

Facebook Marketing 2013

The Essential Things You Must Know to Generate Leads Through Facebook in 2013.



by Jo Barnes

1st Edition

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Introduction

What This Book is About

"The purpose of a business is to create and keep a customer." - Brian Tracy.

That's what this book is about. Facebook is a hugely powerful medium for achieving both those goals, in a non aggressive, goodwill generating and amazingly viral way!

There are only a few key points you need to know, though. You do not need to know the ins and outs of every Facebook feature to market effectively using this platform. You need to know the 20% of things you **MUST** be doing daily and weekly that will give you the 80% of results.

That's what this book is. A book walking you through the key actions you should be taking to make the biggest difference to your business in the shortest amount of time possible.

All the information contained within this book are strategies I use every day to build my own business and whilst there have been some significant changes to the way Facebook handles businesses this year, I still find it to be the most powerful marketing medium on the web today.

Remember, you need to be where your customers are. So, no matter how many changes Facebook makes and whether you agree or disagree, as long as the bulk of your customers are still surfing their newsfeed, that's where you need to be popping up!

So before we delve into some super powerful strategies, it's vital you understand where marketing is going and how you should be looking to use Facebook and Social Media in general, in your business moving forward.

In all my years of marketing and running businesses, I don't think I have seen changes this huge, this fast. So pay attention, stay ahead of the game and don't get left behind!

The Future of Marketing

Two friends, John & David lived in a little village called Storybridge. Both John & David loved books about the universe and the wonders of the world.

Every day, they would head into different parts of the village, where they had small stalls to sell their books.

David's books were double the price of John's and yet, every day he would come home having made three times the sales John had.

John had a brightly coloured stall, with big painted signs displaying his book titles and covers. He had the word sale, slashed all over the stall and he would stand and shout, "Come and buy my books, half price today! Learn about the wonders of the world with my beautiful books."

He also had leaflets on the village pin board, advertising his books and a small ad in the local village newsletter.

David's stall was equally as colourful, but he had no sale pricing or 'Buy Today for only Half Price' signs. David had displayed all of his books on open shelves and in front of the stall; he had chairs and a small coffee maker. Every day, David would open his stall and at various times during the day, invite people to sit with him while he read the stories out loud.

David also had leaflets up on the local pin board, but they advertised his reading sessions. His ads also invited people along for a coffee and story.

Everyone loved David. He was so giving of his time and every day, he would lead them into a land of adventure and fantasy with his fantastic stories.

So captivated were the crowds with David's stories, they returned time and time again and bought many books with which to continue their adventure and delight their own friends and family.

The moral of the story?

David attracted people to him by giving great content before asking for the sale.

John in a sea of other advertising and special offers, simply got lost and primarily ignored.

Don't let your business do the same!

The future of marketing is bright and warm. The future is about attracting people to your brand with stories and valuable content. Gone are the days of the hard-nosed, pressure style sales that many of us dislike.

Whatever you want to call it whether it's attraction marketing, relationship marketing or inbound marketing, the fact is, to survive and thrive as a business in the coming years, you must embrace 'giving first' in all areas of your business.

Why Facebook is Such a Powerful Force to Help us Achieve This

The beauty of Facebook is the ability to get in front of our target market with our message.

What's particularly powerful is the mix of both outbound and inbound marketing.

Inbound marketing is a term coined by Hubpost's CEO -

It's marketing with a magnet, not a sledgehammer — marketing based on content that attracts and nurtures prospects, not spam that interrupts them.

In other words, it's about attracting people to you and your content. It's about publishing, distributing and sharing valuable information that will improve the lives and businesses of those around you, thereby inviting them to consume more of your material and tell their friends about you.

Conversely, outbound marketing is anything paid for. Things like Facebook Ads, Google PPC, and Promoted Posts. These are all considered outbound marketing.

Here's the key. You need to use outbound marketing to direct people to inbound messages.

So rather than sending paid traffic straight to a sales page, you need to be sending them to a piece of valuable content, whether that be an article, a webinar, an image, or a free ebook.

The different forms of Facebook advertising allow us to achieve this, quickly and easily. The viral nature of Facebook take our advertising dollars and stretch them much further, as people watch others take action and choose to do the same, based on the social proof.

What I love about Facebook is that it pretty much houses everything we need to make this inbound marketing strategy work beautifully, all in one place.

You have the platform with which to post a huge variety of different types of content, you have the word of mouth element and you have the paid media side.

All of this under one roof with a seventh of the world's population at your fingertips.

If that doesn't give you a fair chunk of the market to go after, I'll never know what will!

Social Integration is in Everything We Do

There is no doubt that content marketing works. Content can be anything from informative articles, info graphics, great images, games, questions, surveys or anything that connects you to your audience and builds a deeper relationship.

This is the world we live in now; a world of connectivity, where communication, word of mouth, opinions and reviews are at our fingertips.

In today's world, there are so many supplying what we need or desire that our buying decisions are based on our opinion of a company or even more importantly, based on a friends opinion of a company!

However, sales messages still work. That is, provided you get the right message in front of the right market at the right time.

Don't be fooled into thinking that the only way to market is through content and long term relationship building. Copy is as powerful today as it always was and very clever advertisers can build trust through one ad, one sales letter, or one campaign.

However, if you mix sales copy with social proof, now we're talking!

It's about communicating with people on many different levels, appealing to their different modalities or personas, as well as where they are in the buying cycle.

There have been many scientific studies done about buying cycles and when, where and how people will buy from you.

But let's keep it simple here. If you create fantastic and valuable content that connects with your audience, create viral conversations, word of mouth recommendations and a great reputation and you couple this with cleverly written sales copy, good advertising and great offers, there's your perfect marketing mix!

It's really time to recognise that social integration is now part of everything we do as businesses.

Social Media isn't so much a marketing strategy as an overall business strategy. It's how we attract new customers and it's how we communicate and retain current customers.

It's also fast becoming a way for companies to communicate with staff and colleagues through the use of groups and communities.

Twitter is the fastest real time newstream in the world, with huge world events and disasters being tweeted before they even reach the newsroom.

Business and marketing is about service and communication. Social Media is your primary outlet if you want to be at the forefront of your industry.

Embrace it!

How Should You as a Business Use Facebook Moving Forward

You have three key entities:

Your Business Page

A Facebook Group

Your Personal Profile

The key benefits of a business page are:

- Brand your Business
- Create Targeted Ads
- Promote Your Posts
- Build and Advertise Landing Tabs
- Measure and Understand Your Audience Demographics/Actions

Other general benefits are:

- Build Followers (fans)
- Communicate with Customers and Prospects
- Create Offers and Discounts
- Connect with Your Audience
- Have an E-Commerce Tab
- Create Pinned Posts

A Group gives you the ability to:

- Build a Community
- Offer Support
- Create a Network
- Build a Customer Database (alternative to email marketing)
- Build Your Profile

Your Personal Profile when used for marketing purposes gives you the ability to:

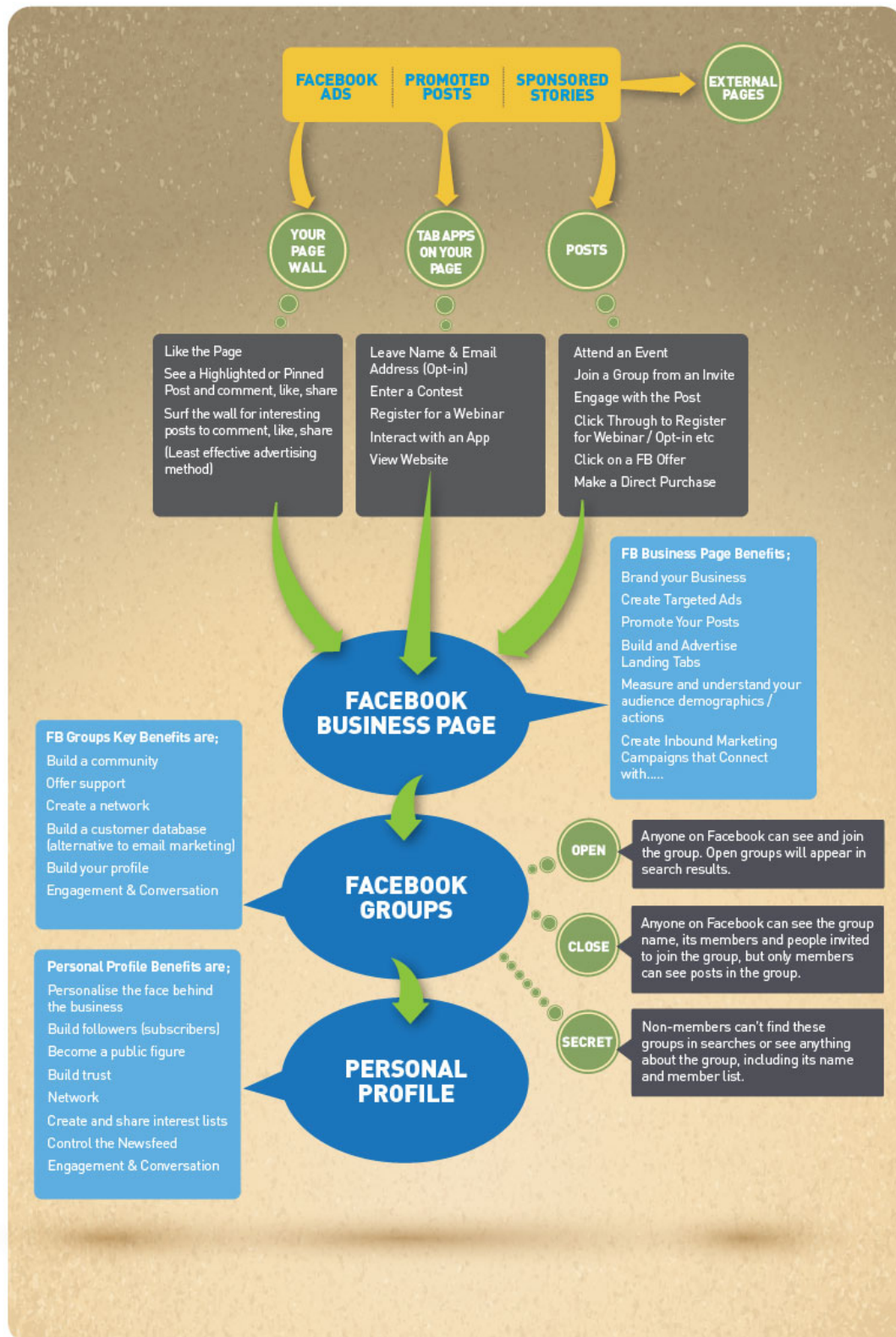
- Personalise the Face Behind the Business
- Build Followers (Subscribers)
- Become a Public Figure
- Build Trust
- Network
- Create and Share Interest Lists

There are two key strategies you need to adopt when it comes to marketing on Facebook:

1. Outbound
2. Inbound

In other words, you need to use both paid advertising and promotion, as well as, content, attraction and relationship marketing.

Here is a diagram looking at how everything fits together on FB.



[Access the Videos Here!](#)

Now please note in all the strategies contained within this book, we will be sending all outbound marketing initiatives to inbound marketing activities. In other words, all our paid ads will be going to content based promotions, as opposed directly to sales pages.

However, I am going to be sharing some incredibly powerful strategies, which can help you build a trusted relationship quickly, build immense goodwill and create immediate sales to your products or services.

How to Use This Book

I have split the book into two parts.

Part 1 is a Quick Start Guide to Lead Generation.

As per the above diagram, we will be exploring Landing Tabs, Facebook Ads and Promoted Posts.

Please note, it is a mix of driving completely new cold traffic to our content, products or services and also, getting in front of warm traffic, which are people who have already expressed an interest, but perhaps haven't taken any significant action yet.

In simple terms, we'll be advertising to those who have never heard of us and to current fans that are not yet paying customers.

Part 2 is much more about the long game. It's what happens during and after you have generated all these fabulous new leads. It's all about communication, engagement, leading warm prospects to take more action with you and building your reputation, your profile and your community on Facebook by using pages, groups and your profile.

I have also created a video course to accompany this ebook, you can see details of that by [clicking here!](#)

Ready?

Let's Dive In!

Part 1

The Quick Start Guide to Lead Generation on Facebook

Landing Tabs, Facebook Ads & Promoted Posts

Landing Tabs are undoubtedly, my most powerful tool. In fact if you have a quick read of the 'About the Author' page, you'll see that I have built my entire business by using Landing Tabs on Facebook.

They are so powerful that I have written a separate, entire book all about Landing Tabs on Facebook.

You can download that book for free here. [Click Here to Access Facebook Landing Tabs Ebook](#).

In summary, we're going to have a look at why they're so powerful and how to use them to your greatest advantage.

Not only that, I want to explain to you why Landing Tabs are actually more important now on Facebook than ever before and why I'm so glad I have used them since day one!

In order to get more customers for our business, we need to generate leads. We need to have a steady stream of people interested in our products and services that we can connect with, engage with and sell to!

That's the bare bones of it. Many people, seeing the power of Facebook over the years have built themselves Facebook business pages and spent time and money generating 'likes' or fans, as they used to be called.

The idea being that they could then fill their business page with interesting content, discounts and offers and their fans would see these offers and buy.

The challenge with that model is that people aren't on Facebook to buy. They are there to socialise. They want to chat with friends, to communicate with others and to read interesting tidbits that can add value to their life and the lives of those around them.

In more recent times, many more businesses have utilised Facebook business pages as a marketing tool, but haven't really exploited them to their full potential and that full potential is to use Landing Tabs.

A Landing Tab is commonly known as a Squeeze Page in the online marketing world.

In other words, to 'squeeze' a name and email address out of a potential customer so that we can begin email marketing campaigns, in order to get directly into the inbox of said customer and persuade them to engage with our products and services and ultimately, purchase from us.

So you may be thinking, well isn't that what a Facebook business page does, but without the need to get the contact details. It gets the 'like' and then, gets directly in front of the potential customer via the newsfeed and persuades them to engage with our products and ultimately, purchase.

In theory, this is what many businesses have been trying to achieve over the last few years.

The reasons this process doesn't work are because firstly, not every post gets in front of your fan via their newsfeed. This has always been the case. This is not a recent change. The recent Facebook algorithms have reduced the number of fans who see your posts, but there has never been a time when all of your fans would see all of your posts.

Secondly, as I said above, people aren't on Facebook to buy, so no matter how many offers you place in front of them, your conversion rates will be lower than when someone is visiting your website specifically with a purchase in mind.

So, the flow of a Landing tab is to utilise the power of Facebook to generate the targeted leads. It should attract the prospective customers to your page and your tab and then, encourage them to leave you their name and email address so that you can market to them via email.

This achieves two things.

Firstly, they have a significant interest in what you have to offer. So much so that they're leaving you their contact details for it. This is a targeted lead.

Secondly, you are taking them off of Facebook and onto a platform that you have more control over.

Please remember, Facebook is a 3rd party platform that is free and owes you nothing!

If they decide to change the algorithms, make changes, shut your account down or anything else, they can. It's their prerogative.

Therefore, you must have another way of communicating with your customers and getting your products and services in front of them.

Hence, you can now see the importance of taking your potential customers off of Facebook and into your own database.

I will just touch on the most recent algorithm changes to highlight how important this is. You may or may not be aware that only 10% - 15% of your fans will ever actually see your posts in their newsfeed.

So, if you have been spending money over the years to get those likes and now expect your offers to be shown to each and every person who liked your page, unfortunately, you are very mistaken. The only way to get in front of all of your fans is to utilise something called, 'Promoted Posts.'

This is a new way of advertising on Facebook that ensures your posts get into the newsfeed of all your fans.

Many people are up in arms about this change and believe Facebook to be ripping them off or charging them twice.

Imagine if many of those people would have had landing tabs in place and had actually taken a large percentage of their fans off of Facebook and were now communicating via email. How many of their fans would they be getting in front of now?

I probably reach over 60% of my fans these days and I don't have to use promoted posts to do, although these are a powerful tool in their own right, but more about that in a moment!

So let's have a look at the different types of landing tabs you can use.

To be honest you are only limited by your imagination, but I tend to use three main types:

1.The Standard Optin Landing Tab

Please leave me your name and email address and I will give you a free.....

1.The Contest

Please leave your name and email address to win a free.....

1.The Webinar

Please leave your name and email address to register for this free training on.....

As I said the sky is the limit with this, although you could have self evaluation tools, free apps, polls, surveys or whatever you can think of to encourage someone to leave you their contact details.

The main goal of the page, however, is that you get the name and email address and any other details you may want to gather about your prospective customer - telephone/ mailing address/ demographics, etc.

The only thing I would say is that the more information you ask for, the less people will leave the details, so at this early stage, keep it simple. You can go in for more information later.

When I say the main goal being to collect their details, I see many businesses making the mistake of putting heavy branding all over their page with lots of talking about the company. That's not the goal. You can do that with your timeline and wall. This page is just about getting those details, so it's vital you keep it simple.

Here are some examples of optin pages:

Discover How to Reach Over 60% of Your Fans Using Facebook Landing Pages!

Download my FREE Ebook today and find out why Facebook landing tabs are more important than ever before!



Enter Your Name and Email Address Below for INSTANT Access!

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Click the "like" button above! 



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Stop Wasting Time on the Social Media Platforms, Get Focused, Create a Daily Plan and Make a Massive Difference to Your Business.


That is What this FREE Social Media Strategy Ebook will do for you!



Access Right Now by Clicking the Register Button Below!

To save you time, the registration form below has been prefilled using your Facebook profile.

Name and Public Information:


 Jo Barnes

3307 friends

Email Address:

sna@jobarnesonline.com

[Register](#)

 18 friends

Privacy Policy - Clicking Register will also give Email Updates Registration access to your Facebook friends list and other public information. Nothing will be shared with Email Updates Registration until you click Register. [Learn more](#)

Finally get to grips with the maze that is Social Media!

Jo :)

[Access the Videos Here!](#)



Amy Porterfield

SIGN UP! ▼

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GET FREE SOCIAL MEDIA UPDATES



Enter your
information!

Sign up below and learn how to use social media to:

- Get automated leads and SALES 24/7
- Attract highly-targeted prospects who WANT to do business with you!
- Position you as the most sought out leader in your industry
- Create a vibrant community of raving fans who happily spread the word about you, your products and services.

First Name*

Email*

What's your biggest frustration?

I'D LOVE UPDATES

"Amy knows the inside secrets of how to monetize social media with less effort. If you get the chance to work with her - she'll make you money!" - Mari Smith, Social Media Speaker and Trainer



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If you want to know how to create these pages quickly and easily, then please download my free ebook - [Click Here to Access Facebook Landing Tabs Ebook](#).

