



facebook Marketing Made Easy

Your Quickstart Guide to Grow Your Business
with Facebook

Special
Free
Report



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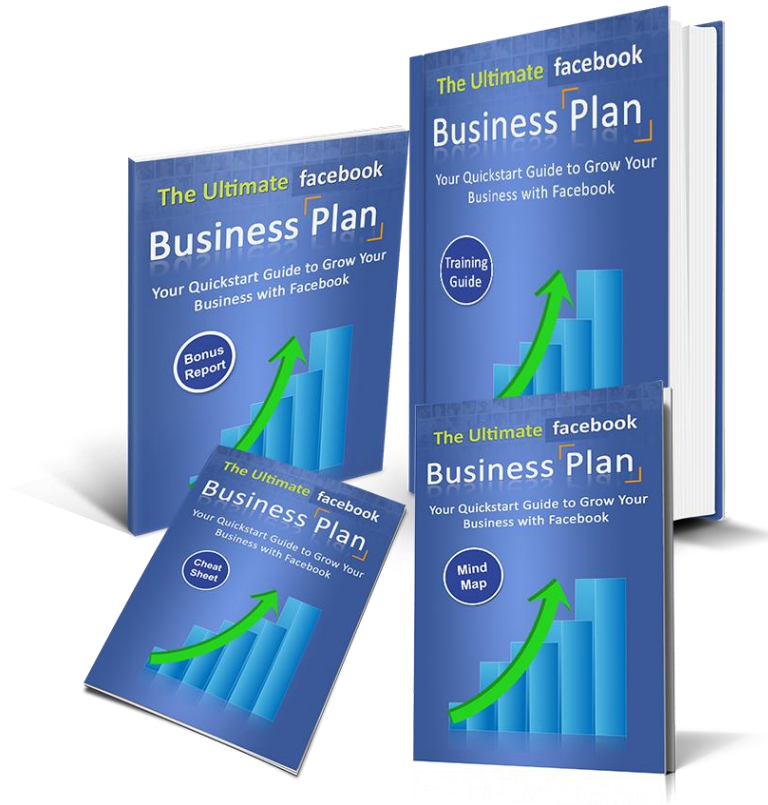
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It is important for you to clearly understand that all marketing activities carry the possibility of loss of investment for testing purposes. Use this information wisely and at your own risk.

Limited Special Offer for You:

Facebook Marketing Made Easy

(Exclusive Training)



Our latest and most effective **Facebook Training System** is designed to take you by the hand and walk you through the process of easily and effectively positioning your offline or online business over Facebook in no time. We know this will be very helpful for you and your business.

This complete and high-quality training system will surely help you learn everything there is to know in order to easily and effectively **position your online or offline business on Facebook in the shortest time possible**, as well as how to leverage this amazing and extremely powerful source of high quality traffic to generate leads and great profits online.

You will be able to **quickly and safely grow a huge army of potential clients or customers 100% targeted to your business**. Something amazing about Facebook is that you are able to find and connect with people who share the same interests as your business - and a lot faster than Email, TV, Radio or any other regular communication channel.

You will be able to **productively interact with your new and existing clients or customers 100% guaranteed**, because Facebook is something people check on a daily basis and several times a day as well. That's the power of social media.

8 Simple Steps are more than enough

8 very easy to follow steps are more than enough for you to get the most out of Facebook.

- You don't have to worry about wasting your time.
- You don't have to worry about ineffective strategies.
- You don't have to worry about wasting your money on other training.

The only thing you have to worry about is reading every single word of this guide and applying it.



Millions of dollars have been invested in Facebook since it started, in order to give outstanding benefits to you and your business. This excellent training guide will take you by the hand and show you step-by-step, topic by topic, and tool by tool what you really need to know in order to position your business on Facebook the easiest way possible, using the most effective tools and in the shortest time ever.

Facebook is seriously committed to helping businesses skyrocket their online presence; that's why Facebook is a fantastic platform with which you can scale your business to a whole new level of success and reach all of your business plans.

[**Click Here to Download Your Exclusive Training!**](#)

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Introduction:



The last thing I want to do is to waste your time, so in this special report I will be short and sweet on the really important facts about Facebook. My goal is for you to know exactly what Facebook is and what to expect from it.

This is going to expose exact strategies that you can test and see results right away. These tips and tricks have been tried by many people with great results; if they have done it, you can do it too.

You will be able to test some great ideas that are actually working for offline stores in order to make people to come into the store and significantly increase their customers reach using Facebook.

People have tested some great tricks in order to get the most out of your Facebook Ads advertising; this will surely help you to stay away from wasting your money, energy and time on this absolutely great PPC platform for not knowing how to use it.

