account; however, there is no connection whatsoever between your personal Facebook account and your Facebook pages except for administrative purposes.

And yes, it is possible to create multiple Facebook pages.

The big differences and great benefits between them are:

Personal Facebook Account	Facebook Page
✓ Personal use	✓ Various topics Informational use
✓ Interaction with your own friends and family.	✓ Interaction with clients and people sharing same passions.
✓ Limited to 5,000 friends to interact with	✓ Unlimited reach to interact with who decides to “Like” the page.

You can name the URL of your Facebook page however you want. This gives your page an incredible buzz and makes it more detectable for search engines across the Internet. Looking like this:

<https://www.facebook.com/youreallycoolfacebookpage>

The newest Facebook technology for its pages is called a Timeline--a more organized and powerful set of tools which allow viewers to browse your Facebook history by year.



This includes videos, posts, links, and images you published, and is organized by day, month, and year. This is a brilliant way to show people what your business is all about and how great it has become since its beginning.

You can create any kind of Facebook page about any topic of your choice--Local Business or Place, Company, Organization or Institution, Brand or Product, Artist, Band or Public Figure, Entertainment and Cause, or Community.



Now let me break down a particularly successful example of a Facebook page.  
The official Facebook page of amazon.com.

<https://www.facebook.com/Amazon?fref=ts>



## 1. Cover Image

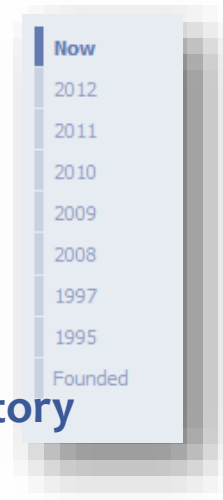




## 2. Profile Picture



## 3. Time in History



# Amazon.com

18,231,398 likes · 104,328 talking about this · 11,198 were here

4. How many people have “liked” this page and has shared it with their friends



5. Button where you may agree you “Like” this page.

6. This is where you may contact the admin of the page.

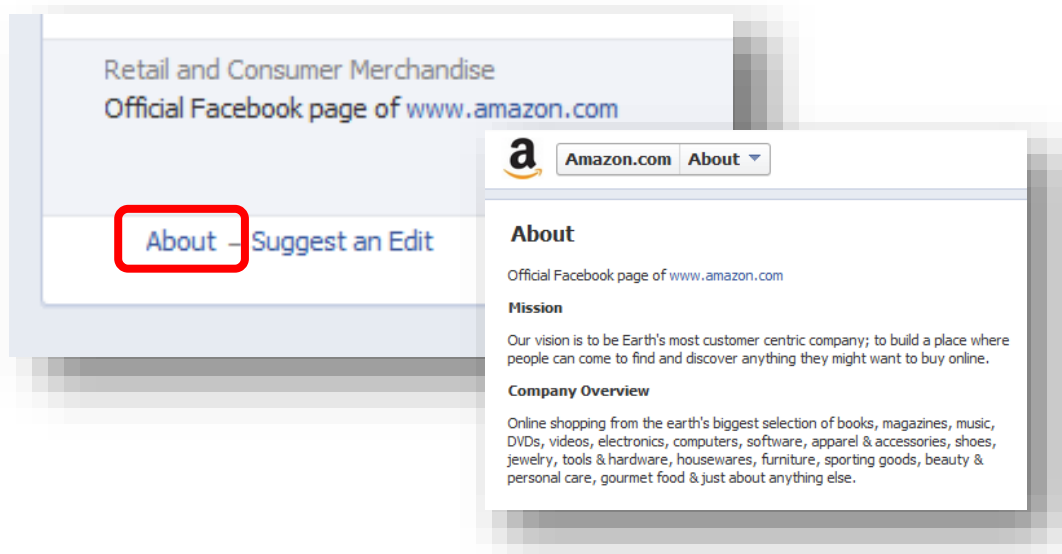
## 7. Facebook Page type and Description

Retail and Consumer Merchandise  
Official Facebook page of [www.amazon.com](http://www.amazon.com)

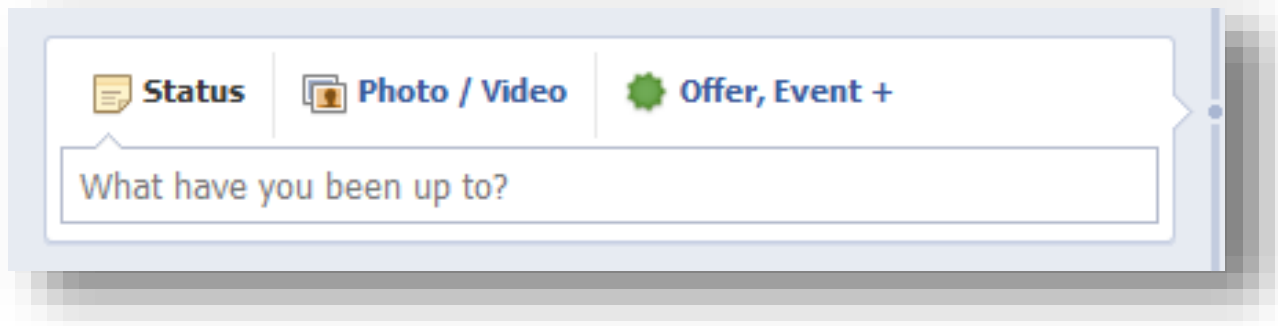
## 8. Facebook Tabs for the Apps



## 9. About Section



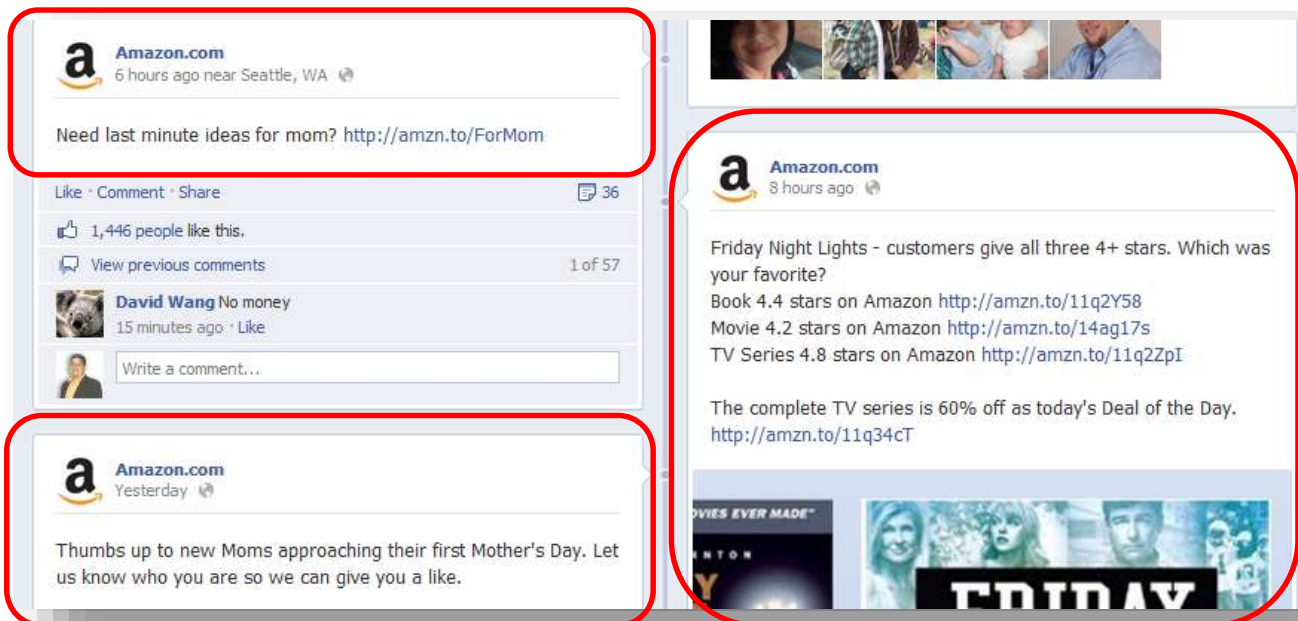
## 10. Posting Box



## 11. Friends of yours that already “liked” the page



## 12. Posts already made by the Administrator of the page



Well I guess that's enough for a really clear example of a Facebook Page or Timeline. Now is the time to create your own Facebook Page.

Remember that in order to create a Facebook Page you will need to have access to a free Personal Facebook account. If you don't have one (which would be weird) you can just start by creating the Facebook Page and they will give you the chance to create one as part of the process.

The following chapters will be what you really need to in order to do a step by step process in order to establish your Business over Facebook the easiest way possible, and in the shortest time. Here you will find the most necessary components of a highly successful Facebook Marketing Campaign.

# Chapter IV: The 8 Steps to Facebook Marketing Success

Here are the 8 important steps I am going to explain in detail inside this guide:

**Step 1:** Pick Your Topic... Identify your target market...

**Step 2:** Create a Facebook Page Account... the right one...

**Step 3:** Create your cover image... not breaking the rules...

**Step 4:** Create your profile picture... avoiding confusion...

**Step 5:** Create the “About” section... engaging the visitor

**Step 6:** Using Facebook tabs... absolutely amazing...

**Step 7:** Posting... getting the most out of it...

**Step 8:** Getting “Likes”... quickly and safely

## Step 1: Pick your Topic... Identify your target market...

The first thing you need to do is clarify what your business is all about, what your brand is, and what your purpose is in the marketing world. The following questions will help you to clarify and understand what the marketing vision of your business is all about.

**What kind of people are you trying to reach?** I'm really sure you already know the type of people that your services are directed to. You see them constantly, they contact you as well if necessary, and that will tell you what kind of person are they and how you can treat them.

**What do they look like?** Are they big or small? Male or female? Old, young or middle-aged?

**What are they looking for?** What is the final goal they are after based on the service you provide? What feeling are they trying to reach with it? Do they need it to feel happy? Do they need it to survive? A lot of needs must be taken care of for a person to survival.

**What do you actually do for them?** Maybe you are already offering a service for that audience. That will give you a great vision of what exactly you need to inform any new people that fit into that same audience.

**What kind of information would they be interested to know about and pay for?** You already know the needs of your customers; you know exactly what kind of information will be highly helpful to them in order to help them to satisfy those needs. Why don't you just create a great info-product about it?

**How much money are they actually paying you for it?** Knowing how much you usually charge them for your service is a very important indicator, because if you decide to create a product like a report, a video training, software or something

directly related to your audience, you may simply be able to figure out the price tag you can easily stamp to it.

**How would they like to reach that content?** Is it Video, Audio, Written, or Blogging?

This is important to know. You may just think about it. Think on their limitations to read, hear, watch or use the computer. If they can do everything you can just ask them what they would like to know about stuff. Do they like to read? Do they like to watch videos? Do they like to hear audios?

**Where are they from?** Maybe you have an audience that comes from other cities or even countries. That will happen a lot on Facebook. You need to target every one and adapt your information to all of them at the same time.

**What are your competitors offering to your audience?** In the marketing world it is very important to study the competition that targets your exact audience. What do they generally offer? What things do they offer that you don't? Do they have more clients? Do they work additional hours? Do they cover a lot more needs than you?

**Can you offer a better service/product than your Competitors?** Once you know everything about your successful competitors you can just offer the same thing, but with your personal touch plus a lot more great things that they are not offering. You can have special offers, free samples, free call consultation, special discounts, etc.