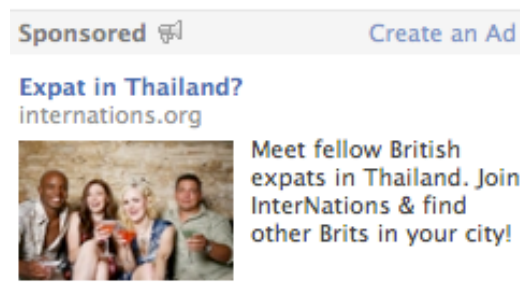
So, you have your tab, now how do you drive customers to it?

The quickest and easiest way is to use Facebook Ads, Sponsored Stories and Promoted Posts.

[Access the Videos Here!](#)

Facebook Ads

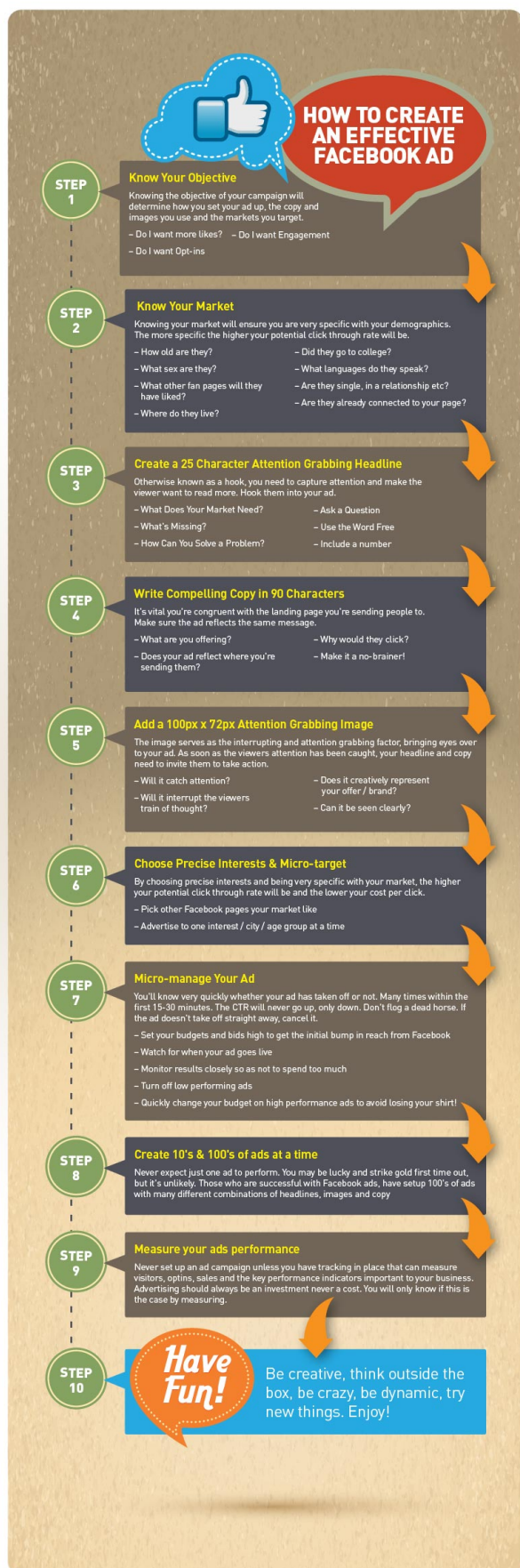
A Facebook Ad is the little box you see on the right of your screen when perusing Facebook.



These are easy to use, easy to set up and highly targeted. The challenge is that many people don't like being advertised to, so you really have to think creatively to break someone's pattern. Also, these ads don't show on mobile.

They are, however, **HUGELY** effective and generating super targeted leads to your tabs.

Below are the 10 Steps you need to take to create an effective Facebook ad;



Step 1 - Know Your Objective

Knowing the objective of your campaign will determine how you set your ad up, the copy and images you use and the markets you target.

Step 2 - Know Your Market

Knowing your market will ensure you are very specific with your demographics. The more specific the higher your potential click through rate will be.

Step 3 - Create a 25 Character Attention Grabbing Headline

Otherwise known as a hook, you need to capture attention and make the viewer want to read more. Hook them into your ad.

Step 4 - Write Compelling Copy in 90 Characters

It's vital you're congruent with the landing page you're sending people to. Make sure the ad reflects the same message.

Step 5 - Add a 100px x 72px Attention Grabbing Image

The image serves as the interrupting and attention grabbing factor, bringing eyes over to your ad. As soon as the viewers attention has been caught, your headline and copy need to invite them to take action.

Step 6 - Choose Precise Interests & Micro-target

By choosing precise interests and being very specific with your market, the higher your potential click through rate will be and the lower your cost per click.

Step 7 - Micro-manage Your Ad

You'll know very quickly whether your ad has taken off or not. Many times within the first 15-30 minutes. The CTR will never go up, only down. Don't flog a dead horse. If the ad doesn't take off straight away, cancel it.

Step 8 - Create 10's & 100's of ads at a time

Never expect just one ad to perform. You may be lucky and strike gold first time out, but it's unlikely. Those who are successful with Facebook ads, have setup 100's of ads with many different combinations of headlines, images and copy

Step 9 - Measure your ads performance

Never set up an ad campaign unless you have tracking in place that can measure visitors, optins, sales and the key performance indicators important to your business. Advertising should always be an investment never a cost. You will only know if this is the case by measuring.

Step 10 - Have Fun!

Be creative, think outside the box, be crazy, be dynamic, try new things. Enjoy!

Sponsored Stories

Sponsored stories are messages coming from friends about them engaging with your Page, app or event that a business, organization or individual has paid to highlight, so there's a better chance people see them.

You can create a sponsored story as a standalone advertisement or as part of another ad campaign.

Sponsored Stories show people's actions to your ad, e.g., likes, engagement (comments/shared), joined an event, installed or used an app, liked or shared your website.

These are super easy to setup and very powerful as they look less like an ad.

You can also have a general page sponsored story or be specific to a post. Here's an example:



Promoted Posts

A Promoted Post is the new kid on the block and a powerful little tool!

Here you create your post on your page, then you pay for it to be shown in the newsfeeds of your fans and you can also set it to show to all the friends of your fans.

The challenge with promoted posts is that you can only target your fans or friends of fans. You have no more targeting options than that.

But, what a brilliant tool for getting your post out in front of warm leads! People who have already expressed an interest in your content or brand! Not only that, but your promoted posts go directly into the newsfeed of your fans. Very powerful!

Here's an example of a promoted post;

 **The Social Networking Academy** shared a link.
October 10

Find out why using the word 'Social' when talking to business owners about Social Media may be holding you back from getting more clients!

I know it sounds crazy, but seriously as an ex-offline business owner myself, I know exactly what it is that's turning them off!

Check out why here;

<http://the-sna.com/op/why-youre-not-getting-clients/>



Why You're Not Getting Clients | The SNA
the-sna.com


Why You're Not Getting Clients

Like · Comment · Share

642 24 12

33,456 people saw this post

Promotion Complete


 **The Social Networking Academy** shared a link.
October 10

Find out why using the word 'Social' when talking to business owners about Social Media may be holding you back from getting more clients!

I know it sounds crazy, but seriously as an ex-offline business owner myself, I know exactly what it is that's turning them off!

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<http://the-sna.com/op/why-youre-not-getting-clients/>



Why You're Not Getting Clients | The SNA
the-sna.com

Why You're Not Getting Clients

Like · Comment · Share

642 24 12


33,456 people saw this post

Promotion Complete

27,305 Paid Reach [?]		\$100 Budget Spent	
Budget	\$100		
Ends	October 13 at 5:02am		
Payment	Paypal account (rhett@jobarnesonline.com)		
Activity	<p>719 Page Post Likes</p> <p>131 Link Clicks</p> <p>27 Page Photo Views</p> <p>See all</p>		

Like · Comment · Share

NKes like this

 The Social Networking Academy shared a link.
Yesterday

Cool Feature Alert!!

Google+ have just

You are able to create videos and generally your groups. A feature

Anyone can go and

770 people saw this post

By clicking "Promote" you agree to our Terms of Service and Privacy Policy. By clicking "Promote" you also acknowledge that you are promoting this content.

Reach more people and their friends in news feed.

Audience ☐ People who like your Page ☒ People who like your Page and their friends

Maximum Budget \$75 Est. Reach 5.95k - 11.05k

More Options

\$5 Est. Reach 420 - 780

\$10 Est. Reach 840 - 1.56k

\$15 Est. Reach 1.19k - 2.21k

\$20 Est. Reach 1.61k - 2.99k

\$30 Est. Reach 2.38k - 4.42k

\$50 Est. Reach 3.99k - 7.41k

\$75 Est. Reach 5.95k - 11.05k

\$100 Est. Reach 8.4k - 15.6k

\$200 Est. Reach 16.1k - 29.9k

\$300 Est. Reach 23.8k - 44.2k

\$500 Est. Reach 39.9k - 74.1k

\$750 Est. Reach 59.5k - 110.5k

\$1k Est. Reach 79.8k - 148.2k

[Access the Videos Here!](#)

Page Post Ads

Very similar to a promoted post is a Page Post Ad.

This allows you to promote a post from your page but, it's slightly different from a Promoted Post, as you create this from within the ads platform. You have access to the full suite of targeting tools and can run the ad as long as you want.

Here's the original Page Post:

Beat Facebook and Reach All Your Fans!

OK, well maybe not all, but on Facebook at the moment you'll be lucky to reach 16%. With this one Facebook strategy I am reaching over 60% of my fans every day!

Don't wait any longer to get this off the ground. It is as powerful now as it always was!

Click Here to Download my FREE Ebook –
https://www.facebook.com/socialnetworkingacademy/app_292320527528692

I really would love your feedback, so once you have read the book (it's an eas...[See More](#))

Discover How to Reach Over 60% of Your Fans Using Facebook Landing Pages!

Download my FREE Ebook today and find out why Facebook landing tabs are more important than ever before!



Enter Your Name and Email Address Below for INSTANT Access!

[Click Here Now for Instant Access](#)

Like · Comment · Share

Chris Collings, NKeschi Taylor, Mark Leonard and 8 others like this.

[View all 7 comments](#)

Here's what it looks like as a page post ad:

Right Hand Column Preview



The Social Networking Academy
Beat Facebook and Reach All Your Fans!

OK, well maybe not all, but on Facebook at the mom...



👍 11 💬 7

[Access the Videos Here!](#)

Facebook Advertising is flexible and effective.

Here are all the different types of ads you can create.

1. Send Visitors to an External URL

Sends visitors to an external web page

2. Send Visitors to a Facebook URL

Sends visitors to a specified FB URL such as a landing tab on your page. The advantage of using this is to choose your own headline.

3. Send Visitors to a Destination Page

Send visitors to a specified FB page. Choose the destination within the page, ie, a landing tab, event etc

You can send people to your wall, to a landing tab, to an event, to a places page or to an app page.

Each destination has different options;

Page - get more likes / promote page posts / advanced / impressions

Apps - get new users / increase app engagement / advanced

Events - increase attendance / advanced / impressions

4. Sponsored Stories

Create a sponsored story as a stand alone advertisement or as part of another ad campaign

Steps 1,2,6,7 & 9 of the 10 Steps to Creating an Effective Ad apply

5. Page Post Ad

Steps 1,2,6,7 & 9 of the 10 Steps to Creating an Effective Ad apply

6. Promoted Posts

Think about your status update as you would a traditional ad - Steps 1 - 10 apply!



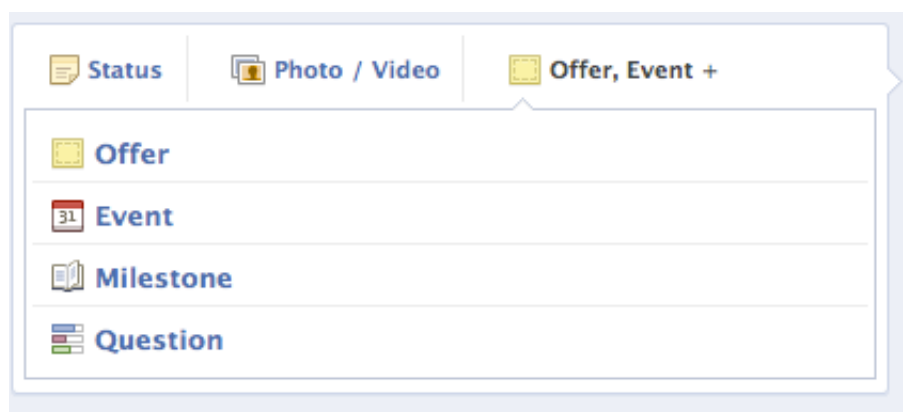
Facebook Offers

Last but not least are Facebook Offers.

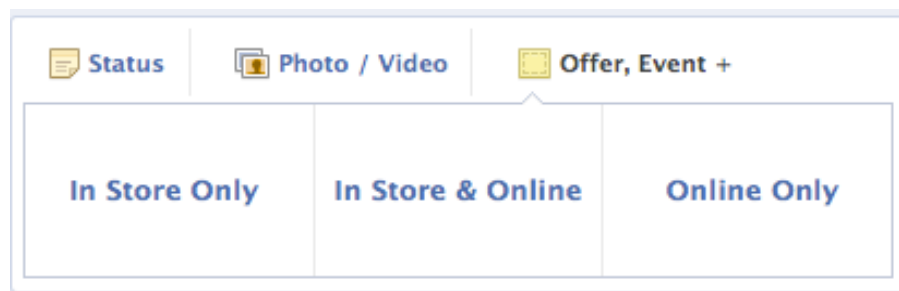
These are also fairly new at the time of writing and have only recently been rolled out to all pages.

Here's how to create an offer;

1. Click Offer on your facebook page status box;



2. Pick In Store, In Store & Online, or Online Only



3. If your offer is online, enter the web address the person will redeem the offer

This screenshot shows the 'Redemption' step (1 of 4) in the Facebook offer creation process. It features a text input field for the web address where the offer can be redeemed, with the URL 'https://www.facebook.com/socialnetworkingacademy/app_4' entered. Below this is an optional redemption code field. At the bottom, there are 'Help', 'Buffer', and 'Next' buttons.

Status Photo / Video Offer, Event +

Redemption (1 of 4) Back

Enter the web address where people can get your offer:

Add an optional redemption code:


Help Buffer Next

4. Add a compelling picture and your headline. Just as important as a Facebook ad, your headline is your hook, to get people to click!

This screenshot shows the 'Basics' step (2 of 4) in the Facebook offer creation process. It displays a profile picture of a woman and a headline: 'Download Our FREE Report Today and fins out how to reach over 60% of your fans for free!'. Below the headline, it says '100,000 claims that expire on 12/18/2012'. At the bottom, there are 'Terms', 'Help', 'Buffer', and 'Preview' buttons.

Status Photo / Video Offer, Event +

Basics (2 of 4) Back

 Download Our FREE Report Today and fins out how to reach over 60% of your fans for free!

2 characters left

100,000 claims that expire on 12/18/2012


Terms Help Buffer Preview


5. Preview Your Offer

This screenshot shows the 'Preview' step (3 of 4) in the Facebook offer creation process. It displays a preview of the offer, including the profile picture, headline, and a 'Get Offer' button with an expiration date of December 20, 2012. Below the preview, it states 'A preview of this offer has been sent to sna@jobarnesononline.com'. At the bottom, there are 'Help', 'Buffer', and 'Set Budget' buttons.

Status Photo / Video Offer, Event +

Preview (3 of 4) Back

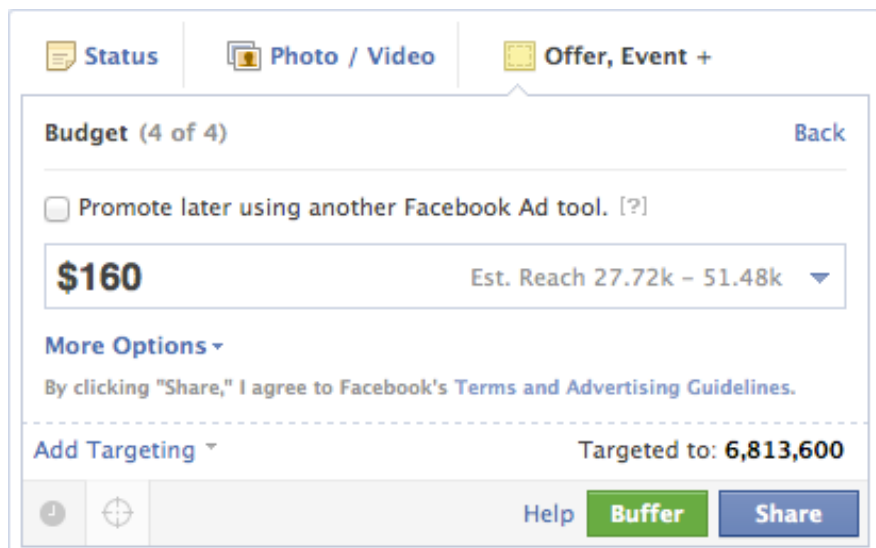
 Download Our FREE Report Today and find out how to reach over 60% of your fans for free!

 Get Offer · Expires December 20, 2012

A preview of this offer has been sent to sna@jobarnesononline.com.

Help Buffer Set Budget

6. Set Your Budget



This screenshot shows the Facebook Ad creation interface for setting a budget. At the top, there are tabs for 'Status', 'Photo / Video', and 'Offer, Event +'. The 'Budget (4 of 4)' section is active, featuring a 'Back' link. A checkbox for 'Promote later using another Facebook Ad tool. [?]' is present. The budget is set to '\$160', with an estimated reach of '27.72k - 51.48k'. Below this is a 'More Options' section with a dropdown arrow and a disclaimer: 'By clicking "Share," I agree to Facebook's Terms and Advertising Guidelines.' The 'Add Targeting' section shows 'Targeted to: 6,813,600'. At the bottom, there are icons for help and targeting, followed by 'Help', 'Buffer', and 'Share' buttons.

Status Photo / Video Offer, Event +

Budget (4 of 4) Back

☐ Promote later using another Facebook Ad tool. [?]