These questions are very important in deciding how to establish your business over Facebook. You can position almost any kind of business over Facebook because Facebook is more than just a website or a service; it is a large audience of people with real human needs who are waiting for you and your service to satisfy them.

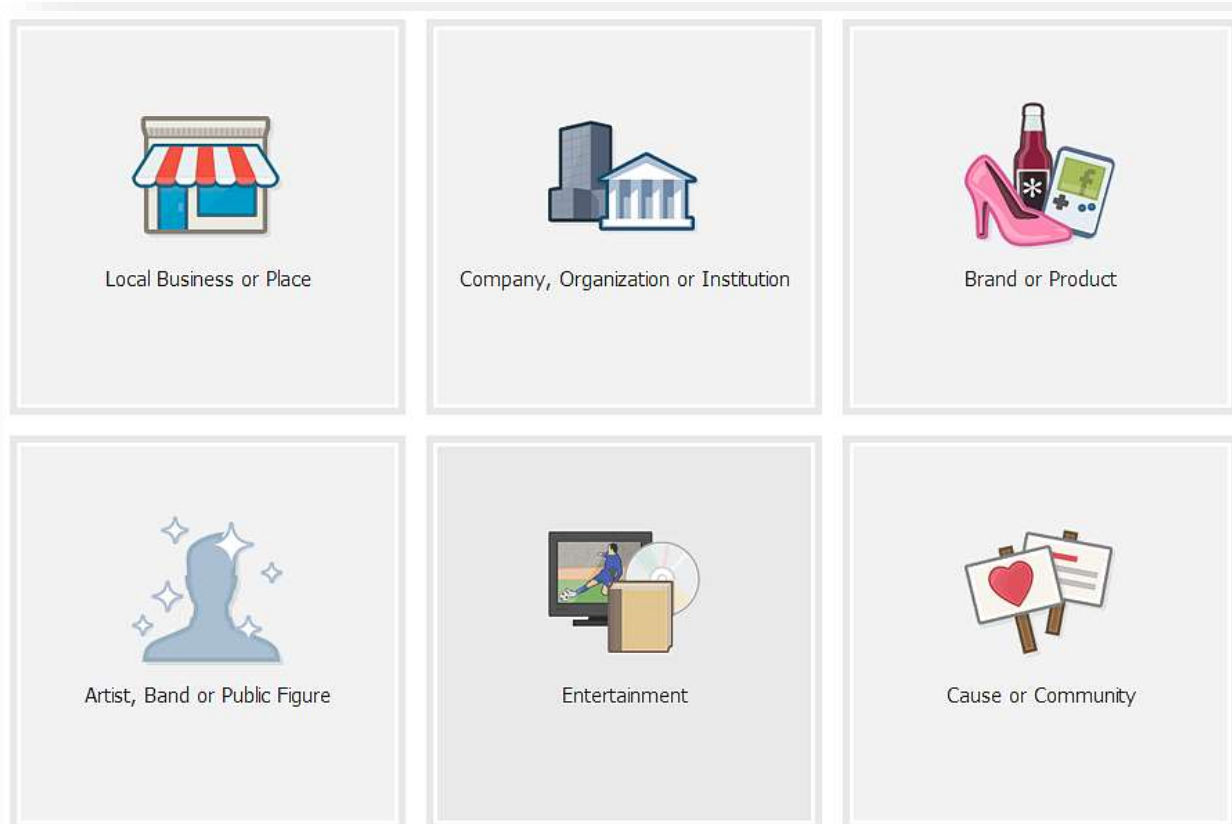


## Step 2: Create a Facebook Page... the right one...

This is the URL you can use to have direct access to the Facebook page creation interface.

<https://www.facebook.com/pages/create>

Here you see the interface; you just need to pick an option according to your business.

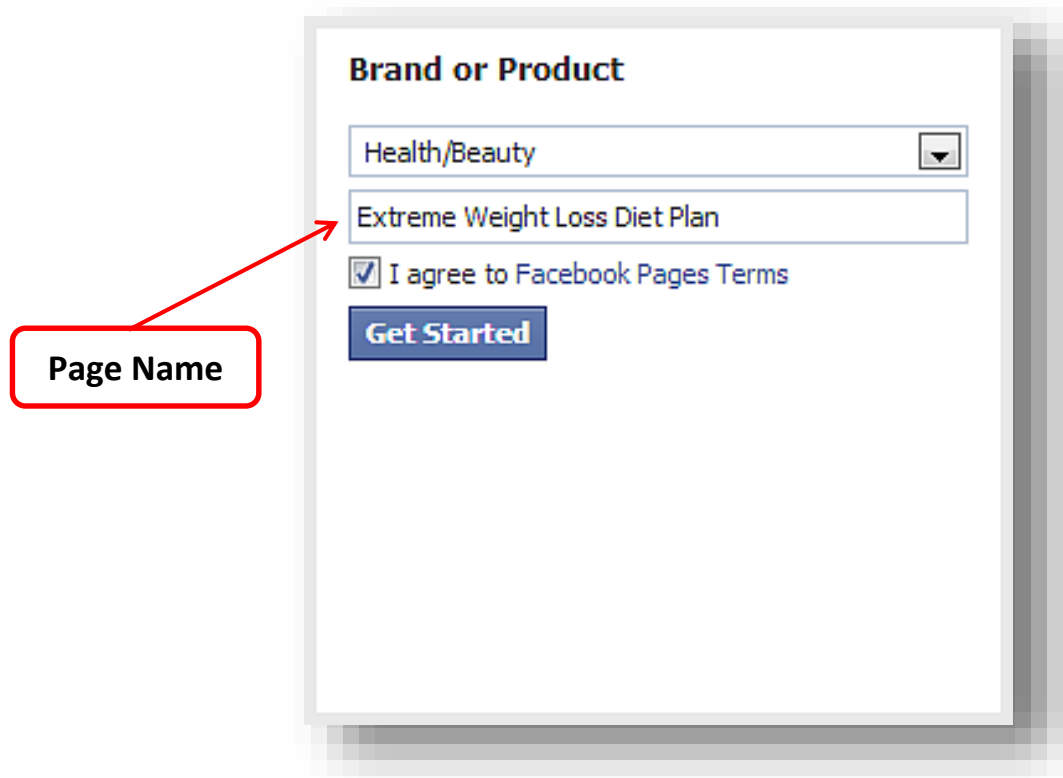


There are many categories you can base your Facebook Page on. This is a very important section because it will be the beginning of something great for your business, and it is essential that you do it correctly.

The category you select here will define the “Type of Page” you will create for your business on Facebook.

There are 3 important things you should know before going on to the next step of the creation process:

1. **The Category.** You will be able to edit your Category at any time inside the administration panel.
2. **The Page Name.** You will be able to change your Page Name only if the page has fewer than 200 likes, after which you won't be able to change it again.
3. **The Facebook Pages Terms:** Please carefully read the Facebook Pages Terms so that you don't break any rules and Facebook doesn't shut down your page at any time. It's short enough, so please read every word! Check this little box once you have read the terms and then click “get started.”



The screenshot shows a form titled "Brand or Product". It contains a dropdown menu with "Health/Beauty" selected, a text input field with "Extreme Weight Loss Diet Plan", a checked checkbox for "I agree to Facebook Pages Terms", and a "Get Started" button. A red box labeled "Page Name" has an arrow pointing to the text input field.



Here you have two options. Either you can login and install your Facebook page inside of your personal Facebook account, or you can create a new and separate business account exclusively for your Facebook page.

Now the process will lead you to set up the “About” section.

**Set Up Extreme Weight Loss Diet Plan**

1 About   2 Profile Picture   3 Facebook Web Address

**Tip:** Add a description and website to improve the ranking of your Page in search.

Add a description with basic info for Extreme Weight Loss Diet Plan.

Website (ex: your website, Twitter or Yelp links)   Add Another Site

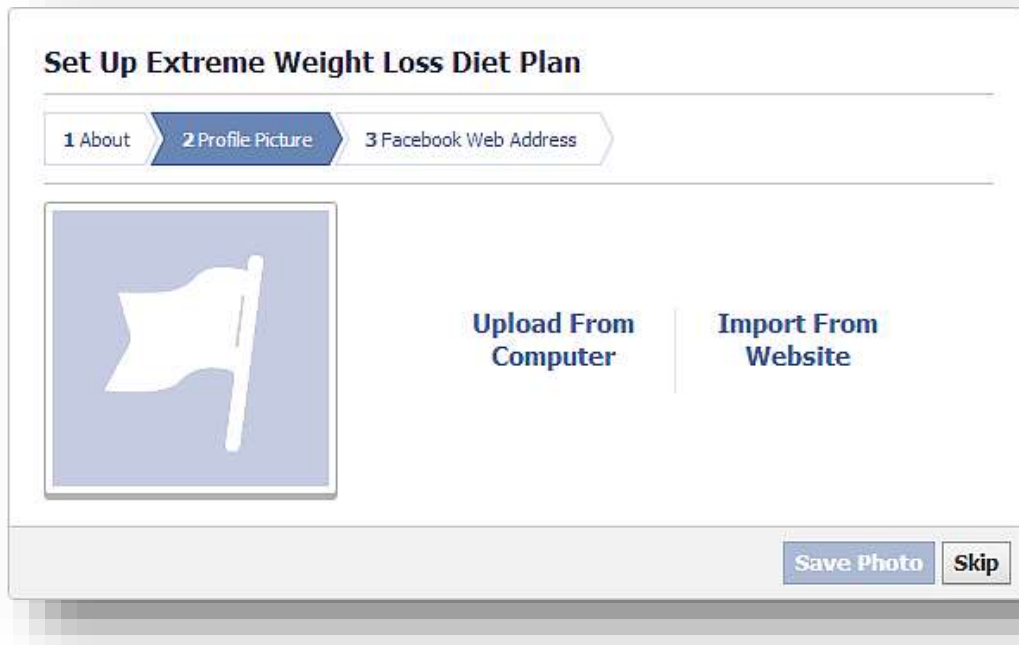
Is Extreme Weight Loss Diet Plan a real organization, school or government?  
This will help people find this organization, school or government more easily on Facebook.    Yes    No

Visit Help Center   **Save Info**

You can add it now but I will be talking about it in the coming chapters anyway, so you can just add a few words in there and leave it like that for now. I will show you how to create a highly effective “about” section on Step 5.

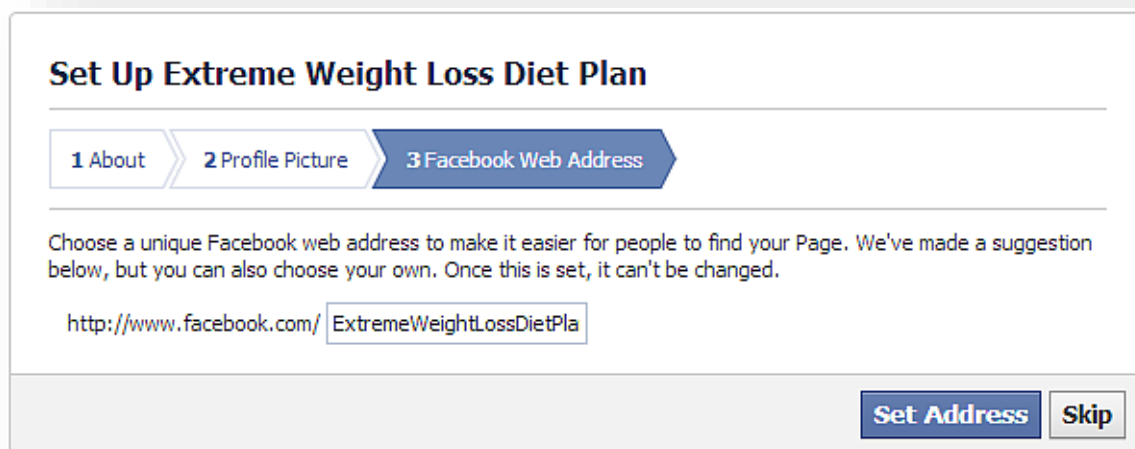
You can add the URL of your website now, and you may also inform Facebook if your Facebook Page is a real organization, school or government.

The process will lead you now to set up the “Profile Picture”.



You can add it now but I will be talking about that later as well, so click on “Skip” for now.

Finally, you will be able to add what is called the Facebook web address. This will give a great **search engine buzz** to your Facebook page because the address will be treated as an original Facebook page by search engines.



This is where I must give you some very important advice. I strongly recommend that you find a unique keyword to use as the web address for your Facebook page. If this is a page for your offline business, simply use the name of your company.

If it is about a topic, you can use various freely available keyword tools on the web to perform keyword analyses and pick phrases which people search for often.

<http://www.frogweb.at/google-suggestion-tool/>

Once you find your unique keyword, you can use it as your Facebook page name as well.

Now you can do two things: you can go right now to the Keyword Tool and find a unique and keyword, or you can just click on the “skip” button for now and do it later.

If you do it now, the username will be set up instantly, but If you decide to do it later you will need to have 25 likes before the username is set up. Either way, you will only be able to change that username once.

Because Facebook knows your page is brand new, it will prompt you to set up your payment information so that you can start advertising right away to get “likes.” You can do that later, however, because we need to take care of some other things before we begin advertising. Click the skip button.

Now you are done with Step 1. Let’s go to the next step and create the cover image for our brand new Facebook page.

## Step 3: Create your Cover Image



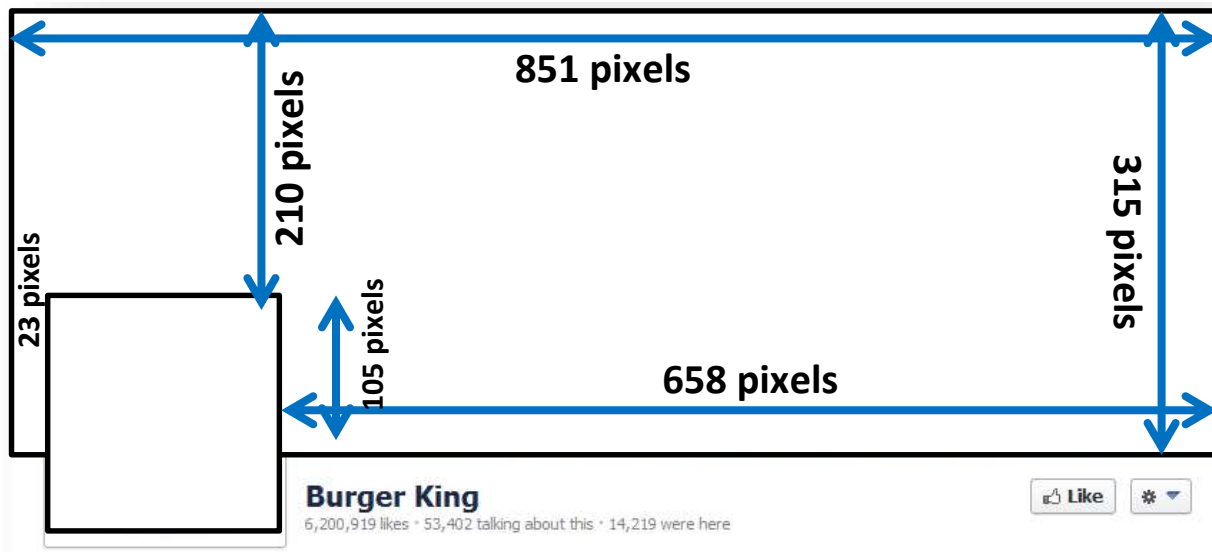
This will be the first thing your visitors will see once they get to your Facebook Page, so for that reason you really need to be really good at it so people may get an appropriate first impression.

There are some extremely important tips you really need to be aware of on creating your cover image:

- People will need to see what your Facebook Page is all about in just a few seconds.
- Use a call to action in your cover image. **Use arrows and other design elements to direct timeline visitors' eyes** to the Like button or to an app.
- Use images that show what your clients or customers really want, show the end result of your services right there in front of them. **Think of ways you can use visuals** to answer the question, "Why should a user become a fan of my brand?"
- Use colors related to your company logo, product or any other kind of object you would be working with in order to satisfy those needs. Everything will need to be related to what you are offering or selling.

- **Update your cover photo frequently**—once a month is ideal.
- **Coordinate your cover photo with your profile photo.**
- **Always include a photo description when you update your cover photo image, and in the description, provide links and a Call To Action.**

Right bellow you will see the exact dimensions for the Cover image:



You can create the cover image yourself. I prefer to trust in someone else's experience to do my graphics because I'm not very good at that at all. I may have a lot of experience on marketing online, but graphics are not for me.

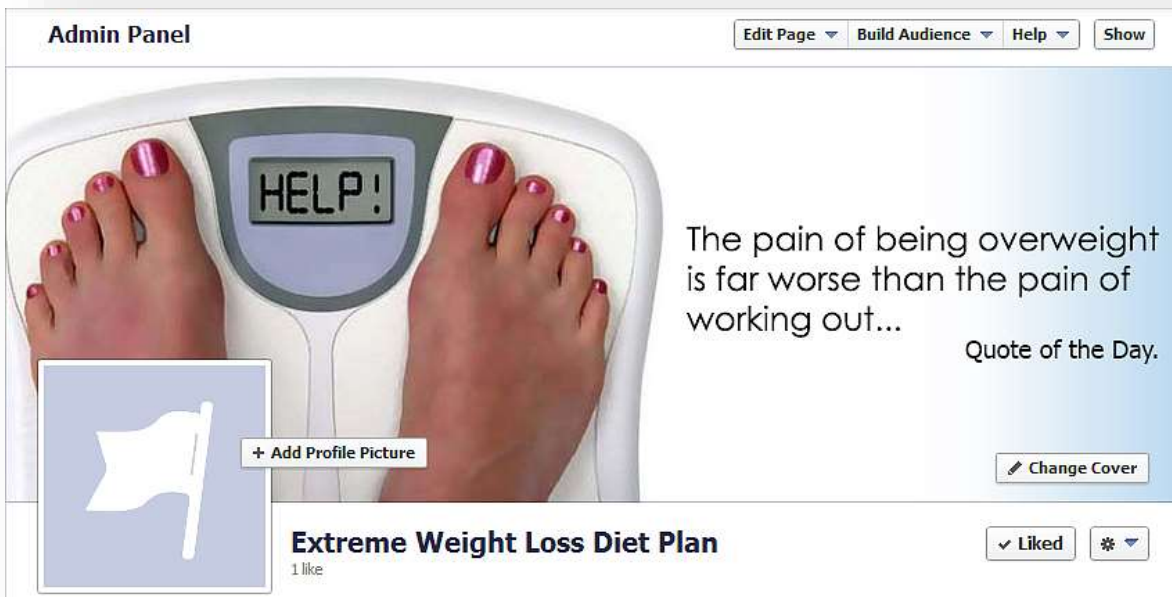
For that reason I trust this great service for creating my Cover Images. Go to the resources section in the bottom to outsource your work and save yourself a lot of time and frustration.



Here you see the Cover Image area without the image.



Click where says “Add a Cover,” upload your image or chose from photos you already have uploaded it before, “save changes” and that does it.



Now let’s see some great examples of cover images from the big companies. Let me tell you that those huge companies know what they do, they have get to where they are because they just do things right.



## Change with the Seasons



## Feature a Fan or Customer



## Feature What is New on your Menu





## Celebrate a Milestone



## Advertise a Sale



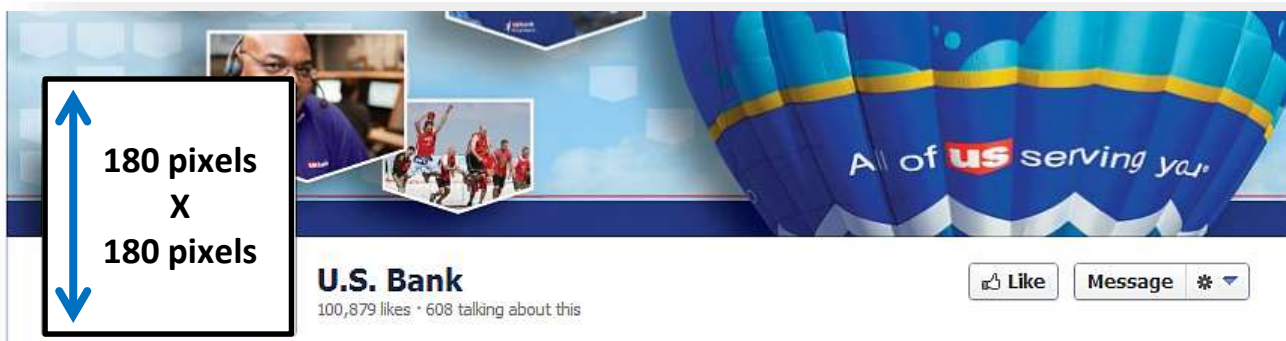
## Step 4: Create your Profile Picture... avoiding confusion...



The profile pic is the small image located at the left side corner of the Cover Image.

Some cool tips here will be:

- It is a great place to locate your logo, product or a photo of yourself.
- If your Cover Image doesn't show your logo, the profile picture should be the place where you should place it.
- If your cover image already shows your logo, you may use the profile picture to show your main product.
- The images should be clear and not confusing.
- And of course it should relate to the principal colors you are already using.
- Avoid the use of long phrases or text that is hard to read, or the size is too small to put a text that is smaller than a logo.



You can create the Profile Picture yourself too. As I told you, I prefer to trust in someone else’s experience to do my graphics. Go to the resources section in the bottom to outsource your work and save yourself a lot of time and frustration with the Profile Picture as well.


**Here you see the Profile Picture area without the image.**



Click where says “Add Profile Picture,” and then you can upload your image or chose from photos you already have uploaded it before, “save changes” and that does it.



Here you see some great examples as well:



Samsung  
**GALAXY S4**  
Life companion

**Samsung Mobile**

**Samsung Mobile** ✓  
21,704,179 likes · 1,720,387 talking about this

Like \* ▾



beyond definition  
**Sony 4K Ultra HD TV**

**SONY**  
make.believe

**Sony**  
4,010,099 likes · 89,518 talking about this · 1,204 were here

Like Message \* ▾



## Step 5: Create the “About” section... engaging the visitor...



This is where you will be able to explain in a few and simple words what your business or service is all about.

- You will have only 150 characters to show in this spot. Inside of it you will have a lot more space to write, but that small portion will be what everybody will see first and most of the time the only thing they will read as the description of your Facebook Page.
- For such a small place you should be really wise in choosing the words you use to grab visitors' attention quickly.
- If you decide to include a URL you can do so. You usually will put your domain name here, but if the URL happens to be too long, we advise you to use a shorter URL.
- A really cool advice here is to approach the reader more than yourself.