\$160 Est. Reach 27.72k - 51.48k ▼

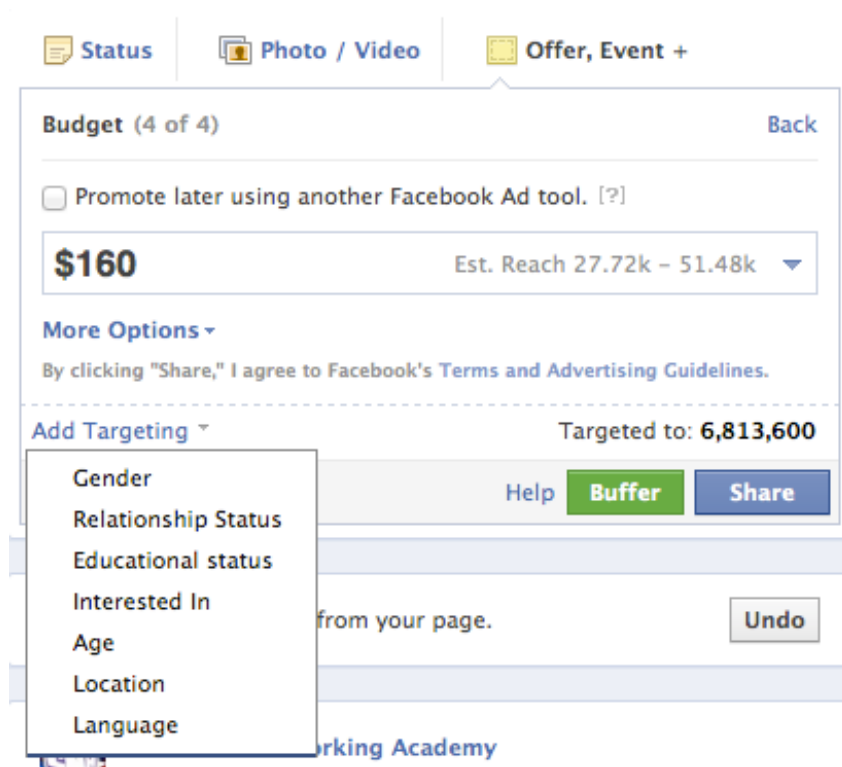
More Options ▼

By clicking "Share," I agree to Facebook's Terms and Advertising Guidelines.

Add Targeting ▼ Targeted to: 6,813,600

Help Buffer Share

7. Target Your Audience



This screenshot shows the Facebook Ad creation interface for targeting an audience. The 'Budget (4 of 4)' section is active, with a 'Back' link. A checkbox for 'Promote later using another Facebook Ad tool. [?]' is present. The budget is set to '\$160', with an estimated reach of '27.72k - 51.48k'. Below this is a 'More Options' section with a dropdown arrow and a disclaimer: 'By clicking "Share," I agree to Facebook's Terms and Advertising Guidelines.' The 'Add Targeting' section shows 'Targeted to: 6,813,600'. A dropdown menu is open, listing targeting options: Gender, Relationship Status, Educational status, Interested In, Age, Location, and Language. At the bottom, there are icons for help and targeting, followed by 'Help', 'Buffer', and 'Share' buttons. An 'Undo' button is also visible.

Status Photo / Video Offer, Event +

Budget (4 of 4) Back

☐ Promote later using another Facebook Ad tool. [?]

\$160 Est. Reach 27.72k - 51.48k ▼

More Options ▼

By clicking "Share," I agree to Facebook's Terms and Advertising Guidelines.

Add Targeting ▼ Targeted to: 6,813,600

Gender
Relationship Status
Educational status
Interested In
Age
Location
Language

Help Buffer Share

Undo

8. Share!!!

Summary

So, there you go! That is the Quick Start Guide to Generating Leads on Facebook.

The beauty of this method is that it fits right in with the changing landscape of marketing.

The days of advertising a product or service and taking people directly to a cleverly written sales page or a static website with a menu of items to purchase, are fast moving behind us.

The future of marketing is inbound. Customers will respond much more to interesting and shareable content, personalised services, true relationship building and a company's ability to see beyond them being just a lead.

By utilising outbound marketing techniques, such as, advertising or paid media which lead prospects to good, free content that kicks off the start of a dynamic and interactive relationship, businesses will see a much higher return on their investment.

If you'd like to see me create an ad campaign and walk through all the different functions / uses for the ad platform, plus set up an event, an offer and grab all my bonus videos on researching your market, creating attention grabbing images, copy, headlines etc, then check out the video course that accompanies this ebook by [clicking here](#)!

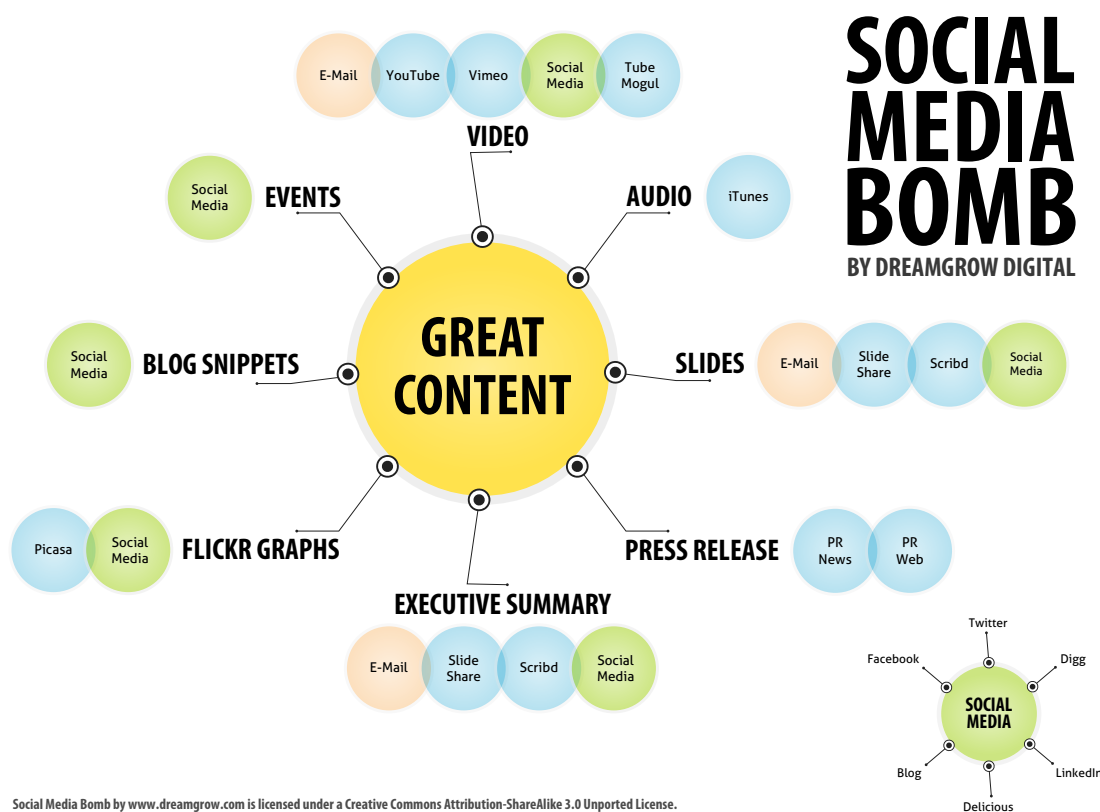
Part 2

Generating Leads by Relationship Marketing

How to Create Your Marketing Strategy

So how do we go about putting all this in place?

I found a fantastic graphic by Dreamgrow Digital called The Social Media Bomb.



Here, Pritt from Dreamgrow is sharing with us all the different ways in which we can distribute our great content across the social media platforms and beyond.

[Access the Videos Here!](#)

If you use the diagram that I provided on Page 10 and then, add this to it as your content strategy, there's your marketing strategy for the next year!

Print them out and stick on your office wall!

So, there are three main ways in which to build your relationship marketing strategy on Facebook:

1. Business Pages
2. Your Personal Profile
3. Groups

Get this side of your strategy right and you will build a great profile, a solid reputation, and a fantastic community of loyal advocates and raving fans.

This essentially gives you your own online sales team!

Business Pages

Since Facebook introduced the subscriber button to personal profiles, the Timeline to pages and the new, Promoted Posts feature; people have been questioning the value of business pages.

Is it really that necessary to have one? My posts only get seen by 16% of my fans. You can't land directly on a landing tab anymore so how effective are they really?

The key benefits to having a business page are firstly, because they are specifically for business. You can talk about your business, promote your products and services, make offers and generally publicise your business to your heart's content on your business page.

I like to think about it as a dynamic, interactive magazine or blog all about my business, industry or niche.

Secondly, you can create interactive tabs on a business page as mentioned in Part 1 of the book. Landing Tabs, Contests, Webinar Invites, Games, Videos, and Surveys. You name it, you can create it. Plus, you can drive traffic straight to it!

Thirdly, you can create ads, promoted posts, offers and sponsored stories from your business page. Just follow the quick start way to generate leads and prospects as discussed in Part 1.

Lastly, Facebook has an in built analytics tool called Insights, which when studied, can give you vital information about your customers, such as, where they came from and how interested they are in your content.

It can also tell you what type of content gets the most engagement, when, e.g., time, day, etc.

A business page on Facebook is not the be all and end all of your marketing strategy. It is, however, a fantastic and very powerful tool and well worth forming, as a major part of your strategy.

Over the next few pages, I am going to be stripping a business page down and then, running through with you, how to get the most benefits in the shortest amount of time. There is no need to spend hours and hours on Facebook to get huge results.

I'm going to show you how!

The Goal of Your Page

The overall objective of your business page is to generate new customers and retain the ones you have.

You do this by collecting names and email addresses, getting likes, increasing engagement, as well as, building trust and relationships.

How to Use Facebook Business Pages

Branding

Right at the top of your business page, now you have a fantastic piece of real estate called your timeline cover.

Unfortunately, it does come with a set of rules and regulations, but you can still be hugely creative and ensure that your brand stands out above the rest.

Let's get what you can't do out of the way with first. In Facebook's words:

"All covers are public. This means that anyone who visits your Page will be able to see your cover. Covers can't be deceptive, misleading, or infringe on anyone else's copyright. You may not encourage people to upload your cover to their personal timelines.

Covers may not include:

- i. images with more than 20% text;*
- ii. price or purchase information, such as "40% off" or "Download it on socialmusic.com";*
- ii. contact information such as a website address, email, mailing address, or information that should go in your Page's "About" section;*
- iii. references to Facebook features or actions, such as "Like" or "Share" or an arrow pointing from the cover photo to any of these features; or*
- iv. calls to action, such as "Get it now" or "Tell your friends.""*

Great, now let's look at what you can do!



[Access the Videos Here!](#)

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



Mari Smith
84,645 likes · 1,715 talking about this

Author
Facebook Marketing Expert | Social Media Thought Leader | Author, Speaker. Visit: www.marismith.com and let's tweet: www.twitter.com/marismith

About

Photos

Facebook Checklist

FREE chapter! (PDF)

YouTube

The Rise To The Top

Facebook 2012 What You Need To Know

The New Relationship Marketing FREE Chapter!

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



The Rise To The Top
6,073 likes · 138 talking about this

TV Show
The #1 Badass Show, Resource & Community For Mediapreneurs <http://www.therisetothetop.com/>

About

Photos

Tools & Products

Welcome

Become a VIP

THE #1 BADASS SHOW, RESOURCE & COMMUNITY FOR MEDIAPRENEURS WITH DAVID SITEMAN GARLAND & FRIENDS

THE RISE TO THE TOP

TOOLS AND PRODUCTS

CLICK LIKE

BECOME A VIP

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

[Access the Videos Here!](#)



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

About Section

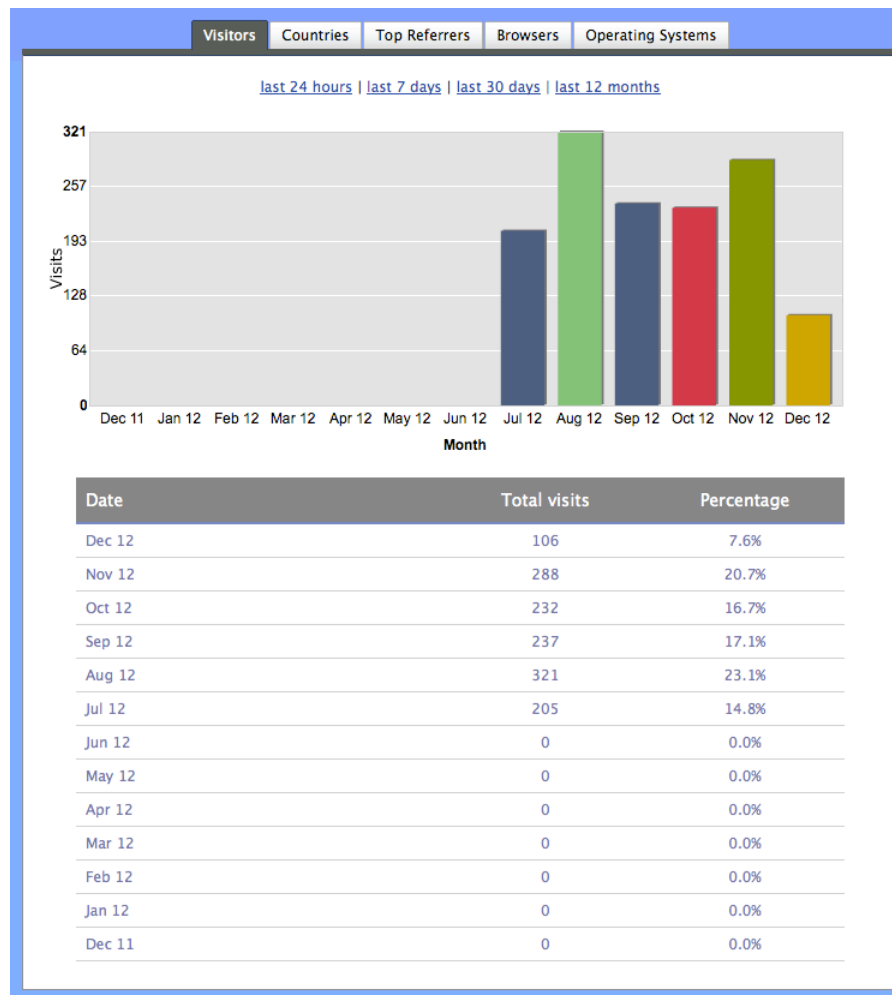
You may have heard of SEO'ing your page. Well, it starts here! This is where you can get some great keywords in about your business.

However, you must be very careful about what you put in the first 200 characters, as it is these that will show at the top of your page.

Be sure to include your web address, blog, landing page or wherever you'd like people to go to find out more. I have had over 1300 clicks just from the About Section to my site over the last few months.

Here's my stats from the small, unobtrusive link on my About Section:

[Access the Videos Here!](#)



We'll talk more about linking web pages and Facebook later, but it starts here and is very powerful.

Education Website

Helping Business Owners & Entrepreneurs to Profit From Social Media! For more information visit - <https://the-sna.com/s/thesocialnetworkingacademy>

About

Business Consultant - Marketing Consultant

Facebook marketing that makes a difference. Build trust. Build a business. Build a brand! [\[www.JonLoomer.com\]](http://www.JonLoomer.com)

About

Please note if you're a place page, you won't have the option to add a description, so make sure you put all your contact details in there;

[Access the Videos Here!](#)

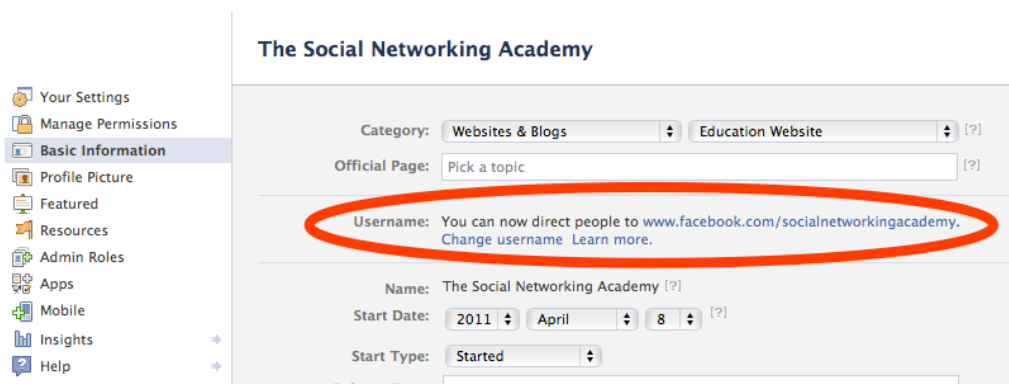
Custom URL

Just a quick point on this one, because when you first set up a page, if you are not asked during the set up to select a unique username, you will have to get 25 likes before you can create it.

Your custom url is the unique url of your page – i.e., www.facebook.com/socialnetworkingacademy

If it's not been set by you, you will notice it has the name, plus pages, plus a long line of numbers which isn't very helpful from an SEO point of view or from a customer's prospective.

So, do make sure that you set this up as quickly as you can. Go here <https://www.facebook.com/username> to create your username, if you haven't already and you have over 25 likes, or look out for it on your Basic Information page here:



Tab Apps

I'm only going to touch on these as this subject makes up most of Part 1. I also have another ebook all about tab apps which you can access for free here [Click Here to Access Facebook Landing Tabs Ebook](#).

The tab apps are the separate pages within Facebook, in which you can create Landing pages, Welcome pages, offers, contests, games, shops and so on.

Each tab app has its own unique url, which you can drive traffic directly to.

The trick is to get organic traffic to your page clicking on them as well!

To do this, you need to ensure they're branded and either, cleverly in line with your timeline cover creator or so creative that they simply catch the eye and make people want to take action.

Tab apps are your quick start way to generating leads and prospects. Ignore them at your peril!

Here's some examples of creative tab apps:



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

[Access the Videos Here!](#)

Like Lunch? **LIKE** this page
EasyLunchboxes



JOIN my community and get great **lunch box** ideas, meal packing tips, **green & healthy** living links, **yummy** recipes ...and a dash of **flavorful food** for thought!



Kelly Lester
 mom of 3 & creator of
 the EasyLunchbox System



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

Don't forget to
 click the "Like"
 button up there!



social identities
 custom graphics for your social network



We'll Take Your Social Media Pages to Lofty New Heights

At Social Identities, we specialize in creating custom graphics for most social networks, including Facebook. A Facebook landing page like the one you're reading now gives you an opportunity to explain what you do and why someone should click the Like button and become a fan. An effective Facebook landing page has been shown to increase Like conversions by more than 50%.

Click [here](#) to find out what we can do to enhance your Facebook Page as well as many of your other social networking pages.

We live and breathe social media and encourage you to join our Facebook community by clicking the Like button. We'll help you get the most from your social network.

LIKE us to get a 10% discount on our design services.



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

[Access the Videos Here!](#)



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

[Access the Videos Here!](#)

DECEMBER IS THE
Month of *Giveaways*

We will be giving away prizes *all month long!* Enter once and you'll be eligible for all prizes from that date forward.

Want to see what you could win? Check out the awesome prizes below!

08
total
gifts

Enter

gift 01 45 MINUTE ONE-ON-ONE Coaching Session : *Prize Won*

gift 02 6 MONTHS FREE OF THE Short Stack Plan : *Prize Won*

gift 03 FACEBOOK PAGE STRATEGIC REVIEW
Silver Package
from Jon (\$97 value)

[Learn More >](#)

Share

gift 04 6 MONTHS FREE OF THE
Full Stack Plan
on  SHORTSTACK

[Learn More >](#)

Share

gift 05 FACEBOOK
Ad Review
from Jon (\$147 value)

[Learn More >](#)

Share

gift 06 6 MONTHS FREE OF THE
Double Stack Plan
on  SHORTSTACK

[Learn More >](#)

Share

gift 07 FACEBOOK PAGE STRATEGIC REVIEW
Gold Package
from Jon (\$497 value)

[Learn More >](#)

Share

ALL ENTRANTS WILL RECEIVE
20% Off
PRODUCTS FROM JONLOOMER.COM

All you have to do is *enter!*
Once your entry is received
we'll give you a coupon code
to use on your next
purchase. It's that easy!

[Official Rules](#)

[View Timeline](#)

[ShortStack.com](#)

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

[Access the Videos Here!](#)

Posts & Content

The most important part of your relationship building and content marketing strategy is what and when you post!

It's worth spending some time on this point, as this is where you can truly stand head and shoulders above your competition.

There are a number of different types of content you can publish, share and distribute. I have grouped them under specific headings:

Attention Grabbing Image Posts

All your posts actually need to be attention grabbing, but specifically here, I'm talking about images.

Let's have a look at some impactful attention grabbing image posts:





The Rise To The Top
Liked · 17 hours ago

Caption contest (episode with Seth Godin going up tomorrow). Hah. What do you think was just said/happened?

Like · Comment · Share

13 people like this.

View all 16 comments



David King "Social media was never real.. the whole time!" 😊
17 hours ago · Like



Terrance Smith "Would you PLEASE hurry up and take the photo for the 4th time, this fake smile we are holding up is hurting my mouth...you got the flash on this time?"
17 hours ago · Like



Ryan Brewer So David says to Seth. Rectum, damn near killed him
16 hours ago · Like



Dilanka Wettewa David: "Seth..so, do you love your wife?"
Seth:
15 hours ago · Edited · Like · 1



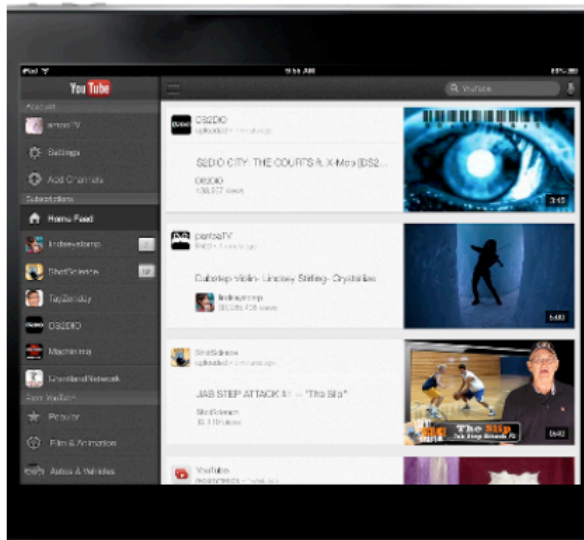
Write a comment...



Google shared YouTube's photo.
December 5

We just released a new YouTube app for iPad and iPhone 5 – download or update at <http://goo.gl/FH3ST>

Bust out your iPad or new iPhone 5—we've got an updated YouTube app for you. <http://goo.gl/TeBhR>



Like · Comment · Share

245

2,028 people like this.

View previous comments

1 of 506



Virgin
about an hour ago

As it's 12.12.12 – how do you suggest we celebrate?



Like · Comment · Share

2

84 people like this.

View all 22 comments



Virgin And Craig Lucas – we hope you ate those corn flakes right up, we've gotta feeling they lied!
5 minutes ago · Like

[Access the Videos Here!](#)

This is a mixture of attention grabbing photos, plus using an image when you could have just used a link as in the Google post. The post has far greater impact by taking a screenshot of what they're referring to!

Another company who does this very well is Social Media Examiner who show a portion of the blog post they want you to read:

**Social Media Examiner**
21 hours ago

New Article: How B2B Marketers Are Successfully Using Facebook. Are you a B2B Marketer? How has Facebook worked for you? – Andrea

<http://www.socialmediaexaminer.com/b2b-marketers-successfully-using-facebook/>

How B2B Marketers Are Successfully Using Facebook

By Ben Pickering
Published December 12, 2012 

Are you wondering what the secret ingredient is to business-to-business (B2B) marketing on Facebook?

The answer may surprise you.

Facebook, by its nature, is a more compelling consumer communications channel than it is for business-to-business.

Let's not forget that behind every business are consumers. With 900 million active users, you can bet that your target customer is on Facebook.

Data indicates that B2B marketers are still using Facebook at a lower rate than B2C marketers. No matter what type of business you run, **think about Facebook as a complement to, and extension of, your existing communications channels.** After all, the more channels you use to reach your audience, the better!



859
 Tweet

Total Likes?	Friends of Fans?	People Talking About This?	Weekly Total Reach?	Total Subscribers
6,117  +0.00%	3,150,538  +0.00%	31  +7.62%	1,318  +71.17%	

 Posts?  People Talking About This?  Weekly Total Reach?

Like · Comment · Share 21

 29 people like this.

[Access the Videos Here!](#)

To create images there are many resources out there but my favourites are;

Powerpoint - great for creating easy shapes and text based images

[Pic Monkey](#) - great for playing with images (recommended by FB expert Amy Porterfield)

[Piktochart](#) - Build easy Infographics

CTA Posts

Just like your attention grabbing posts, all your posts should have an element of call to action on them, e.g., like this post, share, comment, click the link, etc.



Jon Loomer Digital

3 hours ago

Did your Facebook ad get denied? Maybe it was the targeting!

Read more here:

<http://www.jonloomer.com/2012/12/13/facebook-advertising-guidelines-targeting/>

...See More

Facebook Advertising Guidelines: Targeting

Was your Facebook ad or Sponsored Story denied? Maybe this is why...

1. Alcohol

- Minimum age of targeted user is different, depending on the country.
- In some countries, no targeting is allowed, regardless of age.

2. Dating Service

- "Relationship" targeting must be set to "Single" or "Not Specified."
- "Sex" targeting must be set to either "Men" or "Women."
- "Age" targeting must be set to a minimum of 18 years.
- "Interested In" targeting must be set to either "Men" or "Women."

3. Approved Adult Products

- Cannot target users under the age of 18.

* examples from Facebook Help Center



[Access the Videos Here!](#)

Click "LIKE" if you knew that HOOAH originated as an abbreviated form of "Heard, Understood, Acknowledged!"



Like · Comment · Share

90

574 people like this.

View all 30 comments

New Post! How to Promote Your Online and Offline Events on Facebook Click Here ---->
<http://www.entrepreneur.com/article/225221>

How to Promote Your Business Events on Facebook

BY AMY PORTERFIELD | 22 hours ago | 1

Recommend Tweet 42 Share 41 5

Creating events on Facebook can be an effective, low-cost way to market your business event. But business owners may not get the sales and new leads they're hoping for if they overlook the many small details involved in event creation and promotion.



image credit: Little Jack Marketing

Here's how to set up an event and what works best to promote it far and wide.

How to set up your event: First, let's look at events as they appear to your Facebook fans.

Click on the Events link in your homepage sidebar to see the calendar view of all upcoming events. These will include friends' birthdays, suggested events your Facebook friends have created and events you were invited to on Facebook. You can click on any event for more info, or to join or decline.

Like · Comment · Share

15

38 people like this.

The Social Networking Academy shared a link via SplashPost.
26 November

Are you feeling lucky? Click the Graphic to Win!



One Lucky Entrant Will Win Lifetime Membership of The Social Networking Academy (value \$403)

Promotional Posts

These can be free promotions, offers, discounts, launches, or anything that you want to promote.

Make sure they're attractive, creative and enticing. Notice from all these examples, most are sending people to free offers. I guarantee, at the end of each free offer there will be a sales promotion somewhere along the line. Even the sales promotions aren't exactly 'in yer face,' are they? It's a great way of marketing.

Here are some great examples of promotional posts:

Right now! Hangout with Beauty Editor Eva Chen and Sephora Creative Director Lina Kutsovskaya! Watch them talk holiday beauty looks, personal style, and more. Join the Google+ Hangout> <http://seph.me/SMqAbZ>

GOOGLE+ HANGOUT WITH
LINA & EVA



12/10, 1:30 - 2PM PST
COME HANG WITH US!

Fans, add a little Italian luxury to your holiday with the ACQUA DI PARMA Iris Nobile Sublime Mini Rollerball, yours free with any online purchase of \$25USD. Unlock the code now> <http://seph.me/H2Wjm8>
Do you travel with fragrance?

FANFRIDAYS
Where our fans are the first to know



FREE
ACQUA
DI PARMA
MINI
ROLLERBALL
With \$25 online purchase*



Like · Comment · Share

22

949 people like this.

View all 25 comments

We asked you how you would like to spend your next holiday & 30% of you said you would love to unwind on a luxury cruise. If you're a CommBank Awards American Express Cardmember, you have the chance to win a Mediterranean Cruise, plus other amazing prizes.

Find out more here: www.amexconnect.com.au/CBA



Like · Comment · Share

2

61 people like this.

In an effort to reward our awesome customers, I will give a prize to a random Facebook Fan who has also bought from us!

Sign up here to win - <http://MysteryBox.pgtb.me/hxw>

If you COMMENT with your most recent order number, you will increase your chances of winning but it is not necessary to be entered into the drawing.

DEERGEAR.COM



Like · Comment · Share

26

486 people like this.



Mari Smith updated her cover photo.
23 hours ago



Ready for something NEW and different?! Introducing the brand new BUSINESS & BEYOND CLUB – Powerful Business Principles That Change Everything: <http://businessandbeyondclub.com/>

There are a few spots left! Our first Member Orientation Session kicks off on December 13th at 12pm PST / 3pm EST. Come join us and make 2013 your BEST year ever!



HubSpot
Yesterday



Free Webinar TODAY at 1pm EST!

6 Steps to Accelerate SMB Growth in 2013 with HubSpot, Salesforce, and Desk.com. Join us here >>
<http://bit.ly/6SMBsteps>

6 STEPS
TO ACCELERATE SMB GROWTH IN 2013

Could the path to success for your SMB really be as simple as 6 little steps? Short answer: **YES!** Bring everyone in your business together so you can be relevant with customers across all channels, at all times and you'll be on your way to **finding more customers. shortening sales**

[Access the Videos Here!](#)

Inclusive Posts

By inclusive, I mean, sharing other people's content. It's not good enough anymore though, simply to share. You need to be curating other people's content. For example, rather than just posting a link and saying, 'Great article,' you need to be telling people why it's a great article and why they should be reading it.

Remember, the goal here is to give great value to your followers and subscribers, but they also want to hear your opinion. What do you think? Why are you recommending something?

Here are some great examples of inclusive posts. If you want consistently great examples of how to do this incredibly well, then follow Mari Smith. Out of all the pages that I searched for these types of posts, she stands out head and shoulders above anyone else. No wonder she's called the Pied Piper of Facebook!

Mari Smith
December 6

Facebook announced today that 300,000+ fan pages have promoted 2.5 million posts since Promoted Posts launched for businesses in June. More than one-quarter of those businesses have been new advertisers on Facebook. Hmm, wonder how many of the 300k pages continue to purchase Promoted Posts on a regular basis??

More at [InsideFacebook.com](http://www.insidefacebook.com):
<http://www.insidefacebook.com/2012/12/06/facebook-shares-stats-about-businesses-using-pages-and-promoted-posts/>

Check out the great stats ...See More

Status Photo / Video Offer, Event +

Come in to Jasper's Market and try our new homemade organic guacamole! On sale til Sunday for only \$2.99!

Promote Public Post

Get more people who like your Page to see this post.

\$10.00

Set your budget. The estimated reach at this amount is 3,500 [?]

More Options

Like · Comment · Share 15



Jon Loomer Digital shared a link.
December 6

Amy Porterfield always provides great stuff. Do you follow her?



One on One: Burning the Boats with Amy Porterfield – JonLoomer.com
www.jonloomer.com

Facebook marketing rock star Amy Porterfield tells her story about where she's been, how she got here and how you can be

Like · Comment · Share

6 people like this.



Mari Smith
Yesterday

The Best Times to Post on Facebook: Finding the Sweet Spots – lots of eye-opening nuggets in this post on Soshable: <http://soshable.com/the-best-times-to-post-part-i-finding-the-sweet-spots/> ... testing this out at 5:10 AM PST / 8:10 AM EST. Hm. Do you know what your sweet spots are?



Like · Comment · Share

7



The Social Networking Academy shared a link.
Tuesday

Are you looking for Social Media Information to share with your community, then check out Ching Ya. There is an unbelievable amount of valuable content found in her boards. From Facebook to Google+, you will find yourself pinning again and again!

<http://pinterest.com/wchingya/>



Ching Ya (wchingya)
pinterest.com

Ching is using Pinterest, an online pinboard to collect and share what inspires you.

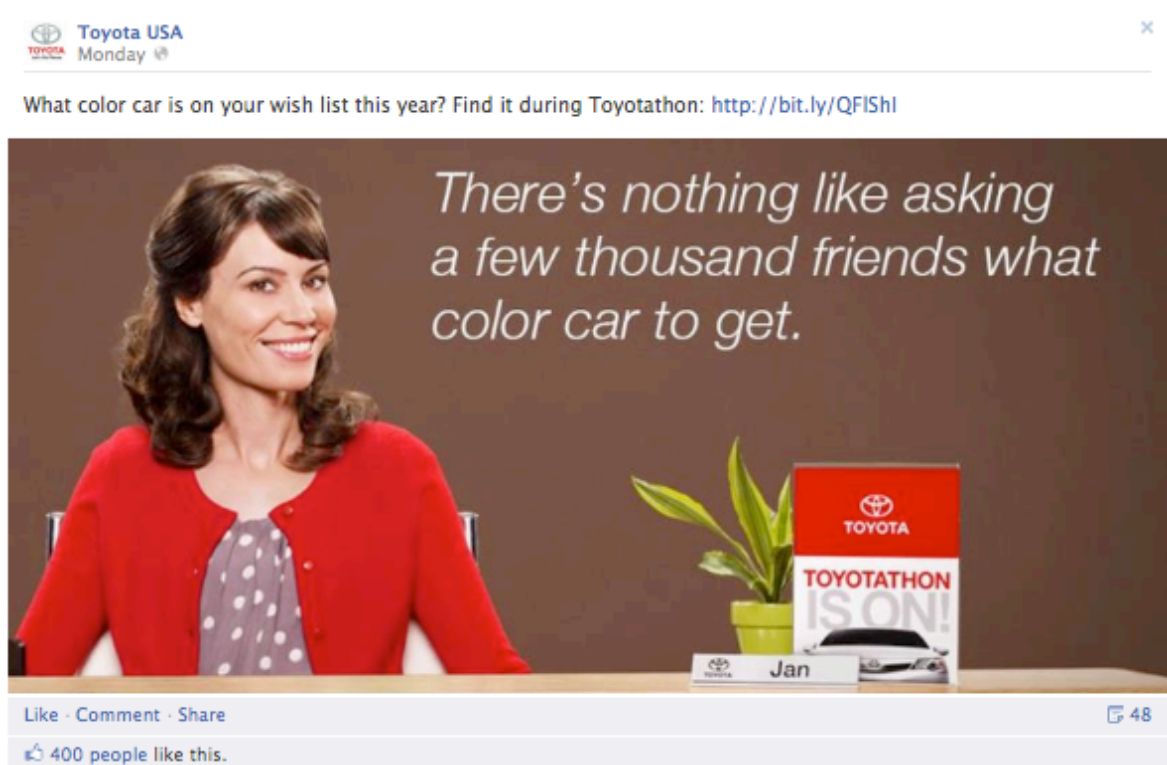
[Access the Videos Here!](#)

Conversational Posts

Much like CTA (call to action) Posts, conversational posts are written to encourage viewers to take action! In this case, join in a conversation.

A conversational post would typically be a question. Why does your audience think X? What are your audiences favourite X? What feature would your audience like to see on X?

Here's some examples;



[Access the Videos Here!](#)

How to Posts

Hugely valuable over on Pinterest, as well, are how-to posts! In other words, these are posts that are a step-by-step instruction on how to do something. Whether it be a video, an article, a status update, or an image (Pinterest loves how-to images).

This gives great value to your audience and many times, you'll get plenty of likes, shares and comments.

Don't forget to include a call to action!

Here's some great examples;

 **Chocolate for Breakfast** shared **Slice of Life's** photo.
Yesterday

Gingerbread seems to be front and center today though the first time I glanced at this photo I thought it was a chocolate layer! That's quite a "slice," don't you think?

[Slice of Life~Gingerbread Cookie Cheesecake](http://blogs.babble.com/family-kitchen/2011/12/13/gingerbread-cookie-cheesecake/)
<http://blogs.babble.com/family-kitchen/2011/12/13/gingerbread-cookie-cheesecake/>

What you'll need: {makes 8 mini cheesecake tarts}
1 box Pillsbury gingerbread mix (+ ingredients to make)
16 o...See More



Like · Comment · Share 23

75 people like this.

View all 4 comments

 **The Social Networking Academy**
9 December

Twitter Tip of the Day!

Learn to Cultivate Relationships!

Start paying attention when your followers tweet about your business or retweet something you've shared.

...See more



Like · Comment · Share 4

Maurice Doyle, Francesca Coronin, Michael Birchmore and 26 others like this.

View all 8 comments

Do you know how to avoid skidding on the ice this winter?
<http://al.st/WO38gg>



Like · Comment · Share

61

141 people like this.

View all 26 comments

Habitual Posts

We are creatures of habit! What better way to get people coming back time and time again to your page than to create a habitual post.