You just need to click in the “About” link. Then you click on “edit.” That will lead you to the “Basic information” interface. Write the information on the “Short Description” box. Include all your business information as well, but concentrate on the “short description” one. Finally, after you are done go down and click on “Save Changes.”

**Step 6: Using Facebook Tabs... absolutely awesome...**

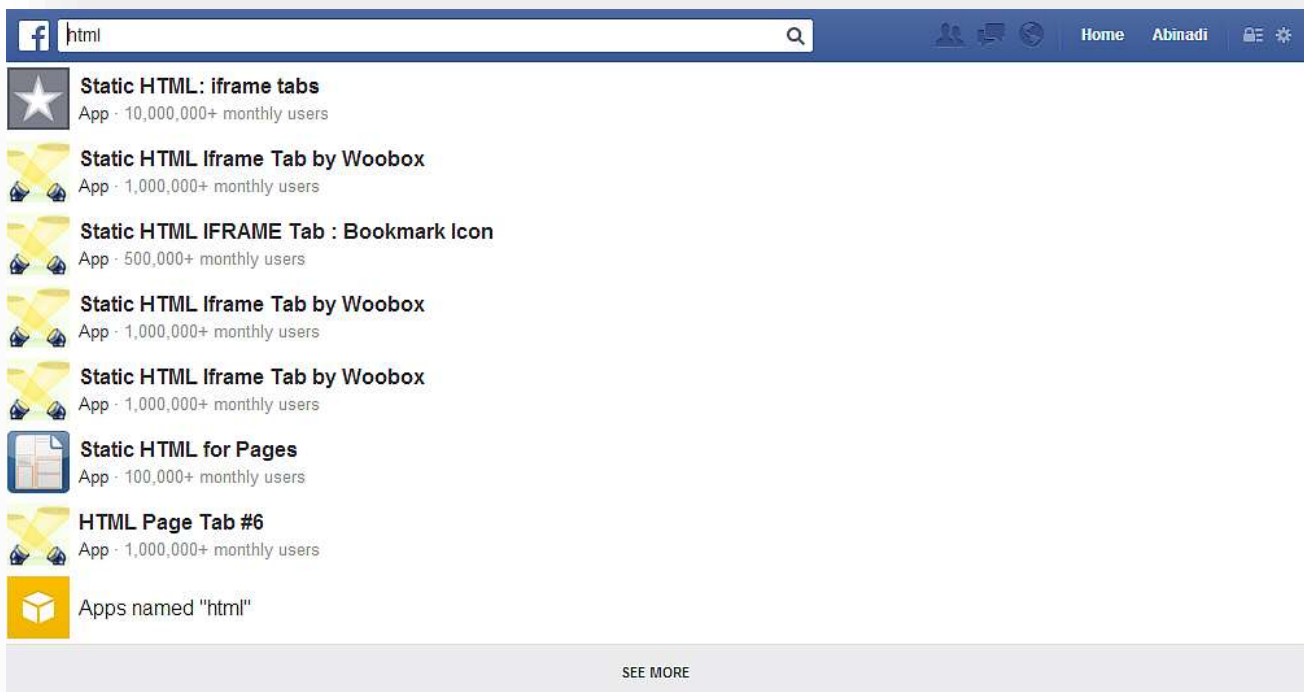
Facebook Tabs is where we may use an incredible arsenal of high technology marketing tools called “apps” that will convert your Facebook Page into more than a regular page. Facebook Apps are additional places where you may store highly useful places where people can enter and know more about special deals and information.



You may have a great set of additional pages with awesome functions all inside Facebook, so people don't go outside of your Facebook Page to interact a lot deeper about your business.

There are all kinds of Great Facebook Apps that you may use with amazing functions to be enjoyed.

You may install a new App to your Facebook Page by simply searching for one by typing in the search bar, **but remember to do it using your personal Facebook profile interface:**



There you see an example search using the word “html,” the intention of this search is to look for apps that we may use to create html pages inside our Facebook Page.

I will select the first one as an example.



## Static HTML: iframe tabs

Static HTML makes it simple to create powerful custom iframe tabs. We are **one of the largest providers of custom tabs on Facebook**, serving millions of pages.

[Add Static HTML to a Page](#)

After you add the app, go to your page and click on the Welcome tab to start editing.

Select the Facebook Page and click on “Add”:

### ★ Add Static HTML: iframe tabs to Extreme Weight Loss Diet Plan?

Add this application to:

Adding Static HTML: iframe tabs will let it pull your page's profile information, photos, friends' info, and other content that it requires to work. It will also add a box to your page and can publish Feed stories about your page.

[Add Static HTML: iframe tabs](#) or Leave Application

Static HTML: iframe tabs was not created by Facebook. By clicking 'add,' you agree to the Facebook Platform User Terms of Service. By using Static HTML: iframe tabs, you also agree to the Static HTML: iframe tabs Terms of Service.



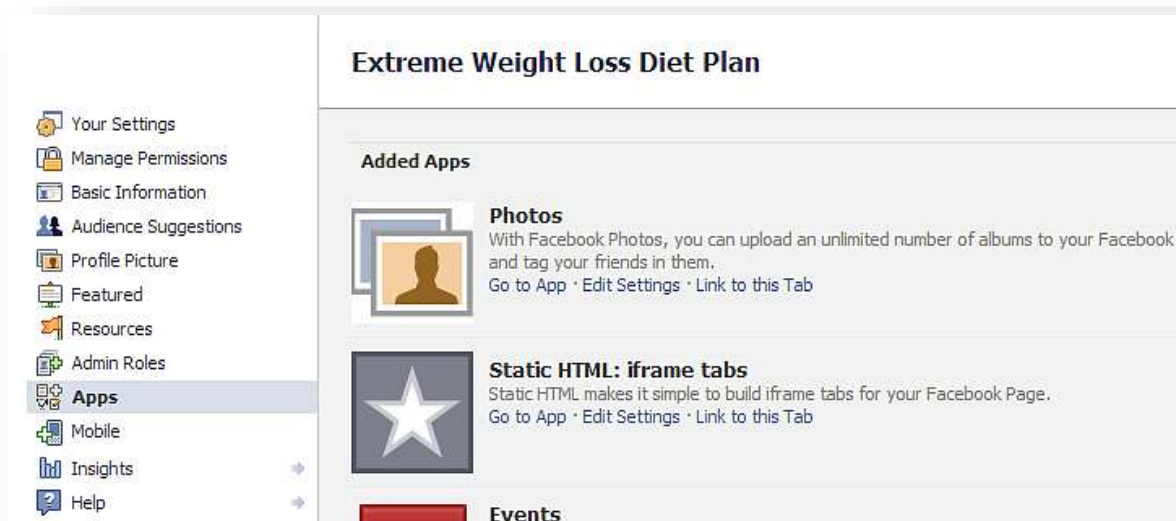
It is as simple as that.



And there you see your new html Page named “Welcome.” Now let’s go inside to customize it a little bit.

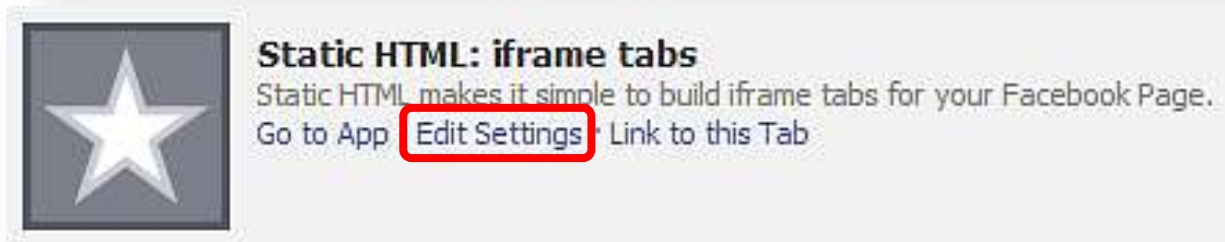


You go and click on Edit Page > Edit Settings, and then select Apps.

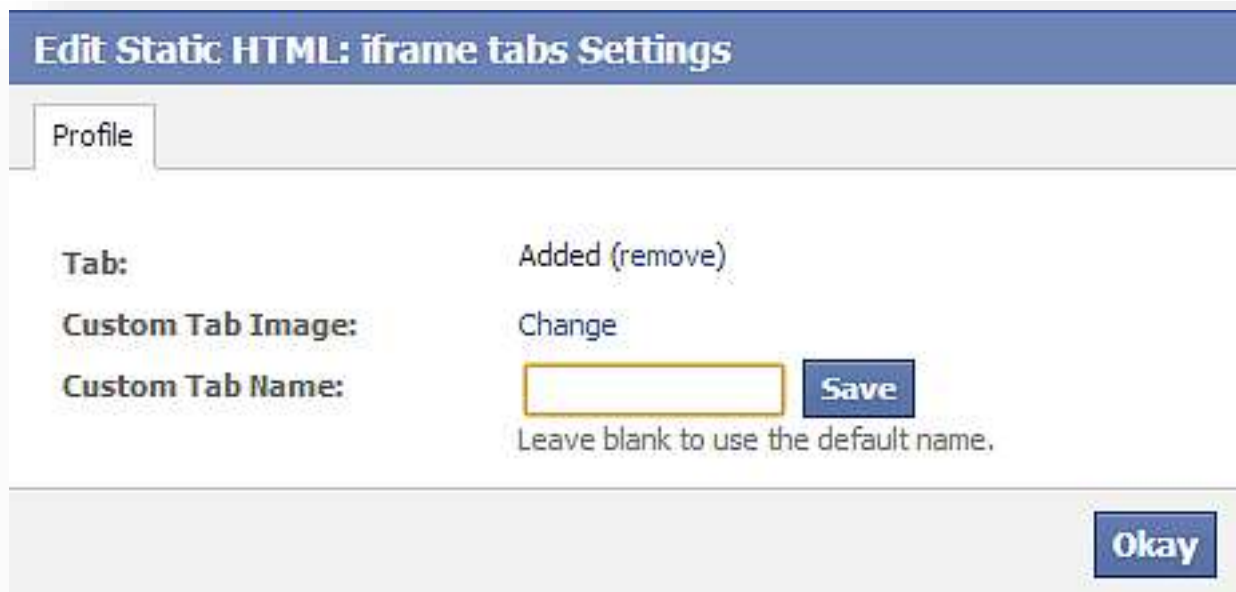


And there you will see the App you have just installed and the rest of the Apps that may be there by default.

In order to change the default image of the App you click “Edit Settings.”



And then you may Change the name and image of it:



A very important bit of advice here is that you need to use really cool, color related and an appropriate text size image for grabbing attention quickly and nicely.

Samsung GALAXY S4 Life companion

**Samsung Mobile**

Samsung Mobile ✓  
21,704,179 likes · 1,720,387 talking about this

Product/Service  
Welcome to the official Samsung Mobile timeline, a place to share your stories and get the latest news about Samsung Mobile devices.

About – Suggest a Change

Photos Worldwide UNPACKED 2013 GALAXY Note II

**usbank**

**U.S. Bank**  
100,879 likes · 608 talking about this

Bank/Financial Institution  
Welcome to U.S. Bank's official Facebook page! Click "About" for our Facebook guidelines. Visit <http://usbank.com/thankabanker> to nominate employees for

About – Suggest a Change

Photos Find US Products Ask US



A few really cool Facebook Apps you may use in order to take the most out of this Tabs are the following:

**Welcome Page:**

- ✓ <https://www.facebook.com/iframe.apps>
- ✓ <https://www.facebook.com/iwipa>
- ✓ <https://apps.facebook.com/woswelcome>
- ✓ <http://www.pagemodo.com/welcome/custom-tabs>

**Contact:**

- ✓ <https://www.facebook.com/ContactTab>
- ✓ <http://www.constantcontact.com>
- ✓ <https://www.facebook.com/EmailSignup>
- ✓ <https://apps.facebook.com/mailchimp>
- ✓ <https://www.facebook.com/contact.form>

**Band Profiles:**

- ✓ <https://www.facebook.com/rn.mybandapp>

**Testimonials:**

- ✓ <https://apps.facebook.com/lg-usa-reviews>

**Blogging and RSS:**

- ✓ <https://www.facebook.com/networkedblogs>
- ✓ <https://www.facebook.com/RSS.Graffiti>

**Poll:**

- ✓ <https://www.facebook.com/OpinionPolls>

**Promotions:**

- ✓ <https://apps.facebook.com/contestshq>
- ✓ <https://www.facebook.com/easypromos>
- ✓ <http://woobox.com>

**E-commerce and Donations:**

- ✓ <https://www.facebook.com/payvment>
- ✓ <https://www.facebook.com/causes>
- ✓ <https://www.facebook.com/FundRazr>
- ✓ <http://www.ecwid.com>

There are a lot more of these really cool Apps, and you may also use the Google search engine to find them out: [Best Facebook Apps](#)

Or use the Facebook Apps center itself:

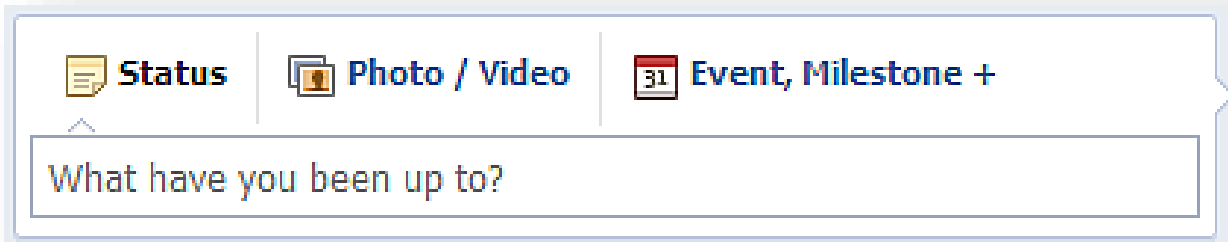
<https://www.facebook.com/appcenter>

There are free and paid Apps as well, and I'm pretty sure that for anything you want to do implement on Facebook, there is an app for that 😊

Go and make some searches about it and you will see...

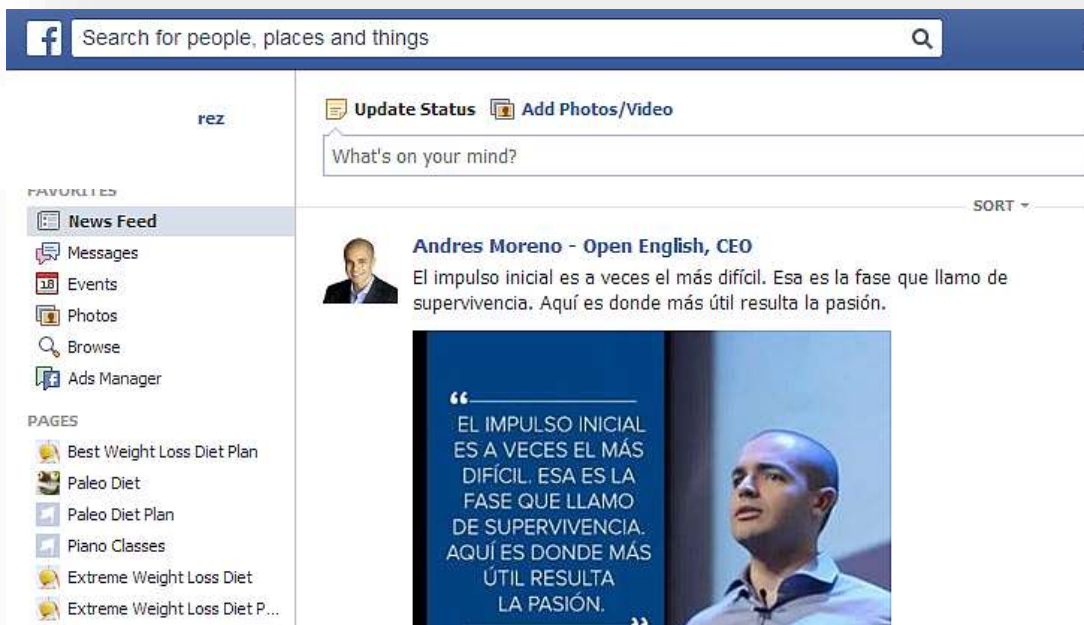
## Step 7: Posting... getting the most out of it...

I'm so excited to explain to you what posting is all about, and I will give you some really cool advice on this as well.



This place is where we will do all the magic here on your Facebook Page. And let me show you all the amazing things this really cool box is capable of doing. I will explain 5 highly effective functions that this amazingly powerful little box has to offer to you and your business:

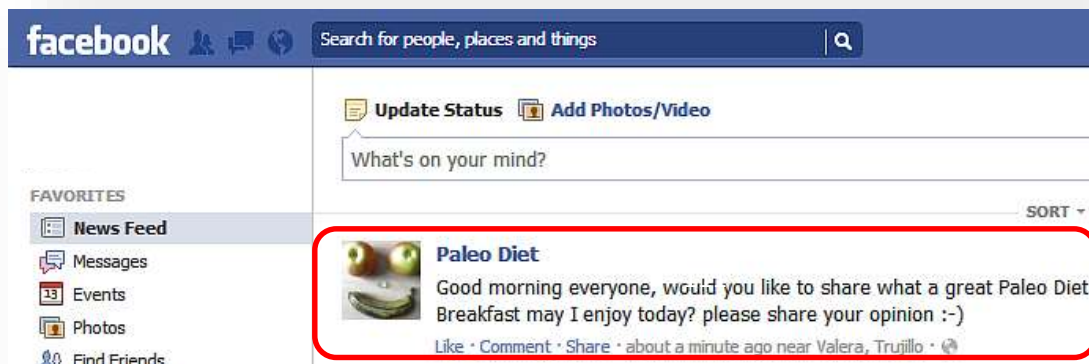
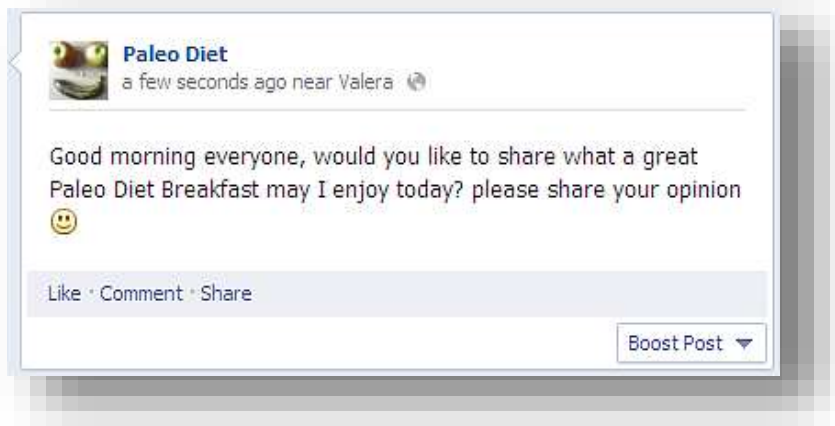
### 1. Facebook News Feed:



Once you post something into your Facebook Page those that have liked your page will receive that same post into their own Facebook Personal Account “News Feed.”

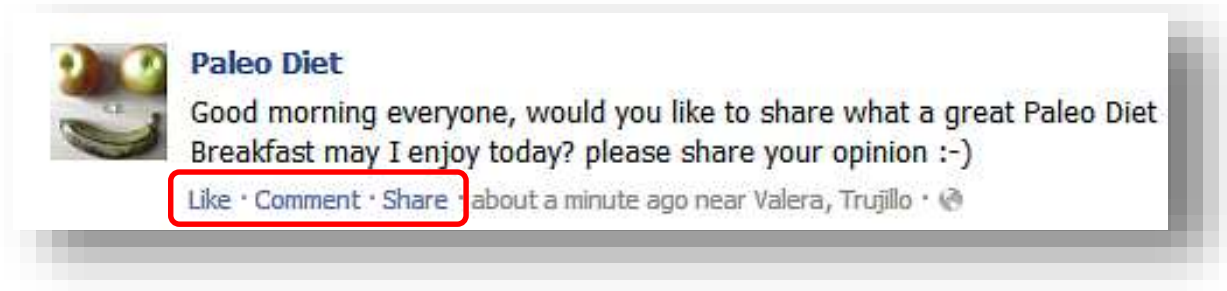
The Facebook News Feed is:

1. The first thing that a Facebook user looks at every time they enter into their personal Facebook account.
2. It is the place where a Facebook user receives your posts, videos, images, etc. that their Facebook friends have posted into their own Facebook accounts, as well as all the posts, videos and images from all the Facebook Pages they have liked.
3. It is one of the most seen places of the entire Facebook Personal Account by every Facebook User.



## 2. Viral Effect:

The great thing about a post is that once your friends see the post they can do 3 actions: Like, Comment or Share, making the post amazingly viral:



If your friends click on any of those buttons, their friends will receive a notification about it, and if the friends of your friends do the same, the viral effect is then taking place, with just a simple and single post.

Look how many people have seen my post just a few minutes later:



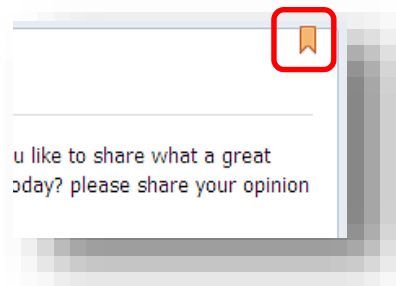
25 people out of 376 people that have liked my page, which would be a conversion of 9% in just minutes. We can do a really cool posting experiment with this to get a lot more views, but I will show you that later in the course.

### 3. Pin to Top:

This function is amazingly great. It consist on the possibility to place your post in the top of your posts for 7 days, so those people that are visiting your Facebook Page interface may see it right away:



A little mark will appear on your Pined post:



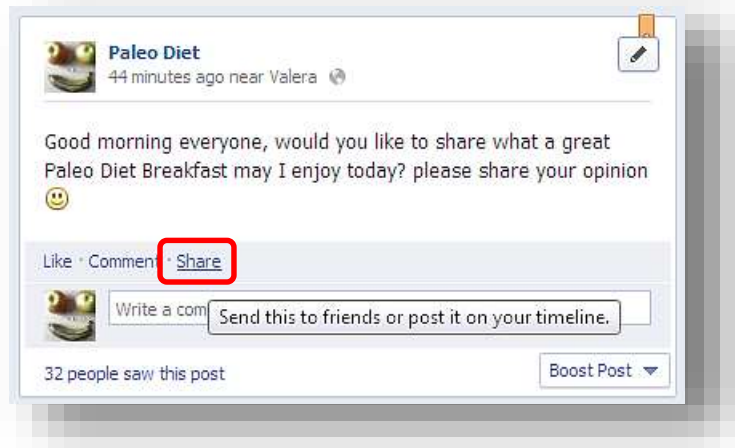
You may unpin your post as well at any time you want.