I've seen this done expertly; I've seen this done very badly. Either or, it still seems to work!

Examples would include:

Every Tuesday at 10a.m., you have an expert come and answer questions on your page for 30 minutes.

Every Wednesday at 6p.m., you discuss the latest tools in your industry.

Every Friday, all day, you allow others to come and promote on your wall.

Here's some great examples;



Social Media Examiner
18 hours ago



Hot Tip Tuesday! Add Tags to your LinkedIn Connections to organize them into groups. Some useful Tag categories would be "Clients" or a special networking group. Do you use LinkedIn Tags? – Andrea

CONNECTIONS · TAGS · GROUPS · ACTIVITY · COMPANIES · LOCATIONS · INDUSTRIES · RECENT ACTIVITY

connections Imported Contacts Profile Organizer Add Card

Share your phone, IM and more with your connections. Update Now

For Connections Select All Reset

Connections selected: 1 | Clear

All Connections (1251)

Tags

- Skills (230)
- group members (52)
- partners (16)
- colleagues (26)
- clients (18)
- mentors (5)
- outgoing (100)

Last Name

Companies

Locations

Industries

Recent Activity

Akins, Tricia
Managing Director -
Wolter Kluwer
Communications

Akins, Michael
Marketing Director -
Wolter Kluwer

Albrecht, Doyle
President/COO -
Echelon
Associates

Albergothi, Ann
Small Business Marketing
& Social Media Strategist -
Passion Marketing
Solutions

Almer, Colin
Publisher -
Advertising
Magazine

Alexander Milliner,
Stephanie
Social Media & Web
Marketing Specialist -
Moxie Graphics

Alexander (Eunika)

In your LinkedIn Connections area, Add Tags that are meaningful (i.e. Clients) so that you can organize your connections. Select list of people, then click Edit tags to add tag to their name.

Like · Comment · Share 29



Free Graphic Design Tutorials
December 7



Share your business with everyone here, and come and have a gravity defying drink with us!
Davina & Caroline

Photo Credit: PaulSMayle

www.fb.com/usefulgraphicdesigntutorials

Share your Business
with us all today!

Like · Comment · Share 3

13 people like this.

View all 27 comments



Harley-Davidson
7 December via Harley-Davidson

Photo of the Day: Pine Rider.

Like · Comment · Share 2,057

19,242 people like this.

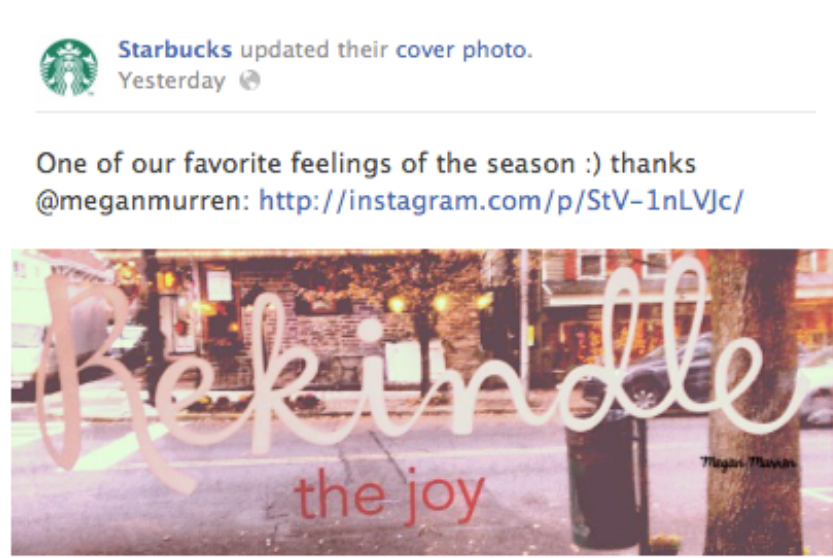
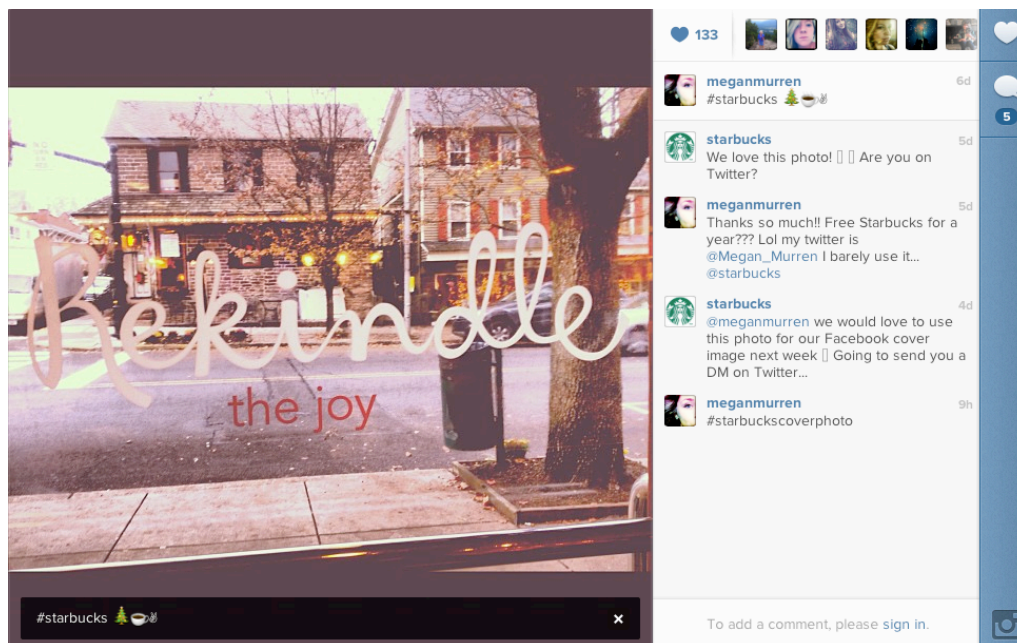
[Access the Videos Here!](#)

Crowdsourcing Posts

Last but not least, are posts that include fans and customers!

To include your customers in your business is hugely powerful and will have fans coming back time and time again to your page, sharing your content (particularly, where they have been featured) and telling all their friends about you!

Here are some examples:



[Access the Videos Here!](#)



Ben & Jerry's
December 7



This week's "Fan Foto" is from Aliz in Norway. Nordic Water Peace is the first local Ben & Jerry's flavor made exclusively for Nordic countries, and is part of a campaign towards the conservation of the Baltic sea.

Want to see your Ben & Jerry's photo featured on our page? Just post it to our wall with 'Fan Foto' in the caption.



Like · Comment · Share

119

3,419 people like this.

View previous comments

2 of 63



Ben & Jerry's
August 31

This week's Fan Foto is from Matt S who made a collage of the different Ben & Jerry's flavors he's tried in the past decade. Impressive!



Like · Comment · Share

21,136 927 1,854



Skittles
November 26

The GREATEST FAN IN THE WORLD knows that the wand is the Skittles Fairy's source of power... and also her greatest weakness.



Like · Comment · Share

3

742 people like this.

View all 27 comments

[Access the Videos Here!](#)

You can be as creative as you want to be and the more creative, the better!
Please note on each of these types of posts, they can come in many forms, for instance:

Video, Audio, Text, Image, Links, etc.

Posting on Facebook is only going to get more fun as more features are added and programmers write cool code.

For example, Facebook offers are a great addition and check out this cool wall optin by SplashPost!

Are you feeling lucky? Click the Graphic to Win!



Win This Sweepstake!

Are you ready to take your business to the next level?
Win Lifetime Membership to The Social Networking

CLICK HERE TO WIN!

It's simple to enter,
just click on the
button below.

Hurry! Entries close
Friday 30th
November 2012

Click Here to Enter!

Like · Comment · Share

18

The one thing I would urge you to remember before you get too carried away, however, is to keep your posts relevant to your industry, your niche, and your business.

Remember, the goal here is to build relationships, which lead to prospects, which lead to customers.

Edgerank / Newsfeed Exposure

I thought it would be apt at this stage to have a quick chat about newsfeed exposure. If you're posting all this fantastic content but no one's seeing it, what's the point right?

Well, this is where you need to be strategic and engaging. The fact is that your posts have never been shown to all your fans and subscribers.

With over 30 billion pieces of content being shared every month, ([Kissmetrics stats](#)), the newsfeed is incredibly busy and Facebook doesn't want to flood everyone's feed with every single piece of content published.

So they developed an algorithm called Edgerank. Love it or hate it, it exists and has recently changed, so that even less of your fans see your posts, presumably, in a bid to increase advertising spend on Facebook. To be honest, the reason is irrelevant.

Facebook is a 3rd party free tool and can ostensibly, do as they please. We either suck it up, find a way to work with it or move on.

In its simplest form, Edgerank means your posts will show more in the newsfeeds of those who are engaged with your page.

Therefore, it is your job to increase engagement by posting varying and entertaining posts as detailed in the section above.

Utilising the tools Facebook has given us, the key is to mix up your posting strategy with some organic posts and some promoted posts.

Don't make the mistake of only promoting posts with an offer. Make sure you're also promoting content rich posts that will increase engagement.

Once you start the ball rolling and getting under the noses of your fans more often and engaging them in conversation, this will have an effect on your organic posts.

Analytics

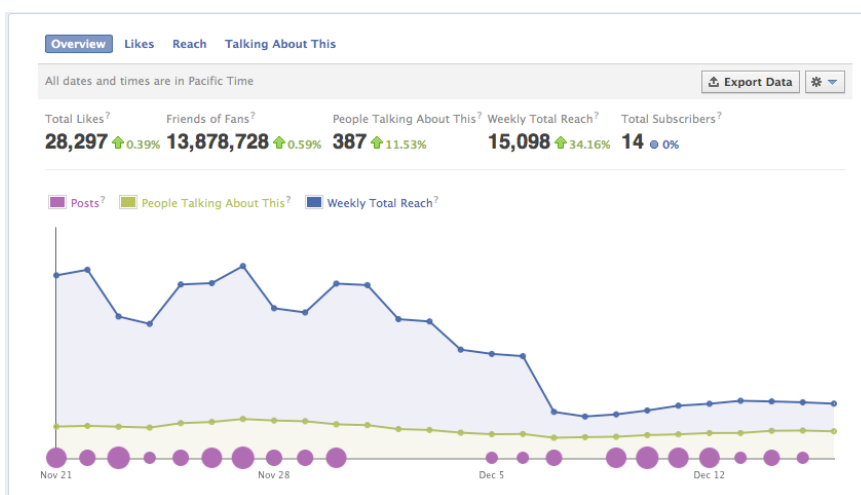
A huge part of your marketing strategy is to know what is and isn't working.

Facebook has their own in built insights software and many other companies have utilised Facebook's API platform to build measuring tools, which work directly with Facebook and collect all the data for you.

Whichever you choose, here's an overview of what you'll see when you look into insights!

When you first login to your insights you'll get taken to the Overview Page.

This will give you an instant indication as to whether your page numbers are increasing or not, e.g., Likes, Engagement, etc.



I tend to ignore the section at the top and head straight for what's happening with my posts.

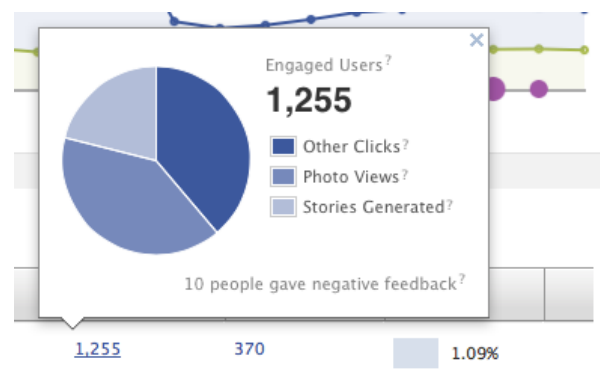
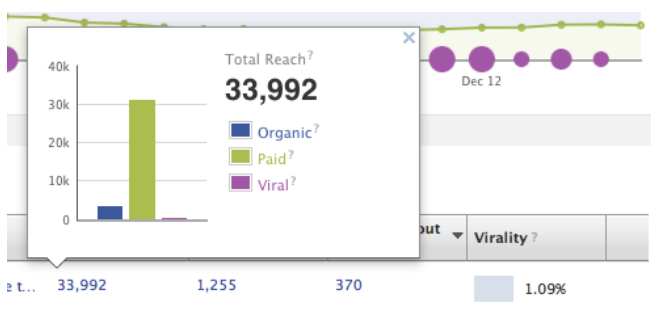
Page Posts (Updated 6 minutes ago)

All Post Types ▾

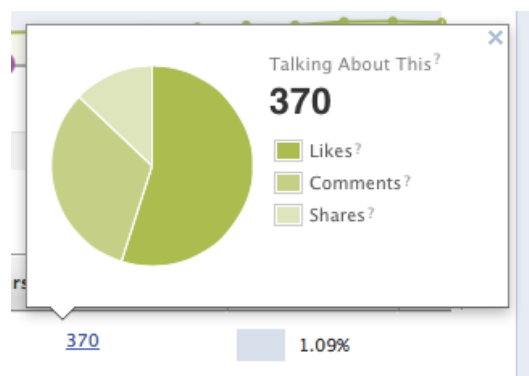
Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?	Talking About / Reach
11/22/12	Here's a cool little Pinterest tip for yo...	4,874	281	85	1.74%	
11/21/12	★ ★ ★ The Social Networking Acade...	15,008	1,690	80	0.53%	
12/14/12	Hey All, We at The SNA are going sile...	3,295	87	48	1.46%	
12/14/12	Tip of the day!! My 4 Planning Produc...	1,985	58	33	1.66%	
12/9/12	Twitter Tip of the Day! Learn to Culti...	2,176	116	33	1.52%	
11/30/12	Last Day! (Incredible Special Offer!) ...	15,060	243	33	0.22%	
11/25/12	Free LIVE Webinar: Jo Barnes Presents...	20,888	163	33	0.16%	
12/6/12	How to Get Your YouTube Viewers W...	2,402	125	30	1.25%	
12/10/12	At last, Facebook have simplified the ...	2,338	100	29	1.24%	
11/29/12	Stop Farting Around! What a webinar ...	9,568	188	29	0.3%	
12/7/12	Google Plus Tip of the Day! Post Ofte...	4,584	83	22	0.48%	
12/12/12	Best Facebook and Reach All Your Fa...	2,176	109	18	0.83%	
12/11/12	Cool Feature Alert!!! Google+ have ju...	1,716	72	17	0.99%	
11/27/12	Are you feeling lucky? Click the Grap...	16,432	182	17	0.1%	

What I really like about this section are the 'at a glance' features it gives you.

I can see what type of post I'm looking at , i.e., status update, photo, link, video, etc. and I can very quickly see my post reach, engaged users and people creating stories from my post (the most important number in my eyes).



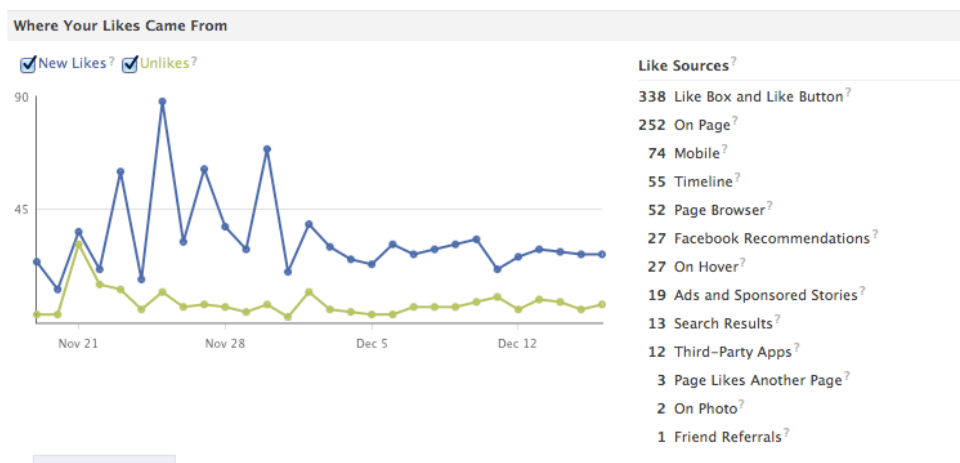
[Access the Videos Here!](#)



It also gives me a percentage of the number of people creating stories divided by reach, so I can see how viral my post is.

A quick note here - a story is any action taken on your post, i.e., a like, comment, share, etc.

On the Likes section, you get an overview of who has liked your page, as of the day's date, broken down by demographics, ages, cities, countries and so on, but what I'm most interested in is where my likes came from.



On the reach page, I again get a break down of who I'm reaching in any given time period by age, country city etc, but I can also see at a glance how I'm reaching people i.e., organic, paid, viral and how many times users are seeing my posts in their newsfeeds.

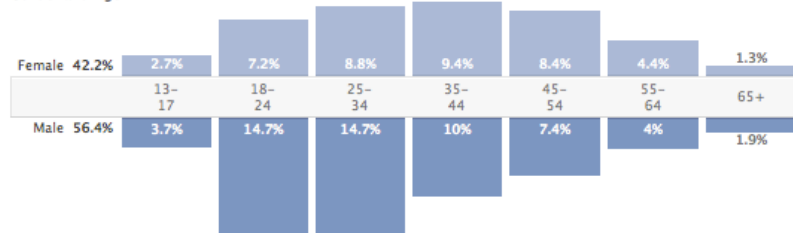
Overview Likes **Reach** Talking About This

◀ 09/18/2012 - 12/16/2 ▶

📄 Export Data 📄

Who You Reached (Demographics and Location)

Gender and Age?



Countries?

4,601 United Kingdom
3,702 United States of America
546 Nepal
400 Australia
340 Canada
292 Malaysia
286 India

Cities?

1,582 London, England, United Kingdom
370 Kathmandu, Nepal
156 Manchester, England, United Kingdom
124 Colombo, Sri Lanka
123 Kuala Lumpur, Wilayah Persekutuan, Malaysia
99 Los Angeles, CA
98 Birmingham, England, United Kingdom

Languages?

8,261 English (US)
3,737 English (UK)
255 German
248 French (France)
221 Spanish
177 Bulgarian
164 Romanian

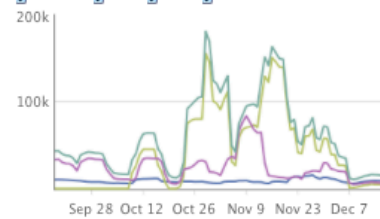
Show All ▼

How You Reached People (Reach and Frequency)

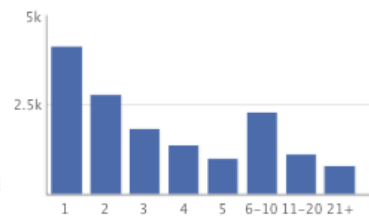
All Page Content ▼

Reach?