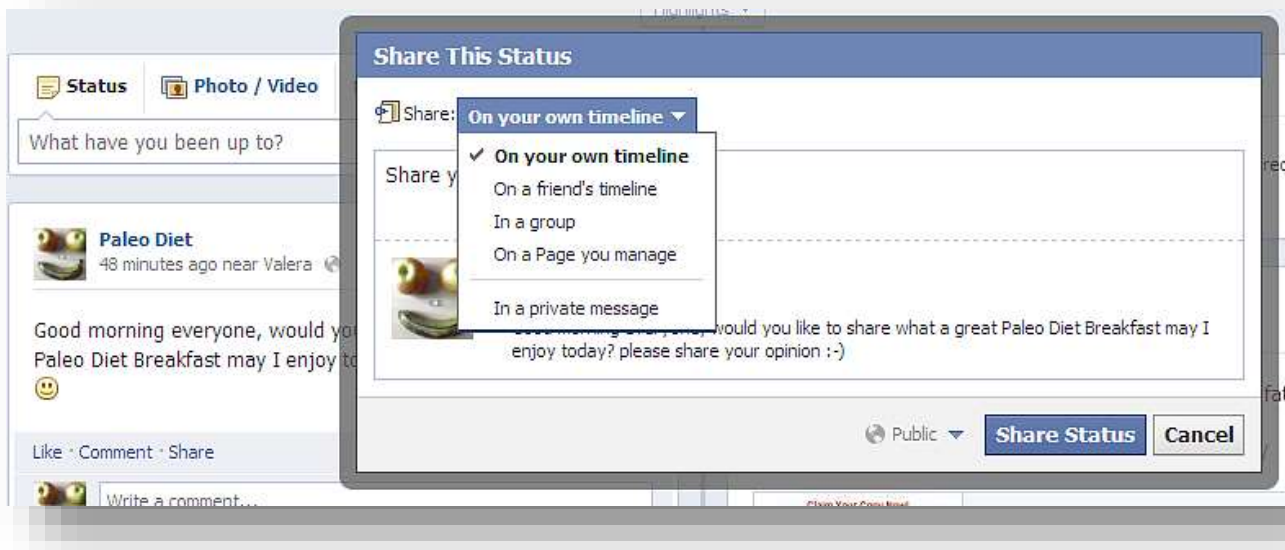


#### 4. Share your Post:

Another great way to have more exposure to your post is to “Share” it using the “Share” feature located in your own post:



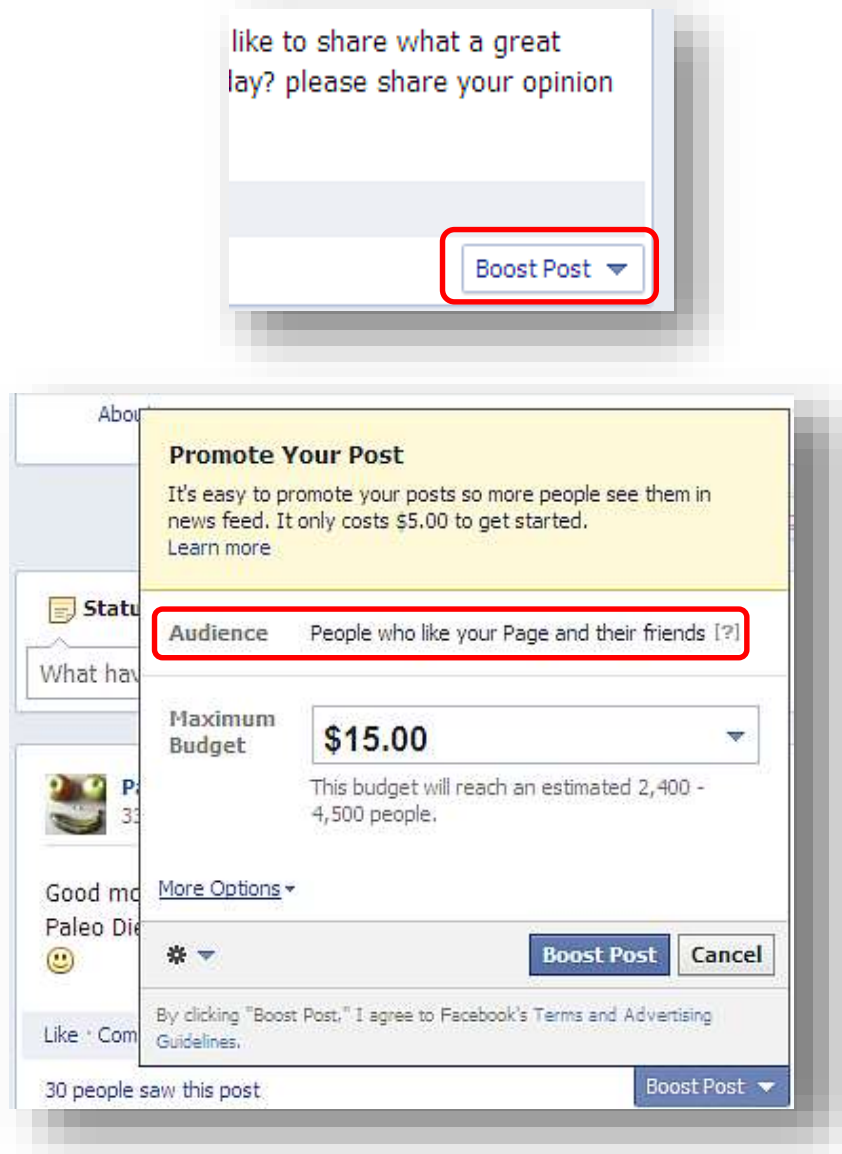
Here you see 4 options:



The options are self-explanatory. I just want to point out that on the first one, you will be able to post that same post on your own Facebook Personal Account Timeline (or News Feed) so all of your friends (including the ones that have not liked your Page yet) may see your post too.

## 5. Boost Post:

This feature will help your post go viral a lot faster and wider.



The crazy great thing about this is that that Boost will not go to a bunch of people that are not interested in knowing about your Facebook Page. That Boost will go to the people that have liked your page, but have not seen your post, as well as all of their friends, which certainly can be people with the same likes as your friends. (There are more cost effective methods of promoting posts using Facebook Ads).

## 6. Tips and Guidelines:

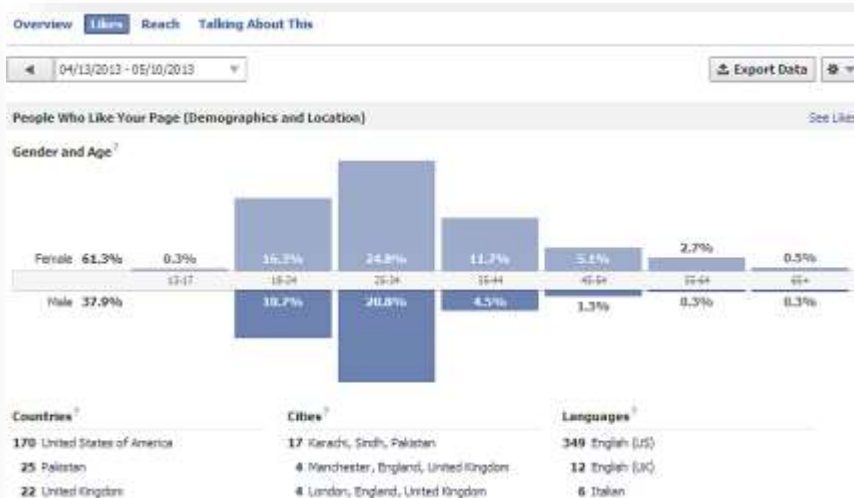
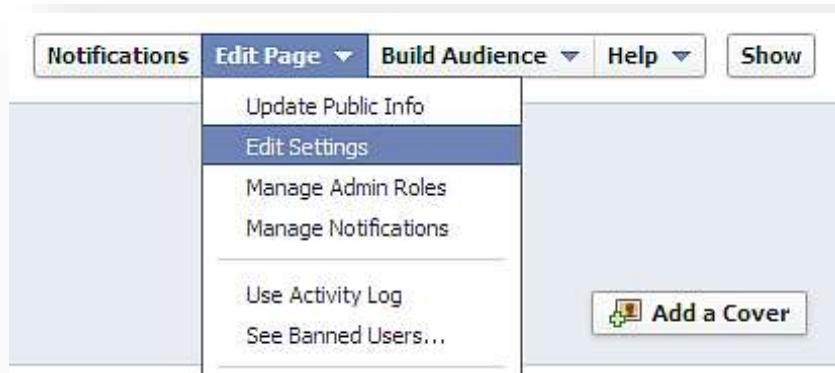
- It is obvious to tell you this but it is important to remind you that you really need to post something of value. If you go to your own Facebook Personal Account News Feed, you can see everything your friends are sharing with you, pay close attention on those posts that entice you to like, comment or even share it with your own friends. Take those attractive posts as an example for your postings. The purpose of your post is not to get just views, you want people to click on it, like it, comment on it, and even share it with others.



- Please think before deciding to “Pin” a post; that post will stay in the top for 7 days and if your friends don’t like it, it is so easy to get them to unlike your page just like it is to get them like it. You can pin a product launch, and product update, a testimonial for customers will be great to pin, a really cool valuable video, a picture, a contest, an offer, etc. just avoid regular posts in this spot.
- The average life of a post on Facebook is around 3 to 4 hours.
- Questions are good to make people respond (comment) on your post.
- Do not post like crazy, it is really annoying, and people will start un-liking you ad even un-friending you.
- I strongly advise you to create a post experiment for views. You can post every day, but on a different hour; in that way you can see when people

usually get into their Facebook accounts because the post will be in front of them right away.

- Now that you know at what time to post, you may pay attention on a post experiment for likes, comments and shares at the same time. In that way you will know your audience really well and avoid un-likes gaining more interactions.
- Adjust your posting to them as much as possible. If you go to the likes section:



You will be able to see the Gender, Age, Country, City and even the Language of all of the people that liked your page. In that way you will see what hour will best to post accordingly to the majority of audience by country.



Note: Just take a look at the doomy post I made just one hour ago. It already has 52 views and 7 of those have been viral.