☒ Organic? ☒ Paid? ☒ Viral? ☒ Total?

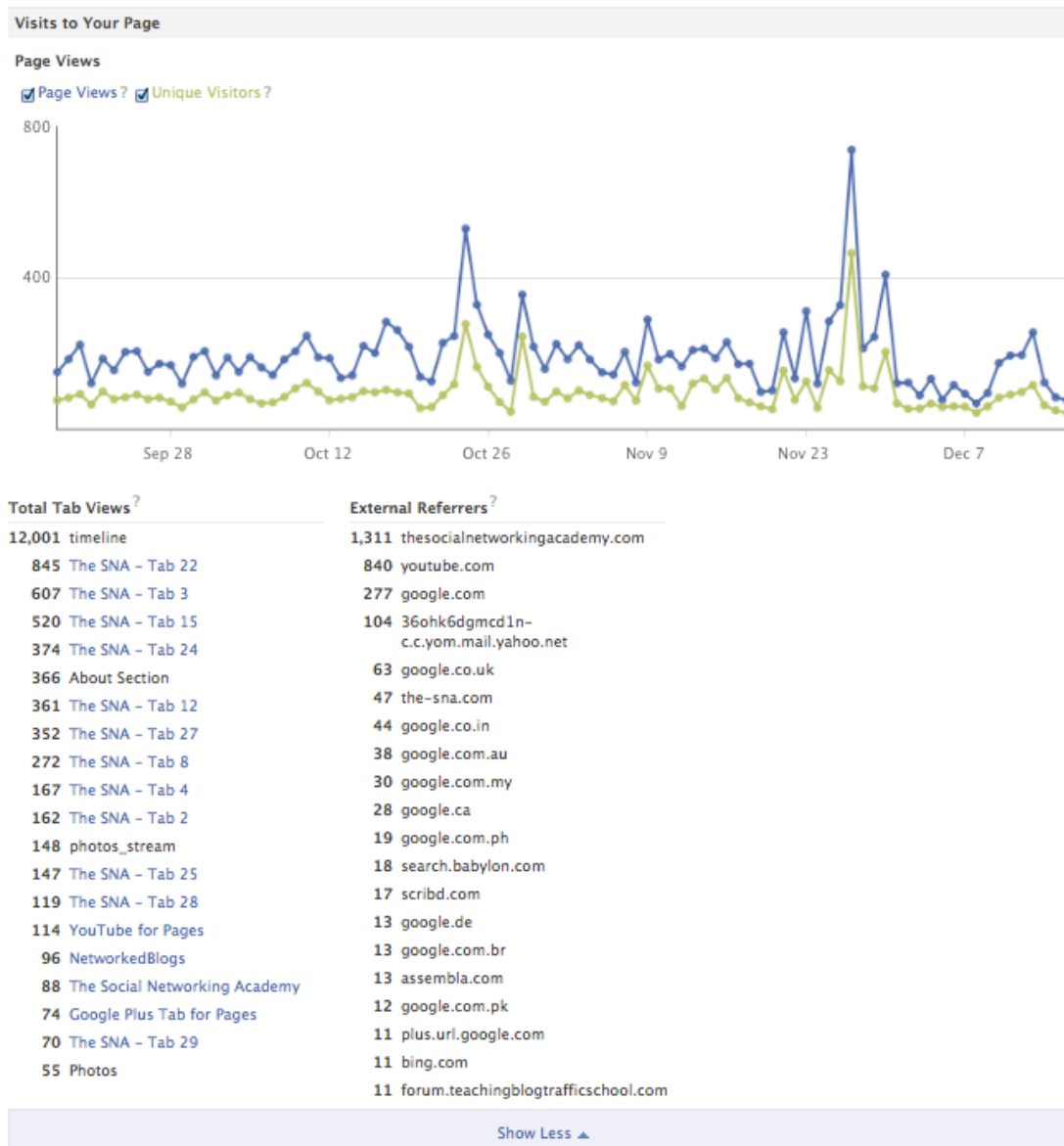


Unique Users by Frequency?



Out of all of this interesting stuff, however, the most important numbers on this page are my page views and the breakdown of my timeline, along with the tab views and the external referrers.

[Access the Videos Here!](#)



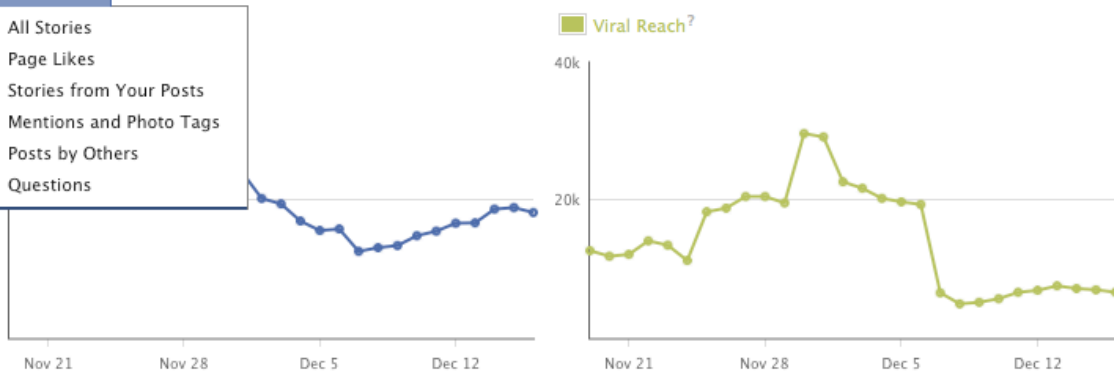
This tells me what most people are looking at and where they're coming from. Now clearly, if you have a specific ad campaign running or a contest and you're sending people directly to the tabs, this is going to have a huge impact on these numbers, but it's a great 'at a glance' indication of how your page is performing.

Lastly on the 'at a glance' insights, we get the Talking About This Page. Again, it starts with a look at the demographics, but then you can really drill down into how people are talking about your page.

How People Are Talking About Your Page

All Stories ▾

All Stories
Page Likes
Stories from Your Posts
Mentions and Photo Tags
Posts by Others
Questions



So the People Talking About This Stat, include:

Page Likes

Stories from Posts - Likes, Comments, Shares, Responses etc

Mentions & Photo Tags

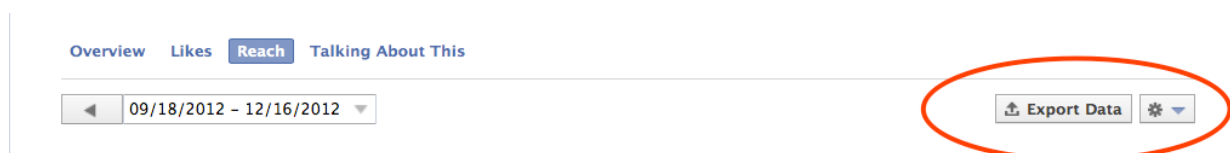
Posts by Others

Questions

On this page, you can see how many people are taking which actions.

Now I keep referring to this as the 'at a glance' stats because you can dig deep and get a lot more detail if you wanted to.

See the Export Data Tab on the top right of your insights:



You have the option to export Page Level Data and Post Level Data.

From within these reports you can begin to measure:

Daily Reach by Type - Organic, Paid, Viral

Daily Post Impressions

How many people played your video.

How many people clicked on your link.

[Access the Videos Here!](#)

How many people are hiding your posts or reporting your posts as spam! (How very dare they!)

And much more!

Here is a fantastic infographic from Jon Loomer, explaining what all the terms mean on your Facebook insights.

Check it out and his blog. He gives some amazing tips on measuring different aspects of your Facebook page activity.

<http://www.jonloomer.com/2012/09/11/facebook-insights-glossary/>

80 / 20

The most time you will need to spend on a page is measuring the best times to post to get maximum engagement. It might be that your audience responds best to one post a day; it might be they respond best to five posts a day. You will need to run some tests and experiments over 2 - 3 weeks to see what type of post, what time and what days get you the best responses.

This is a very worthwhile exercise to do and will save you much time in the long run.

Once you know the best times and types, create a system. Facebook has a fantastic little tool called a scheduler. This means that you can line up a week's worth of posts, all in one go and schedule them to go out at specific times on specific days.

Create a weekly system of taking a couple of hours at the beginning of each week to schedule the week's posts.

Then, decide which will be organic and which will be promoted. Know the times of your posts so you can go in and set-up the promotions and if need be, be there to engage with those who respond (very important).

At most, you should go on to your page for a half an hour a day to check questions, respond to comments, engage with your community and so on.

If you're also running an ads campaign, that may take up a bit more time to go in and check the ads. But I strongly recommend that you outsource that to an expert.

I would not recommend you investing in ad campaigns unless you have some strong converting back end offers, i.e., products you sell.

Advertising should always be an investment, not a cost and your ability as a good marketer is the ability to turn advertising dollars into profits.

All the strategies I have talked about thus far are so that you can generate more dollars in the long term through repeat business and new customers.

If you're converting well on the back end, then having someone with the time and expertise running your ad campaigns should pay you dividends fairly quickly!

Summary of Pages

If you create a great system of managing your pages, analysing your insights and creating great content and posts, you will experience a steady stream of new leads, plenty of new fans to engage, a great reputation and a lively, interactive and dynamic community of fans and customers who essentially become part of your marketing team online.

Facebook pages are hugely powerful when used correctly. Be one of those who exploit their full potential!

If you wanted to, you could stop here. If you just got this right and did everything discussed in this section of the book, you're on the leading edge.

If you want to go even further though and really build your profile and community - read on.....

You can watch me go through all this information live on video if you're more of a visual person. [Find out how here](#) :)

Your Personal Profile

You may think I'm walking on dodgy ground here, but since Facebook introduced the subscribe feature (soon to be the follow feature), the lines have definitely grayed on what you can and can't use your personal profile for.

Facebook have always stood by the fact that your personal profile is for personal stuff and business pages are for business.

However, with normal folks becoming public figures left, right and center, it's getting more and more difficult to draw the line.

However, I have used my personal profile for marketing purposes since the day I began my Facebook career back in August 2010 and it has always worked incredibly well for me.

Here's how:

When Mr. Z originally created Facebook, it was for college mates to chat and communicate with each other (and for people to vote on hot girls and guys!).

As Facebook grew, it became a place for old friends to reunite, for families to communicate and for people to discuss what they were doing, eating, places they were visiting and things like that.

As Facebook's population began to overtake that of a small country, naturally, businesses became very interested and so the business page was born.

In the early days of the business page, Facebook was incredibly strict about business on business and personal on personal and I recall many personal pages being shut down due to an infringement of this rule.

However, when I first set up my business page, I needed to get people to it and it seemed anything I posted on my personal page got more traction and engagement than things I posted on my business page.

So from very early on, I decided to utilise my personal page and instructed all my 'buddies' to catch up with me elsewhere!

I began to post the free content I was sharing on my business page over on my personal page and intersperse it with stories about me and my life.

Of course, every personal story also had a message in it for my target audience. But at no time, did I ever sell anything, share links to products or overtly discuss the business I was in.

I was simply sharing free and valuable content, which also directed people back to my page. This strategy was so powerful that I built a list of over 16,000 people over the course of 6 months.

Nowadays, I tend to use it more to show the person behind the business, to build trust, a good reputation and to network.

The Goals of Your Personal Profile for Marketing

To build up your friends and followers on your page so that you get a high engagement rate on your posts

To build a great profile and a fantastic reputation and if desired, to become a thought leader or influencer in your industry/niche

To build a community of supporters

How to Use Your Personal Profile as a Marketing Tool

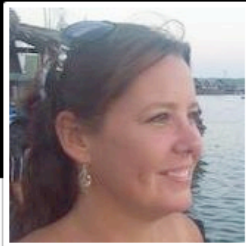
Branding

Similarly to your business page, you have a great piece of real estate at the top of your profile page.

You can use this to put a lovely image of you, or what you would like to represent. I don't recommend placing a business image here but some people very cleverly mix business and pleasure. Let's look at some examples:

You Don't Have to be Great to Start, But You Have to Start to be Great!

Zig Ziglar



Jo Barnes

Update Info

Activity Log



- 🏠 Founder at The Social Networking Academy
- 🎓 Studied at Chichester College
- 🏠 Lives in Phuket
- 💞 In a Relationship

About



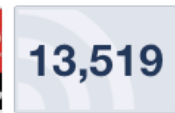
Friends 3,334



Photos 295



Likes 880



Subscribers



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



socialidentities.com

Hugh Briss

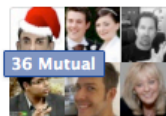
Add Friend

Subscribe



- 🏠 Visit My Fan Page at Social Identities
- 🎓 Studied at University of Central Florida
- 🏠 Lives in Orlando, Florida

About



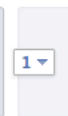
Friends



Photos 7



Subscribers



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

[Access the Videos Here!](#)

Have a wonderful Holiday Season!



Mari Smith

✓ Friends Message


 Social Media Marketing Leader at Mari Smith
 Went to Broughton High School
 Lives in San Diego, California
 From Edinburgh, United Kingdom

About

 106 Mutual
 Friends 4,982
 Photos 1,288
 Subscriptions
 Subscribers 396k

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

My life in CARLSBAD...



Amy Porterfield

My Biz

Social Media Strategist and co-author of Facebook Marketing All-In-One for Dummies

www.AmyPorterfield.com


 Takin' Care of Business at Amy Porterfield
 Studied at University of California, Santa Barbara
 Lives in Carlsbad, California
 Married

About

 163 Mutual
 Friends
 Photos 128
 Subscriptions
 Subscribers 40,607

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

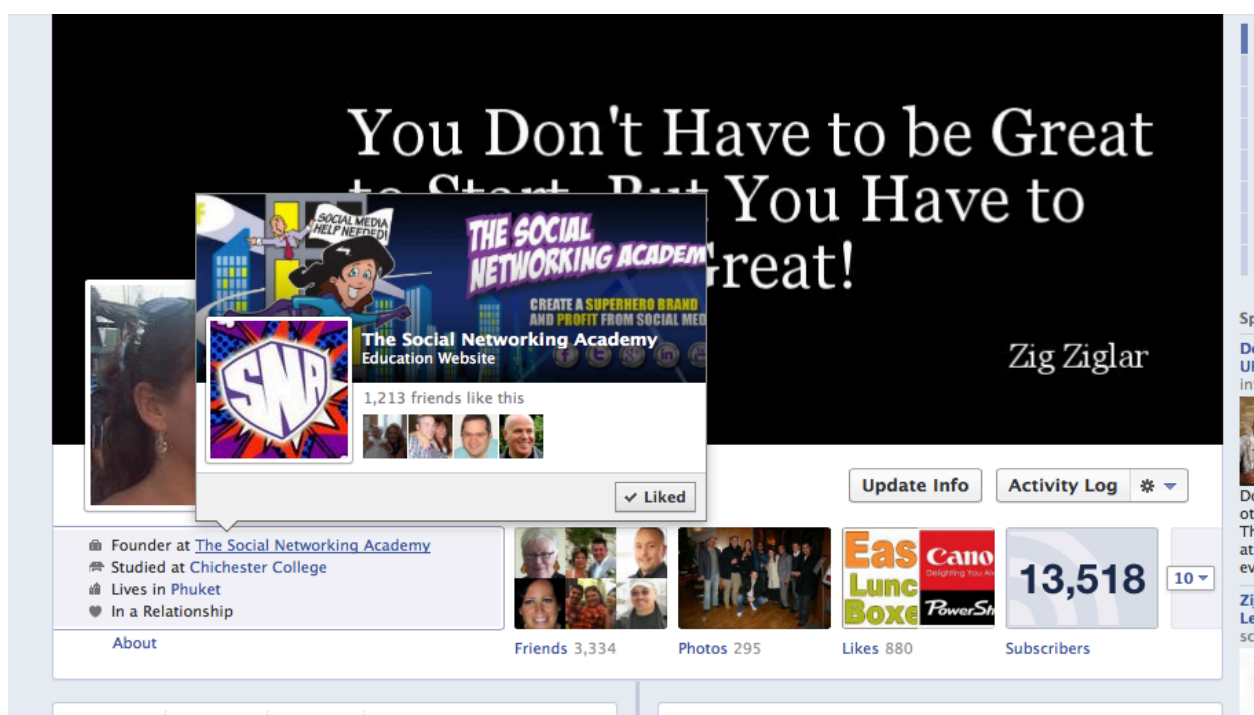
[Access the Videos Here!](#)

Linking Your Page

You have the opportunity on the about section of your profile to create a link to your business page. All you need do is click on about and then ensure that the first field pertaining to where you currently work is your business page.

This will then show as a link on your About section.

Also, when people hover over the link, they'll see a hover box with all the details of your page and can actually like it directly from there!



Content

I'm not going to run through all the different styles of content again as it's all in the pages section. But the same rules apply.

Be interesting, be engaging and be valuable!

The main difference, I would say, is to lean your personal page more towards personal stories and your business page more towards business stories.

Here are some examples of what I mean:



Jo Barnes
Sunday

What's the best photo sharing site online these days?

Somewhere I can load pics and either choose to show them publicly, share them just with family or keep them as private?

Any ideas?

Like · Comment · Share

2

5 people like this.

View all 36 comments



Jim Cottone · Friends with David Walker and 1 other
I too use dropbox and think it is great. I put many things there so I can access them from anywhere and yet control Everything that anyone else can see.

Sunday at 8:24pm · Like



Amy Porterfield
November 28

Check out where my name showed up this morning – my friend [Dennis Rosenberg](#) sent me this FB ad. For the record, I LIKED THE PAGE, not the boxer briefs. I guess you never know where your Likes will end up!



Like · Comment · Share

3



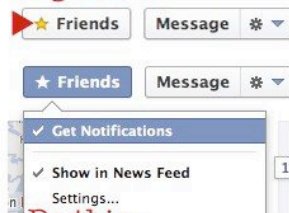
Mari Smith shared [Carla Golden Wellness's photo](#).
17 hours ago

Are you missing important updates from some of your favorite peeps on Facebook? Simple fix: just add them to your Close Friends list. :)

For you to do & share with your favorite Facebook peeps. ♥

I ♥ you &
have made you
my ★ friend
because I don't
want to miss
any of your
updates. This is
how I did it.