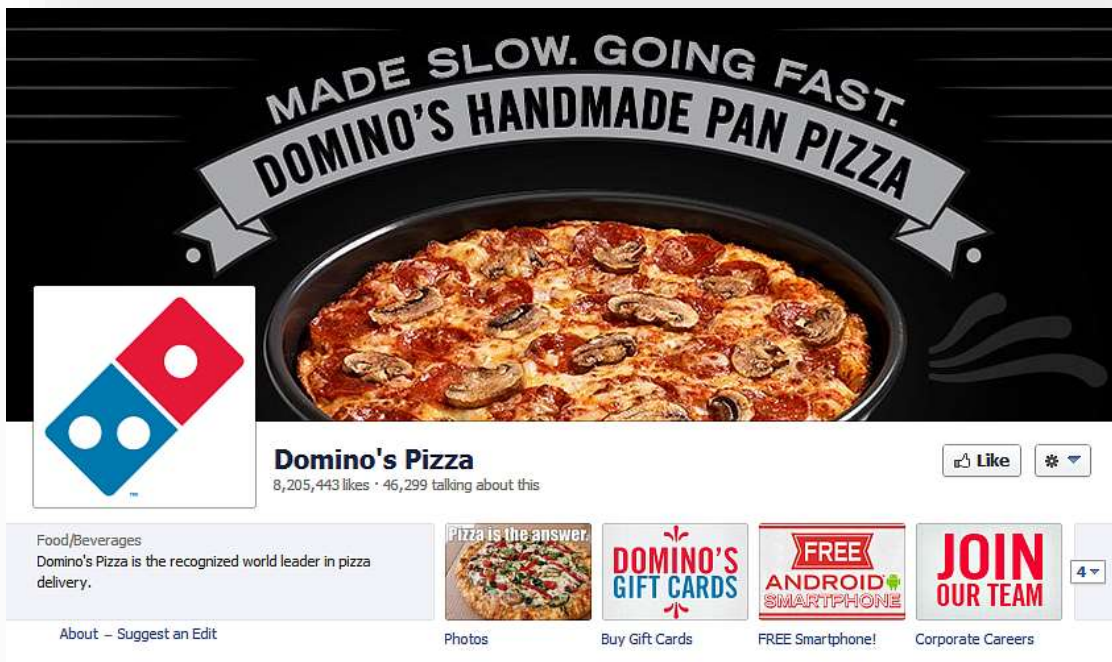
- Do some research online and if you find any report, video, training or software freely available to get and completely related to your Facebook Page topic; that will be great to share. Your audience will start finding your Facebook Page useful enough to care about it once you send them a new post.
- Get the most advantage of the short text posts. Posts between 100 and 250 characters (less than 3 lines of text) see about 60% more likes, comments and shares than posts greater than 250 characters.

And finally, we will guide you to get as many likes as possible to your brand new Facebook Page so you may get the most out of this amazing technology and super viral social advertising power.



## Step 8: Getting Likes... quickly and safely...

You may have the greatest Facebook Page in the world but with no “likes” you are lost. But first of all, let me explain the power that is within a Facebook Page Like.



Once people are located at your Facebook Page that have not liked it yet, the like button will look like this:



After you click in the “Like” button it will look like this:



The button “like” has exactly the same purpose that an opt in form does:



An opt-in form titled "Instant Access" with two input fields for "First Name" and "Email", and a yellow button labeled "Get Access Now!".

Instant Access

First Name

Email

**Get Access Now!**

An opt in form has the purpose of collecting the contact information of as many people as possible, thus creating what is called a “List,” so the administrator of the optin form may contact everyone in the “List” by email using an email auto-responder service. This is what is called Email Marketing.

On the other hand, the “like” button will give the ability to your friends and visitors to be part of a list as well, a list of people who like your page. So the administrator of the Facebook Page may contact them directly into their “News Feed” that the user checks very often.

The purpose is the same. Contact or send a message to a list of people that have decided to accept information from the administrator of the option form or Facebook Page. I would highly recommend utilizing Email Marketing and Facebook marketing to multiply your efforts.

## Opt in Form vs. Facebook Like

### Reason #1: Easy to Click

- On an optin form, you have to type your name and email into it. Most people don't like to do that. Do you know how hard is to build a list of 1000 people into your emails list?
- With a like button, all you need is to click on the button and you're done. You can build a great audience of thousands of people liking your page in a single day much cheaper

### Reason #2: Real Intention

- Optin into a form does not say whether people are really interested in your content. They could just be curious and may not care about your emails
- The word "like" and the action of clicking on it is a real indicator of the intention that a person has, manifesting that he/she truly likes your page as well as your topic.

### Reason #3: Real People

- People entering their names and emails do not guarantee that the emails they are using are real so they can always use a fake email to get the information. They might not use their real email because they do not want to receive your emails.
- People liking your page are already signed into their "personal" Facebook account. Therefore, they are attached to a real and confirmed email. If they like your page, that will be a 100% double optin confirmation rate right there.  
  
I know there are fake accounts on Facebook, but the great thing about Facebook is that they are actively looking to disable those accounts each and every day. Is your autoresponder company actively disabling fake emails accounts from your list?

#### Reason #4: Easy to Read

- Another thing that has a huge impact on whether people will read email messages you send using your autoresponder service is that they have to sign into their email accounts just for the purpose of checking emails
- People go to Facebook for so many reasons; not just for checking messages. And guess what is the first thing they see once they get into their Facebook account? “The News Feed,” which is where your message is already displayed for them

#### Reason #5: Optin Rate Doesn't Exist

- Great, you have some real people on your email auto-responder list. Let me tell you that in order for them to see your message they have to click on your email title (which happens to be a small line of text). You have to fight against many other email titles that are also in their inbox (perhaps including spam or advertisements) which is why those emails get so low open rate.
- With a “like,” the open rate does not exist. The message you post is 100% displayed directly into the News Feed section that all of the people who liked your page will see once they open their Facebook accounts. They don't have to click on any title in order to see the content of the message. You will compete with other people who are posting but every post is opened and separated one after the other. There are more ways to attract views than just using words like in the email title. You can use big images as well. Have you seen an email title with a huge image to attract the eyes of the viewers?

### Reason #6: Real Viral Power

- Finally, after a long process and passing really tough obstacles, a very small amount of people get to check your message. But a smaller amount of them will click on any link or do anything you ask them to do within that message, and almost no one will share it with someone else by email. They don't really have contacts on their email contact list. Guess where all of their friends are hanging out? Yes, you are right: on Facebook
- Once many people see your post (which will depend on what time you made your post rather than what time they decide to open your emails, not to mention how many times they check their Facebook account during the day compared to their email account), they will be able to like, comment and even share your really cool post with all of their friends instantly. Not selecting anything, just clicking on a button

### Reason #7: 100% Free

- How much do you pay for a 50,000 subscribers list? \$100, \$200 every single month? If you check on their services, you even have to call them up if you have a list of more than 25,000 subscribers. If you have to call to a service in order to know the price, just guess how much they will charge you?
- On Facebook, you can manage even millions of Fans, and do you know how much you have to pay for it? Absolutely nothing.

Well, there are a lot more reasons to yell out that Facebook Pages are actually making a great impact into the marketing world, but it all depends on how well you use this outstanding technology.

Now I will be showing you step by step how to get a great amount of likes from real people in real time. The time you spend on getting those likes will depend on how good you are at creating highly attractive ads that the viewers may like. And for this we are going to use the cheapest and safest way to get real likes to your Facebook Page and that is:

### Facebook Ads

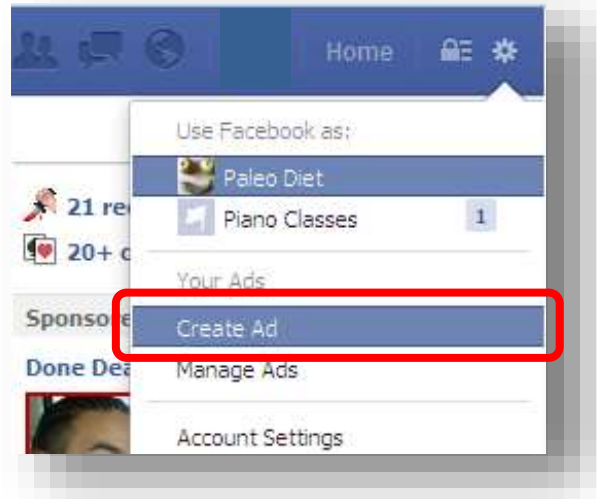


Facebook ads are the PPC (pay per click) advertising platform created by Facebook. Very similar to other PPC platforms online but please, don't panic, it has nothing to do with how really expensive are all those other platforms are. But anyway, it is very easy to empty out your bank **account if you don't know what you are doing.**

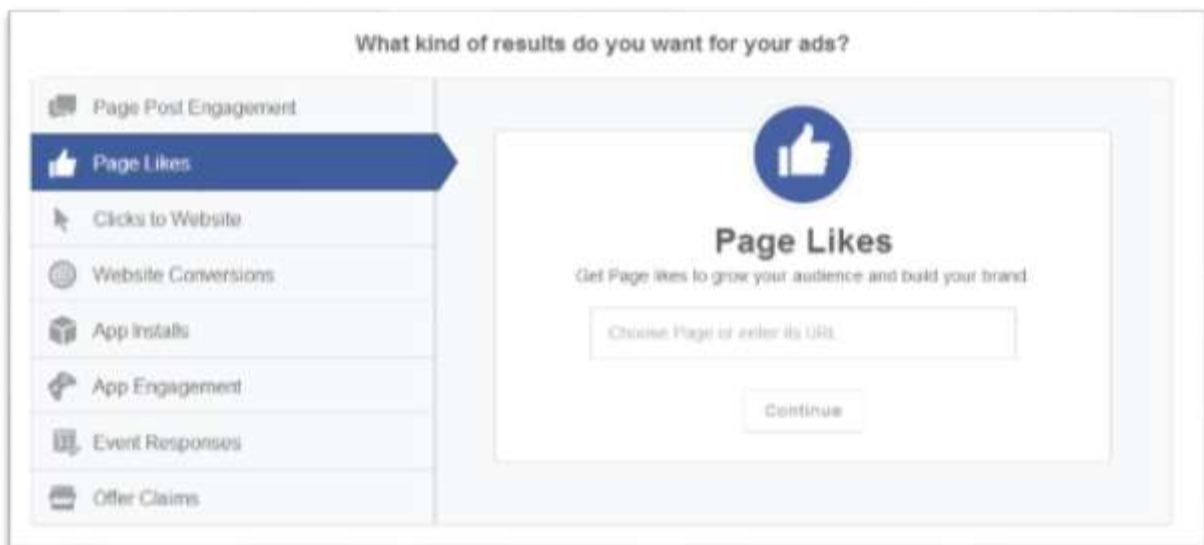
Facebook ads technology is absolutely amazing just like everything else on Facebook. You will be amazed at how cheap and targeted the traffic is that you can get out of Facebook.

In order to get a lot of likes (build your audience) using Facebook Ads just go the Facebook Ads Advertising Platform by going to your Personal Facebook Interface and clicking on the top-right corner gear button:





Select “Get More Page Likes” then, Select the page you would like to promote:



Create your ad

**Your Ad**

**Headline:** [?] 2 characters left

Paleo Diet Really Works


**Text:** [?] 1 characters left

Click LIKE below to learn more about the healthiest way to lose weigh. Click LIKE below

**Landing View:** [?]

Timeline

**Image:** [?] 100 px




72 px


Upload Image  
or Choose From Library

**Right Column Preview**

**Paleo Diet Really Works**



Click LIKE below to learn more about the healthiest way to lose weigh. Click LIKE below

 Like 376 people like Paleo Diet.

The real purpose of this ad is to make people click onto the “like” hyperlink right there in the ad. If people click on the Ad, they will be directed to the Facebook Page, but from there it will be harder to get the “like” than it is getting from the ad itself, using a proper call to action.

**Sponsored Stories** Remove

Help people discover your business through their friends. No increase in budget is required.

**Show stories about:**

People liking your Page

Show Advanced Options ▾

**Sample News Feed Story**



**Jane Smith** likes Paleo Diet.



**Paleo Diet**

Joe Smith and 3 other friends also like this



Like Page · Find More Pages · 3 hours ago · Sponsored

Let’s remove this feature for now.