To get this:



Like · Comment · Share

16

Mari Smith and 30 others like this.

[Access the Videos Here!](#)

Interest Lists & Controlling Your Newsfeed

I think interest lists absolutely rock! You can only create them from your personal profile, but can include pages, as well as, people.

So you can create a list that you and your page are a part of. Post about your list on your wall and encourage friends and subscribers to subscribe to the list.

**Jo Barnes**
December 10



I've created 2 new lists today, so I can really control my newsfeed and consume only the information which is going to add huge value to my day.

I'm hoping you'll find these lists useful to you also. I shall be adding to these as I find more resources, but if you can see straight away people or companies that I have missed, please let me know. :)

In the meantime, feel free to subscribe, add to your favourites and get updates from the best! :)

Thought Leaders, Influencers, Inspirers
<https://www.facebook.com/lists/10200190593026720>

Marketing & Social Media News
<https://www.facebook.com/lists/10200190603746988>

**Thought Leaders, Influencers, Inspirers** by Jo Barnes
25 subscribers

Like · Comment · Share

 William Street, Aleshia Green, Debra Carter and 3 others like this.

**Debra Carter** Great idea Jo .
December 10 at 6:10pm · Unlike ·  1

**Jo Barnes** Thanks Debra. Determined to double my productivity over the next year! 😊
December 10 at 6:11pm · Like

**Sangeetha Venkatakrishnan** Yes Jo Barnes: You have one follower: Sangeetha Venkatakrishnan!
December 10 at 6:17pm · Unlike ·  1

Once subscribed, your friends can add that list to their favourites section and when they click on it, will only see posts from the people and pages included in the list.

I use this to ensure my content is seen by my fans and followers and also, to control my newsfeed and view and share other peoples great content.

So to ensure my posts are seen, I encourage as many followers and fans to subscribe as I can and then, educate them on viewing it daily to get regular updates. A bit like an RSS feed.

To control my newsfeed, I fill a list with people I'm following, then I look at it daily. This means I'm only looking at posts by people I'm interested in and I'm sharing and linking back to those people, which of course, means I'm sharing great and valuable content with my fans and followers.

Great, great underused feature on Facebook!

Friends & Subscribers

The point of a personal profile is to connect with friends. If you are using it for marketing purposes, then you need to ensure that when you make friends, they are like-minded individuals, are interested in your niche or industry and will likely, become customers or collaborators.

You can then build a 5,000 strong community of possible prospects.

Now with the subscribe feature, you are getting your message out in front of a whole load more people who have actively shown an interest in you!

Your followers are HOT! They have publicly declared that they want to hear what you have to say and are interested in your content. So make sure you are meeting their needs and creating valuable, results-based content that they can appreciate and share.

You have the ability to target your posts to friends, friends of friends or public. I tend to leave mine open to public all the time to ensure I reach as many people as possible with my content.

Networking

Back in the day, you were able to post all over Facebook as your page. These days you can only post as your page on other pages. This is a good thing.

People want to talk to people. People do business with people. People are not interested in faceless corporations.

The more you network as yourself, the more engaging you will be and the more people you will meet and connect with.

There really is nothing more powerful than connections. As Robert Kiyosaki says,

“The richest people in the world look for and build networks. Everyone else looks for work.”

To really take your business to the next level, you want to be connecting with influencers and thought leaders in your industry or niche. Facebook has made this far easier than ever before.

Now you can cut through the gatekeepers and get to know people you previously thought impossible to reach, simply by commenting on posts on their Facebook page, by recommending their latest book or by reaching out to them via Facebook messages.

The fact is, we’re living in a hugely connected and inclusive world now and everyone is chatting with everyone, no matter what stage of the game you’re at.

You must remember this though when you’re rich and famous! Remember everyone who helped and supported you and make sure you give it back to others!

As my mother always said, “Be nice on the way up, as you never know who you may meet on the way down!”

We are really on our way to a level playing field these days. Anyone can build a profile, a reputation, or a brand. Anyone can become a public figure. Anyone can publish books, TV shows, or radio shows. Anyone can become a celebrity!

The world is your oyster! Go grab it!!!! :)

Profile Summary

I call it this the double whammy effect. Why only have a business page when you can have a personal profile as well and vice versa!?

Remember your overall goal here and that is to attract new customers and retain current customers.

You achieve both by being personable, friendly, easy to talk to, valuable, helpful and all the things you have the opportunity to be using your personal profile for.

Don’t hide behind your brand. Get out there and get to know people. Believe in yourself and your customers will believe in you!

Groups

What a great way to build a community. Facebook groups are a very powerful tool. They are not, however, set and forget.

Groups take time and work. If not, they can very quickly become spam fests.

They're a bit like forums and require administrators to be active responders, commentators and moderators.

Does this mean that you have to be commenting on everyone's questions? The answer of course is, No. If a group is run well, then there will come a time when the group members will both respond and support each other and to a degree, will also self-moderate.

However, a group still needs a leader and you will need to ensure you are either present or have a system in place to have your presence felt!

Different Uses for Groups




You can create three types of groups;

Open
Closed
Secret

Here's how Facebook describe these 3 options:

What are the privacy options for groups?

The privacy options for groups control who can see a group and the things people post there, including comments, photos and files uploaded to the group. The three privacy options are:

-  **Open:** Anyone on Facebook can see and join the group. Open groups will appear in search results and all content that members post (ex: photos, videos and files) is visible to anyone viewing the group. People may see when you join or are invited to an open group, such as in news feed or search. [Learn more.](#)
-  **Closed:** Anyone on Facebook can see the group name, its members and people invited to join the group, but only members can see posts in the group. To join a closed group, a member needs to add you, or you can ask to join. People may see when you join or are invited to a closed group, such as in news feed or search. [Learn more.](#)
-  **Secret:** Non-members can't find these groups in searches or see anything about the group, including its name and member list. The name of the group will not display on the timelines of members. To join a secret group, you need to be added by a member of the group.

If you're an admin of a group with fewer than 250 people, learn how to [change your group's privacy setting.](#)

There are also varying joining methods for groups.

You can simply go to a group and click the 'Join Group' button on the top right of the group.

You can be invited by the group owner to take this action via email or message, or you can be involuntarily added to a group, either by the group owner or by a member of the group.

Sometimes, this is a welcome add, especially if it is a person or a group you really respect. Sometimes, this is a very unwelcome action and you may find yourself unsubscribing from the many groups that friends just decided on your behalf that you'd like to be a part of.

To find groups that you'd like to be a part of, you simply use the Facebook search function or you'll probably see a list of suggested groups on the right hand side of your screen when you're in a group.

What I want to cover though, is how to use groups for marketing or revenue generation purposes

There are a variety of ways you can use groups. Here are some suggestions:

Course Support

Add as a bonus to your product or course, access to a private Facebook group for support, accessing new content or anything else of value that you can share . People love to be a part of a community and I have found this an invaluable part of my sales strategy.

Networking Group

You can set up a group to network with influencers in your industry or niche. This could lead to JV's, co-promotions, masterminds and all sorts of positive results to help you in your business. There are some hugely successful networking groups on Facebook that I am a part of and the advice and information shared can't be bought! (Of course, it actually can, but it would cost a few quid!)

Alternative Email List

Email marketing is still a very powerful way to build relationships and sell your products and services, but we all know that it is getting increasingly difficult to stand out amongst the sea of emails people get on a daily basis.

The fact is, we need to change our language as online marketers. The money is not in the list. The money is the relationships we have with people, and the speed and efficiency with which we can distribute important and valuable information to them.

Relying just on email is simply, putting all your eggs in one basket. Moving forward, you MUST begin to think of ways to communicate with your ideal market beyond just email.

There are multiple ways and platforms to achieve this and one of them is Facebook groups.

I would suggest when you start your own group, you set it up as an open but people must be approved before joining the group. In other words, everyone can see the posts on Facebook, but people have to request to join and you have to approve them.

It takes a bit more work early on, but it will help keep out the spammers and time wasters. Once the group has built some momentum and you have some great conversations going, then you can perhaps open up that joining process and just allow people to join. I'll leave that decision up to you.

You will need to ensure that you monitor this type of group very closely though and be prepared to delete lots of spam and ban lots of people. Once you have built up a good group and reputation, however, it is a fantastic way to communicate with your group members and notify them of new content or offers.

Specific Project Group

What a great way to communicate and build up a relationship with your subscribers, fans and followers.

Similar to an alternative email list, let's say you were starting a new project, such as creating a new course, writing a book or starting a series of podcasts and you knew there would be many people who would be interested in following your journey while you put together this particular project.

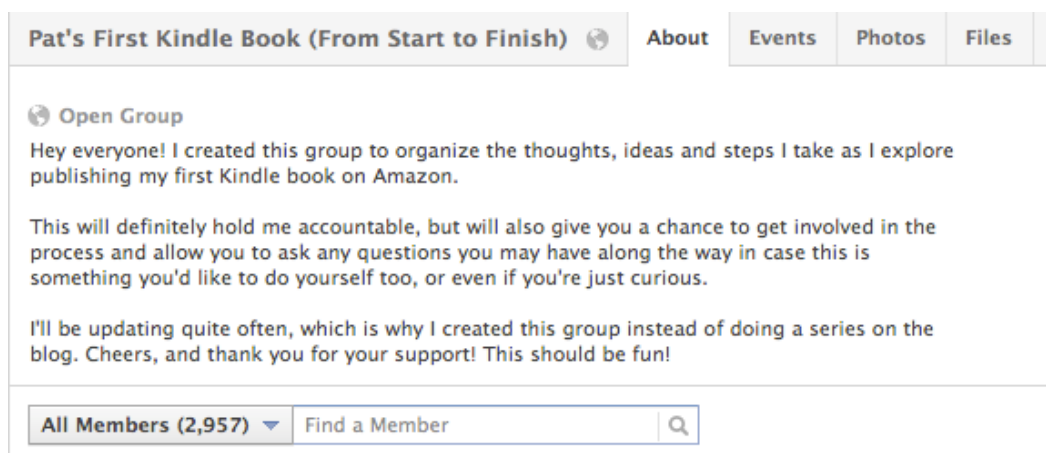
You could invite your audience, wherever they are, to join you in this group, thereby segmenting your audience (a very powerful strategy on its own) and take them on the journey with you.

By the time you get to publishing your book, selling your course or starting your series, you have a ready-made, pre-built audience or group of buyers.

It's a bit like a product launch without all the hype!

In fact, I got this idea from someone who is using this very strategy to great effect!

Pat Flynn from [Smart Passive Income](#) has set up a group specifically for people interested in becoming a self published author on Kindle. Here's how he describes the group:



The screenshot shows a Facebook group interface. At the top, there's a header bar with the group name 'Pat's First Kindle Book (From Start to Finish)' and navigation tabs for 'About', 'Events', 'Photos', and 'Files'. Below the header, there's a section titled 'Open Group' with a globe icon. The main text of the group post reads: 'Hey everyone! I created this group to organize the thoughts, ideas and steps I take as I explore publishing my first Kindle book on Amazon. This will definitely hold me accountable, but will also give you a chance to get involved in the process and allow you to ask any questions you may have along the way in case this is something you'd like to do yourself too, or even if you're just curious. I'll be updating quite often, which is why I created this group instead of doing a series on the blog. Cheers, and thank you for your support! This should be fun!'. At the bottom, there's a member list section showing 'All Members (2,957)' and a search bar with the text 'Find a Member' and a magnifying glass icon.

These are just some suggestions on how to use groups. I'm sure there are many more creative ways you can utilise them to build fantastic relationships, build your profile and your audience and also, to generate targeted leads and sales.

Some More Group Tips!

Title

The title of your group is your branding until people join. So you need to ensure it reflects what the group is about and sounds compelling enough for people to want to join.

Here are some examples of some compelling group names:

Rise Above the Rat Race
Money and You
Social Media Jobs
I Love Google Plus
Social Media Inner Circle
Wordpress for Business

These are just the groups that are suggested to me. There are a million others for you to look at and get some inspiration.

Rules

Nobody likes the sound of rules, but if you're to have a successful group, then you need to ensure it does not just become a pitch fest.

This is your group and you are spending the time creating, driving traffic to it, and encouraging people to join.

This is your communication tool. Don't allow anyone to jeopardize your hard work.

You really do need to be harsh here and you may upset some people by removing posts that they feel are harmless, but you must start as you mean to go on and take no prisoners.

This is your business we're talking about here!

Here is an example of the rules we have at The Social Networking Academy closed group..

Closed Group

Welcome to the Members Only Closed Facebook Group for The Social Networking Academy!

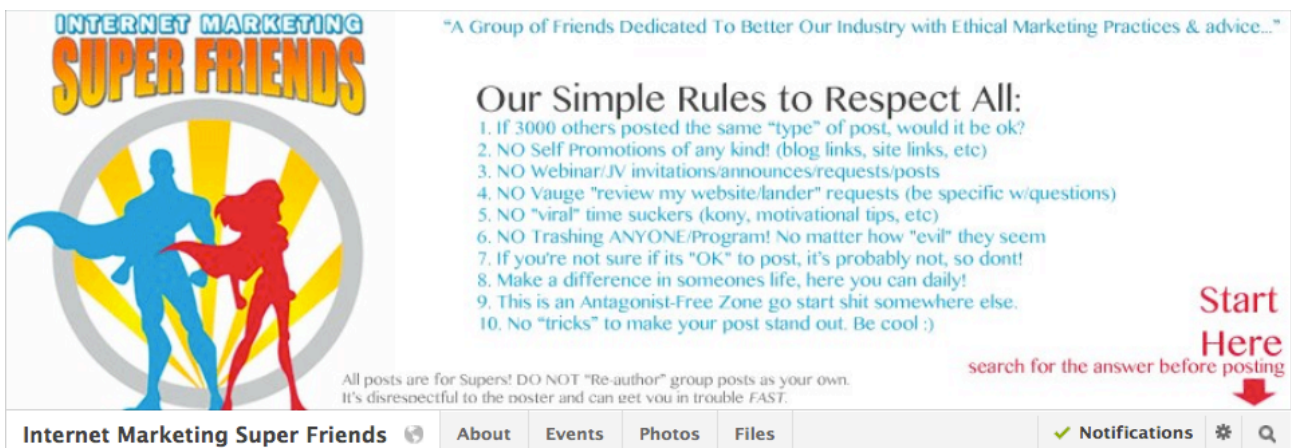
This group will act as our forum, to discuss any issues pertaining to Social Media, The SNA site, the Templates, your businesses and anything you would like help, support or discussion about to help you on your journey!

Please note, it is absolutely forbidden to use this group to sell or advertise your products or services without explicit permission from the group administrators.

Thank you so much!

Jo:) [Edit Description](#)

Here, a fantastic networking and support group I belong to, actually have the rules as the header graphic for the group.



The header graphic for the 'Internet Marketing Super Friends' Facebook group. It features a logo on the left with the text 'INTERNET MARKETING SUPER FRIENDS' above a circular emblem containing two superhero silhouettes (one blue, one red) against a yellow sunburst background. To the right of the logo, the text reads: 'A Group of Friends Dedicated To Better Our Industry with Ethical Marketing Practices & advice...'. Below this is a section titled 'Our Simple Rules to Respect All:' followed by a numbered list of 10 rules. At the bottom right, there is a red call to action 'Start Here' with a red arrow pointing down to the text 'search for the answer before posting'. At the bottom left, a small disclaimer states: 'All posts are for Supers! DO NOT "Re-author" group posts as your own. It's disrespectful to the noster and can get you in trouble FAST.' The bottom of the graphic shows a Facebook navigation bar with the group name 'Internet Marketing Super Friends' and tabs for 'About', 'Events', 'Photos', and 'Files', along with a 'Notifications' button and search icons.

INTERNET MARKETING SUPER FRIENDS

"A Group of Friends Dedicated To Better Our Industry with Ethical Marketing Practices & advice..."

Our Simple Rules to Respect All:

1. If 3000 others posted the same "type" of post, would it be ok?
2. NO Self Promotions of any kind! (blog links, site links, etc)
3. NO Webinar/JV invitations/announces/requests/posts
4. NO Vauge "review my website/lander" requests (be specific w/questions)
5. NO "viral" time suckers (kony, motivational tips, etc)
6. NO Trashing ANYONE/Program! No matter how "evil" they seem
7. If you're not sure if its "OK" to post, it's probably not, so dont!
8. Make a difference in someones life, here you can daily!
9. This is an Antagonist-Free Zone go start shit somewhere else.
10. No "tricks" to make your post stand out. Be cool :)

All posts are for Supers! DO NOT "Re-author" group posts as your own. It's disrespectful to the noster and can get you in trouble FAST.

Start Here
search for the answer before posting

Internet Marketing Super Friends About Events Photos Files Notifications

Group Etiquette

Whatever you do, do NOT involuntarily add people to your group without asking them first.

Not unless you are absolutely sure that they won't mind.

The best way I have found to build a group is to let people know it's there and invite them to join.

This is great from a couple of perspectives. Firstly, it means you're not annoying the bejeebies out of people by adding them to another group they didn't want to be added to!

Secondly, when people ask to join, it gives you an opportunity to vet them and make sure they're the right kind of person you want in your group.

In an ideal world, you want people who will be active and get involved. It's never going to happen that everyone who joins is active, as life gets in the way, but you will get a few die hard's, who just live for forums, groups, company and conversations.

These people will be invaluable to you, I guarantee it!

Also, ensure as the group leader that you provide good, valuable and helpful content periodically, so that your group members really feel the benefit of being part of your group.

You want people shouting down the rooftops with how fantastic you are, so that the group organically grows by word of mouth with only truly interested parties requesting to join.

Kudos ensues!

Please Remember

These are great strategies. The only thing I would say. Please remember Facebook is a free 3rd party platform.

Where possible, encourage people to sign up to your lists so that you have more control over your prospect and customer details.

How soul destroying would it be if you put your heart and soul into a group, built a community of thousands, and never got their details except for on Facebook and one day you woke to find that Facebook has changed the rules or closed your group?

So wherever possible with your profile, page and groups, encourage people to sign up for your lists so you can take people off of Facebook and have more control over their contact details.

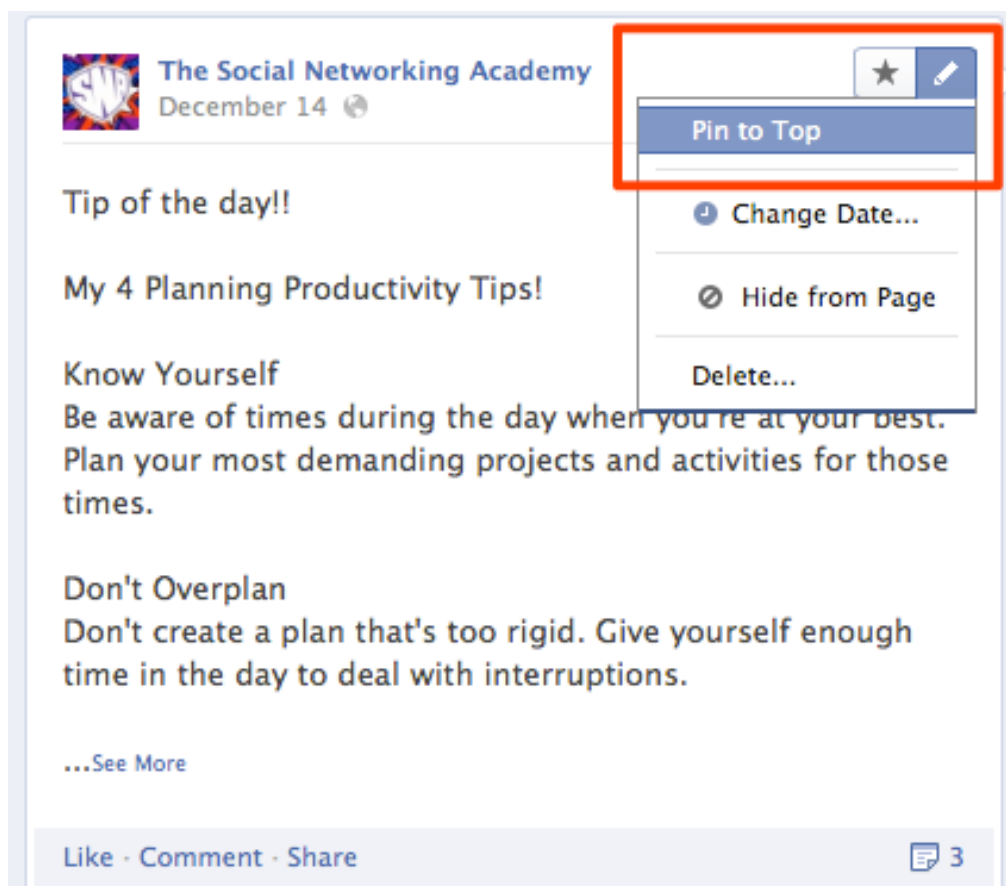
This goes for all the Social Media platforms, by the way.

General Facebook Marketing Tips

In this section, we're just having a quick look at some great little marketing tips you can utilise on Facebook that I haven't included in some of the larger sections.

Pinning

On Facebook pages and groups, you have the ability to pin posts to the top of the wall, so your most important content stays where you want it to rather than disappearing down the wall.



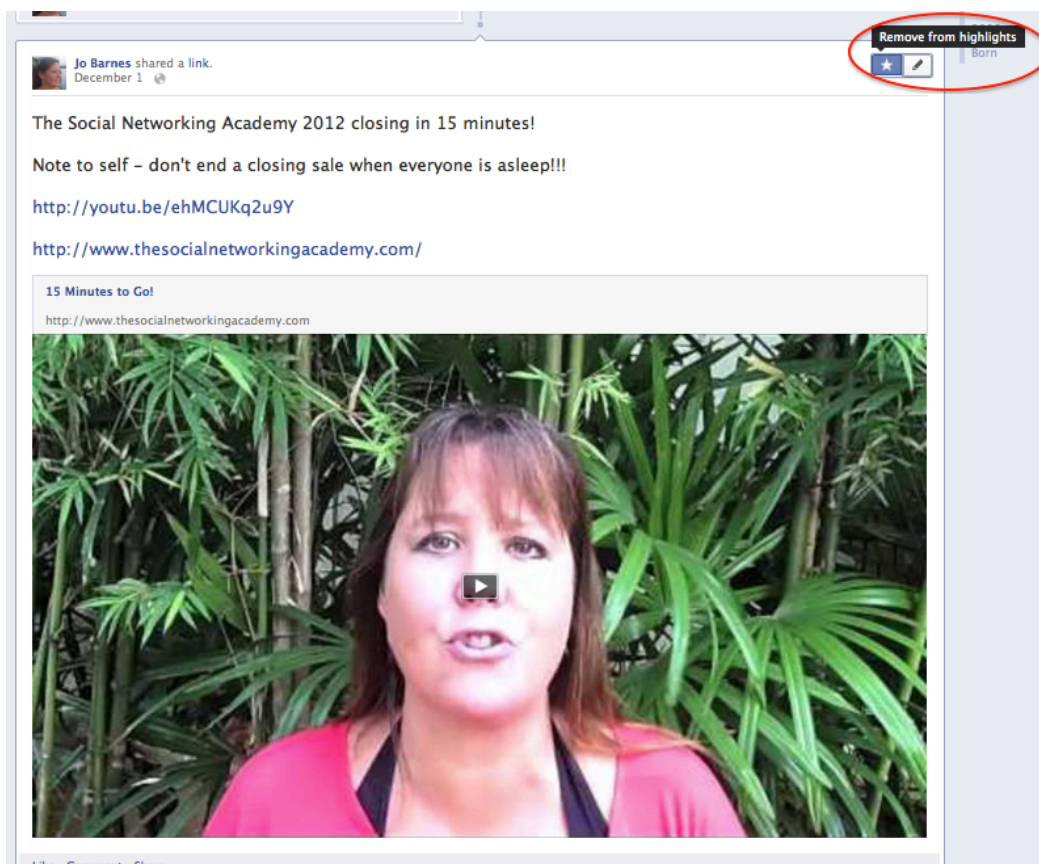
All you need to do is click the little Pin to Top button on your post and it will stay at the top of your wall for 7 days.

Highlighting

On both pages and your personal profile, you have the option to 'highlight' your posts.

This means that a post of your choosing, spreads out across the width of your timeline, making it immediately eye catching to anyone who visits your wall.

Just click the little star on the top right of your post.



Events

I've included this here because you can create events on both your personal profile and on your business page.

The difference is, you can invite all your personal friends, whether you create it on your page or your profile. But on a page, you can also send Facebook ads to it or set it up as a promoted post.





An event can be anything you'd like to promote, including webinars, seminars, page launches, product launches, and free offers.

As with most other things on Facebook, you are only limited by your imagination!






Here's how to create an event:

On your personal profile, you need to click on the events tab within your Apps on your home page.

GROUPS

-  Socially_connected 1
-  Pat's First Kindle B... 1
-  Social Media Mana... 20+
-  Create Group...

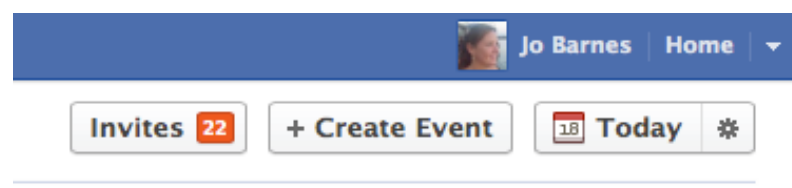
APPS

-  App Center 20+
-  Events 20+
-  NetworkedBlogs
-  Games Feed 20+
-  Music

INTERESTS

-  Social Media Superheroes

That will take you to a big events page, with the option to create an event at the top of the page.



This is what an event looks like:

★★★ Lessons Learnt in 2012 (Free Webinar!) ★★★

Public Event · By Jo Barnes

Thursday, November 29, 2012 What time?

Thursday 29th, November 2012 at 5:00PM USA Eastern

<http://www.thesocialnetworkingacademy.com/webinars/lessonslearnt/>

It's been 20 months since we launched The Social Networking Academy. In that time we've tested different courses, different sales funnels, different price points, varying delivery methods and so on.

I've also released courses from \$17 ~ \$5000 and have tried short sales letters, long form sales letters, webinars, videos, launches. You name it, I've tried it!

Through all this testing and delivery we're generated over \$500,000 in income over the 20 months.

It's been a fascinating journey so far and I have made more mistakes than I have got things right and yet have still been able to attract a healthy income.

By recognising & learning from these mistakes, I know that 2013 is going to be a HUGE year for me personally and I'd love to share my learnings with you!

So join me for a Live webinar on Thursday 29th November and I will be revealing the Top 10 Mistakes I have made over the last 2 years and what I will be doing to absolutely crush it in 2013!

<http://www.thesocialnetworkingacademy.com/webinars/lessonslearnt/>

Here are just some of the things we will be discussing;

★★★ Why less is more!

★★★ Why consistency is far more important than either quality or quantity!

★★★ Why being too generous with you're free stuff will actually decrease conversions

★★★ The one skill I will be mastering in 2013 which is a sure fire catapult to success. (This separates the men from the boys!)

And much more.....

Events Edit 0

List Suggestions See All

Tracy Reid
★ Add to Close Friends

Michelle Farley
★ Add to Close Friends

Brandon Krieger
★ Add to Close Friends

Clement Wong
★ Add to Close Friends

Eden Rudin
★ Add to Close Friends

Al Remetch
★ Add to Close Friends

FeSteve TristmasTree
★ Add to Close Friends

Going (53)

Jo Barnes (Host)

Al Remetch

Amy Valentine

Suzanne Barnett

Jakolien Sok

Rhett Lewis

Maybe (21)

Natasja Ede

Adam Jones

Joany Perez

Barb Taylor

Invited (2,764)

Jared Elvidge

Neil Farley

Seth Larrabee

Amy Porterfield

Export · Report

To create an event on your page, you need to go into the admin panel and click the Apps link;

- Your Settings
- Manage Permissions
- Basic Information
- Profile Picture
- Featured
- Resources
- Admin Roles
- Apps**
- Mobile
- Insights
- Help

You'll then be able to add the events app and create your event, just as you would on your personal page.

Refresh Your Timeline Cover

Photo sharing is the top activity online, particularly on Social Media. People love images!

It's a good idea to change your Timeline cover from time to time, to give your page or profile a fresh look and to encourage more engagement. You can also use it to subtly promote a webinar, a book launch, a new product and so on. Just make sure that you remember the rules for Timeline covers on pages!

Appreciate Your Fans

Appreciating your fans and followers will go a long way to building those crucial relationships.

We already touched on crowd sourcing in the pages section, but to highlight fans posts on your Facebook page or run fan-only offers or even, have a fan of the week, is a wonderful way to boost engagement and make yourself and everyone around you feel good.

The more the warmth and the welcome and the human touch on your page, the more people will like, comment and share!

Excellent Customer Service

Goes without saying!

Go above and beyond. Make sure you respond to all comments on your Facebook page and profile.

Don't shy away from negative criticism if it is justified or if the client can be helped and the problem resolved.

If it is downright nastiness or an abusive message, delete. However, if you can quickly and efficiently communicate with the customer and solve the issue at hand with professionalism, you and your brand will look great!

Be Socially Intertwined!

Ensure you have added all the relevant plug-ins and share buttons on your website or blog.

If you look at my Insights, you can see that from a total of 2,878 likes over the specified period, my highest proportion of likes, totaling 866, came from social plug-ins on sites off of Facebook.

That's 30% of all likes to my page over a 3 month period.

It's super easy to add likes and shares to your website. If you're using Wordpress, simply use one of the following plug-ins:

[Facebook for Wordpress](#)

[Digg Digg](#)

[ShareBar](#)

Unfortunately, the Facebook plug-in doesn't have the facility for you to add a like box to your site.

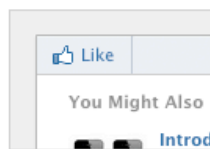


But here's how to do it;

Go Here - <https://developers.facebook.com/docs/plugins/>

[Access the Videos Here!](#)

Click on the Like Box Link



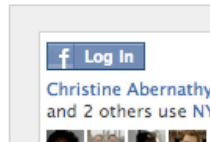
Recommendations Bar

The Recommendations Bar allows users to like content, get recommendations, and share what they're reading with their friends.



Like Box

The Like Box enables users to like your Facebook Page and view its stream directly from your website.



Login Button

The Login Button shows profile pictures of the user's friends who have already signed up for your site in addition to a login button.

Add your facebook page that you want people to like and then size it, pick the style colour etc.

Facebook Page URL (?)

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

Width (?)

292

Height (?)

Show Faces (?)

☒ Show Faces

Color Scheme (?)

light

Stream (?)

☒ Show stream

Border Color (?)

Header (?)

☒ Show header

Get Code

Find us on Facebook

 **The Social Networking Academy**

☒ Like You like this.

 **The Social Networking Academy**

15 Tricks Learned Getting My App's Facebook Page From 0 To 100K Some fantastic tips and thoughts in this blog post from StartUpMoom.com. Let me know what is your favourite tip!

<http://www.startupmoon.com/15-tricks-learned-getting-my-apps-facebook-page-from-0-to-100k-fans/>

28,301 people like The Social Networking Academy.

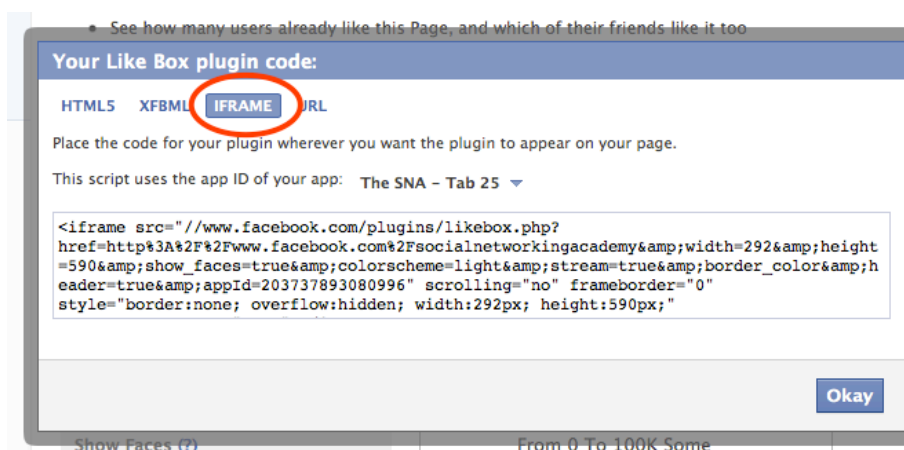
 Maby  Meaghan  Danny  Marcelle  Melanie

Facebook social plugin

[Access the Videos Here!](#)

Then click on Get Code at the bottom and for ease just pick the 'iframe' options.



Then copy the code and head over to your wordpress site.

Click on Appearance and Widgets in the sidebar, then head to the right hand sidebar, drag a text box across and paste the code in.



Bob's Your Uncle!

If you don't have a Wordpress site and want to add the like and share button, if you go to the same place as you went to grab the like box, you can get all the codes you need to add Facebook buttons all over your site.

Personally though, if marketing your products and building relationships is the main strategy to grow your business, don't get caught up doing hours of technical work that you could outsource for a \$100.

Get someone else to add all the buttons, while you focus on the stuff that's going to make you money!

Think Mobile

Mobile marketing is fast becoming a priority as 100 million people a month are accessing Facebook from their phone!

If you see my stats again, you'll see that 15% of my likes over the last 90 days have come from mobile users.

It cannot be ignored.

Therefore, when you are considering ad campaigns, please remember, it's only Promoted Posts and Facebook offers that show in the mobile newsfeeds. As of the time of writing, normal ads, sponsored stories and page post ads only show on the right hand side of the screen, but not on a mobile device.

Not only that, the tabs on your page don't show on mobile! Come on Facebook, what are you thinking?

As this is such a crucial strategy, I'm forever hoping that they change this, but in the meantime, a good friend of mine Nathan, has developed a very funky little mobile app which displays your tabs on a mobile.

You can find out more about that here - [Heyo Mobile App](#) *(Please note this is an affiliate link, feel free to visit him directly.)*

Stay Ahead and Respond Quickly to Changes

I think I've said this before; Facebook is going to continue to change. As social media evolves further, as dynamic and relevant advertising gets smarter, as competition gets hotter and as technical engineers get cleverer, changes will occur.

They will not ask for our permission.

The name of the game, in order to be successful and to continue to build and grow your business, is to ensure that you're moving at least in line with the pace of your audience and customers, if not a little faster!

Ironically, it is the speed of technology that is making it possible for us to keep up with the speed of technology!

As platforms get more sophisticated, so do the information channels.

Keep your eyes and ears open, be open to change, move with the times not against them and respond to the needs of your customers.

Keeping up does not mean jumping on every fly-by-night, new-fangled, system or platform, as soon as it hits the headlines.

It means moving with your market and understanding their needs and the direction they are going in.

The only Jones's you need to be keeping up with are the ones that are buying stuff from you, not the ones selling stuff to you!

I do hope you have enjoyed consuming this book as much as I have enjoyed writing it!

A huge thanks goes out to all those who gave me permission to showcase their fantastic Social Media talents. A list of these fab people and where you can find them is on the next page.

If you would like to catch up with what I'm doing, or give me feedback, please don't hesitate to get in touch. I am one of the approachables!!!

You can find me here:

www.facebook.com/jobarnesonline

I look forward to getting to know you!

All the very best of luck with your business,

Jo :)



Huge Thank You!

I would like to take this opportunity to say a HUGE Thank You to all those who allowed me to use pictures and references to their pages and blogs.

[Mari Smith](#), [Amy Porterfield](#), [Jon Loomer](#), [Hugh Briss](#), [David Siteman Garland](#), [Social Media Examiner](#), [Hubspot](#), [Useful Graphic Design Tutorials](#), [Dreamgrow Social](#), [Pat Flynn](#), [Mike Hill](#) and anyone else I have missed.

You guys ROCK!

Thank you so much!!!

Jo :)

Other Jo Barnes Resources

You've read the ebook, now watch the videos! I have created a full set of training videos to accompany this course. To work along beside me and start to see some truly tangible results in your business, click the link below!

[Facebook Marketing 2013 - The Videos](#)

Discover how to master marketing on LinkedIn. From setting up your profile to building and leveraging connections, creating business pages, using LinkedIn groups and loads more!

[LinkedIn Marketing 2013 - The Videos](#)

Get your head round the funnest thing on the internet right now. Pinterest! Fun, easy to use and great for your business, pinterest is growing at fast and is providing a ton of referral traffic for active users! Not to be ignored!

[Pinterest Marketing 2013 - The Videos](#)

The future of marketing online and SEO Google+ is a serious contender for your marketing attention! Many people are dismissing it as a social ghost town, BUT G+ is simply a social layer to GOOGLE! Where your business must be! One of my most comprehensive courses, check it out here...

[Google+ - The Videos](#)

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