Choose Your Audience

[Learn More About Targeting](#)

Location: [?]

Country  
 State/Province  
 City  
 Zip Code

---

Age: [?]  -   Require exact age match [?]

Gender: [?]  All  
 Men  
 Women

**Audience**

**158,828,500** people

- who live in the United States
- who are not already connected to Paleo Diet

This is one of the amazing features of Facebook Ads. You are able to target Facebook audience not only by Country, but by City, Zip Code, and age and even by Gender. If you know your audience really well, this is the place where you will have the amazing chance to target exactly that audience.

This is in reality a miracle of technology. You are able to reach exactly the people you really want to target. You are able to test your niche however you want, using any possible combination. You will find out a lot of great statistics from your niche that you didn't know before.

Precise Interests: [?]

Broad Categories: [?]

Activities	Console Gaming
Business/Technology	Cooking
Ethnic	Dancing
Events	DIY/Crafts
Family Status	Event Planning
Games	Food & Dining
Interests	Gaming (Social/Online)
Mobile Users (All)	Gardening

Connections: [?]  Anyone  
 Only people connected to Paleo Diet  
 Only people not connected to Paleo Diet  
 Advanced connection targeting

Friends of Connections: [?] Target people whose friends are connected to

**Audience**

**31,240** people

- who live in the United States
- age exactly 13 and older
- who like free paleo diet recipes, paleo diet or healthy diet
- who are not already connected to Paleo Diet

Besides all that you will be able to target even the “Precise Interests” of your future clients. This is something extremely important, because if you go crazy and decide to show your ad to millions of people, that won’t do any good at all. Let the “Precise Interest” lower the audience a lot.

Do you need more specific characteristics from your audience?

The screenshot displays the Facebook targeting options interface. On the left, there are several filter sections:

- Interested In:** [?]  All,  Men,  Women
- Relationship Status:** [?]  All,  Single,  In a Relationship,  Married,  Engaged,  Not specified
- Languages:** [?]
- Education:** [?]  Anyone,  In High School,  In College,  College Grad
- Workplaces:** [?]

At the bottom of the filter section is a link: [Hide Advanced Targeting Options](#)

On the right side, there is an **Audience** summary box:

- Audience**
- 31,240** people
- who live in the United States
- age exactly 18 and older
- who like free paleo diet recipes, paleo diet or healthy diet
- who are not already connected to Paleo Diet

Relationship, Language, Education, Workplace; this is like going to the Internet Marketing Shopping Mall and getting the all the quality traffic you want.

Of course this is not free, but let me give you a really cool tool and some million dollar advice here. You need to optimize your budget to “Optimize for impressions” and the Pricing to be 3 cents higher from the lowest suggested bid.

Campaign, Pricing and Schedule

**Campaign and Budget** New Campaign • Use Existing Campaign

**New Campaign Name:** [?]

**Campaign Budget:** [?]  USD  [?]

---

**Campaign Schedule:** [?]  Run my campaign continuously starting today  
 Set a start and end date

---

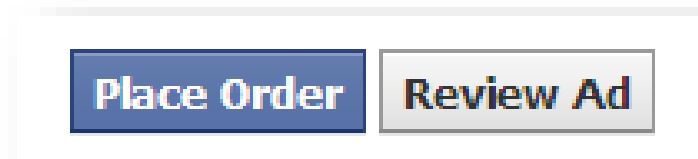
**Optimization:**  Your bid will be optimized to get more likes on your Page  
 Optimize for clicks  
 Optimize for impressions

**Pricing:** You will be charged every time someone sees your ad or sponsored story (CPM). [?]  
 per thousand impressions (CPM)  
 Suggested bid: \$0.07–\$8.28 USD [?]

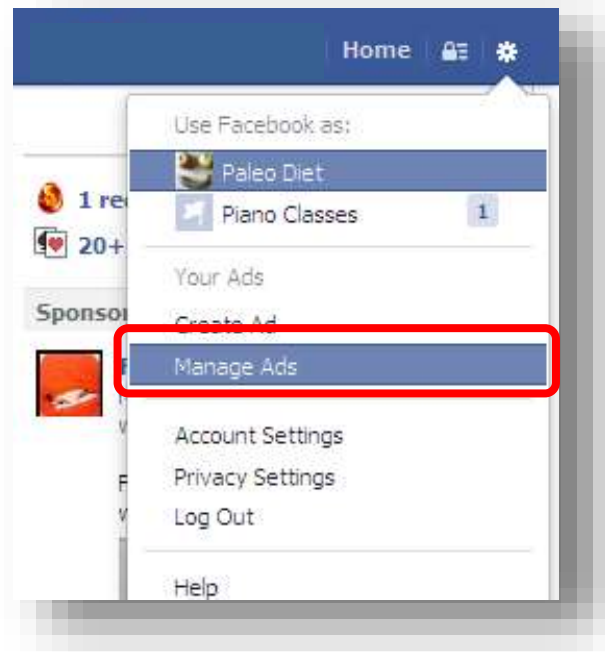
AT FIRST DON'T USE THE OPTIMIZE FOR CLICKS Option if you goal is only to get more likes. The Optimize For Clicks can be used more effectively for other advertising. Just be sure to start out with a low daily budget. You can stop the ad at any time.

This is the way you can test your ads, make correction and invest just a few dollars to find your Million Dollar Winning option.

And finally place your order:



If you want to see your ad's performance you may go there by going to your Personal Facebook Interface and clicking on the top-right corner button:



As you can see, there you see the campaign.

### All Campaigns

Create an Ad

#### Notifications

Today  
 ■ The ad Paleo Diet - Likes - Ad was created.

#### Daily Spend

Today	\$0.00 USD
5/12	\$0.00 USD
5/11	\$0.00 USD
5/10	\$0.00 USD
5/9	\$0.00 USD

Lifetime stats ▾

All Except Deleted ▾

Select rows to edit

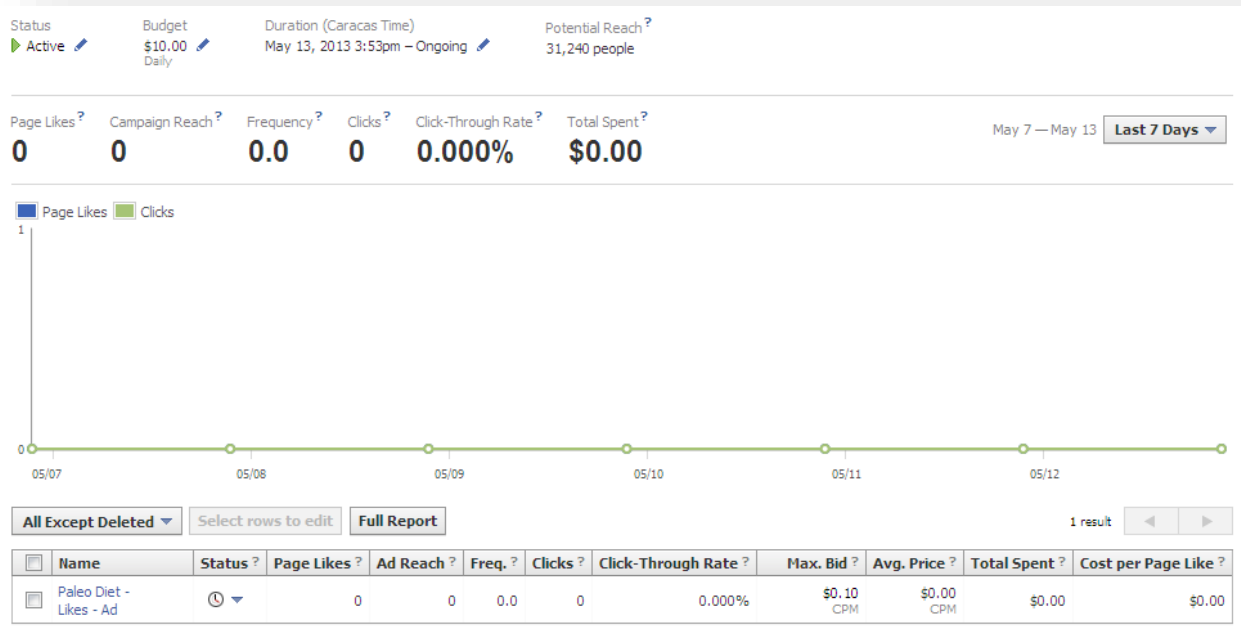
Full Report

1 result

<input type="checkbox"/>	Campaign ?	Status ?	Start Date ?	End Date ?	Budget ?	Remaining ?	Total Spent ?
<input type="checkbox"/>	Paleo Diet-Page Likes-US-18-65	▶ ▾	05/13/2013 3:53pm	Ongoing	\$10.00 Daily	\$10.00 Today	\$0.00



And the ad is just right there. Waiting to be approved:



If you click in the ad you may see all the specifications and how to edit them:

All Except Deleted | Select rows to edit | Full Report | 1 result

Name	Status	Page Likes	Ad Reach	Freq.	Clicks	Click-Through Rate	Max. Bid	Avg. Price	Total Spent	Cost per Page Like
Paleo Diet - Likes - Ad	🕒	0	0	0.0	0	0.000%	\$0.10 CPM	\$0.00 CPM	\$0.00	\$0.00

**Ad Preview** [Edit](#)

**Paleo Diet Really Works**

Click LIKE below to learn more about the healthiest way to lose weigh. Click LIKE below

Like · 376 people like Paleo Diet.

[View on Site](#) · [Create a Similar Ad](#)

**Targeting** [Edit](#)

**This ad targets 31,240 people:**

- who live in the United States
- age exactly 18 and older
- who like free paleo diet recipes, paleo diet or healthy diet
- who are not already connected to Paleo Diet

Suggested Bid: \$0.05 - 0.39 USD

**Performance**

CTR

[Close](#)

You can create many ads for the same audience and make a really good test. It really doesn't take an extremely large budget for testing.

## Conclusion:

Facebook is extremely easy to manage. It happens that same way with every single thing in life: things are not difficult, you just need to know where everything is, how can you properly use it and that does it.

It is the same with Facebook. Now that you know everything that you really need to position your business over Facebook in the shortest time possible, you just need to apply it and do it for yourself.

Maybe you know how to do everything on Facebook, and I know that you learned a lot of new and great stuff with this guide, but maybe in all honesty you really don't have the time to apply this simple step to your business and we would love to help you out in that too. We specialize in creating ad campaigns for businesses.

Let us do it for you. If you really need someone really good and responsible to do all of this for you, just let us know and we can arrange a really good budget (specially for you, because we do this type of service only for our customers).

Let me give you some final words. Thanks so much for the time you have dedicated to learning how to get the most advantage out of Facebook for you and your business. Facebook has come to stay in the market forever.

Millions and millions of dollars are often invested in Facebook, and all of it is for both of us. Let's use it and reach our most precious business goals.

To Your Success,

**Josh Reed**

**josh@reedmemarketing.com**

## Resources:

1. **Hosting Facebook Events:**

<https://www.facebook.com/help/events>

2. **Adding Facebook Like Button:**

<https://developers.facebook.com/docs/reference/plugins/like/>

3. **Facebook Page Terms:**

[https://www.facebook.com/page\\_guidelines.php](https://www.facebook.com/page_guidelines.php)

4. 47 Handy Facebook Stats and Charts: <http://www.hubspot.com/free-ebook-47-handy-facebook-stats-and-charts>