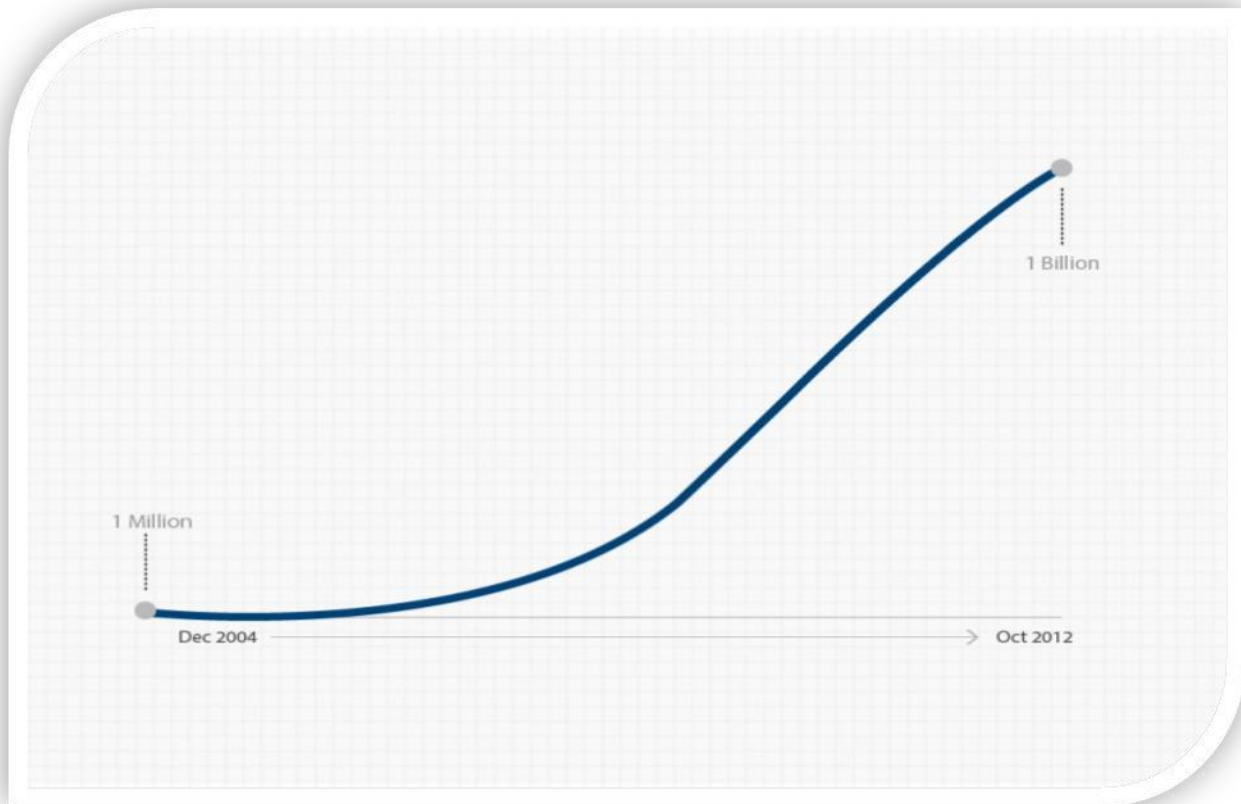
The don't and do's on Facebook marketing that you really need to be aware off on Facebook so you make things right and not get your Facebook Marketing straight to the ground and even get your account shot down.

To Your Success,

Bill Mcgorie

Chapter I: Why to use Facebook!

Facebook Crossed 1 Billion Users!



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

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

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

I Dare You to Make the Following Test:



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

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

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

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

Facebook is everywhere. Actually Facebook.com is the top site on the planet. Yep that's correct, Facebook has just beat Google, according to Alexa.com and has become the number 1 website in the world now in 2013

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

Eye Opening Facebook facts:

There are over 1 billion people on Facebook and more than 500,000 login each and every day	
	5 new Facebook profiles are created every second. That means new potential clients and customers join Facebook constantly
On average, users spend 20 minutes per visit. This is plenty of time for you to reach them with your business.	
	510,000 comments are posted every minute. This means potential engagement and viral power.
42% of marketers say Facebook is critical or important to their business. And that percentage has been growing steadily.	

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

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

Chapter II: Grow Your Business with Facebook

Facebook Marketing for Offline Businesses? Yes, it's Possible...

People online ask the question: Is it possible to get more people to buy my services using Facebook?

The answer is **yes**, absolutely, and there are some great tips and tricks you can use to make that easier.

It is extremely important that you

have a local audience on Facebook in order to be successful, because if you don't start with the essential friends from your local town, it will be difficult to get people to pass by your store.

Trick #1: Create a 'special offer' coupon only accessible through your Facebook page. You may hold a special deal for a very limited time, show a coupon code only on Facebook and invite your Facebook friends to come by your store to take advantage of the great deal.



Trick #2: Hold official sales, events or contests in your store and promote them on Facebook. Any important special activity that you may plan to have in your store should last more than regular working day so that your friends have a chance to find out about it.

Trick #3: Announce a product so cheap that a great number of people will come to buy it, but use an extremely limited stock. This will create a sense of urgency as people will think that they need to go right away, knowing that otherwise they may never see such a fantastic deal again.

Trick #4: Make a Facebook post asking people to come to your store with a printout of the “post” for an instant 10% discount on their total purchase.

Trick #5: Facebook now has an "event" option--you can set something up at your store like a "promotional event" and entice people to show up by offering a discount, food, etc.

Trick #6: Make “discount coupons” and make them print so when people go to your store with the coupon they get 10% percent discount

Trick #7: Display your business contact information, pictures of the store, a sense of its look and feel, directions to travel there, maps, transportation help, and show all the services you offer at your store. People will come attracted to something they need and that you have.

Trick #8: You would probably only go into a jewelry store if you were buying your mom something for mother’s day, or your better half something for Valentine’s Day, etc...

Facebook Marketing Tricks... Tested and Proven...



Trick #1: The best way to promote a coupon is with a sponsored post, so if you have some money for this that would be great.

Trick #2: In order to get any serious volume of Facebook ad clicks, your bid should be around \$0.40, \$0.40 or even up to \$1.00 depending on your niche.

This is not good if you get a very low conversion rate. To overcome this you can switch the bid to CPM instead of CPC. Then you may create a dozen versions of your ad with different titles and images.

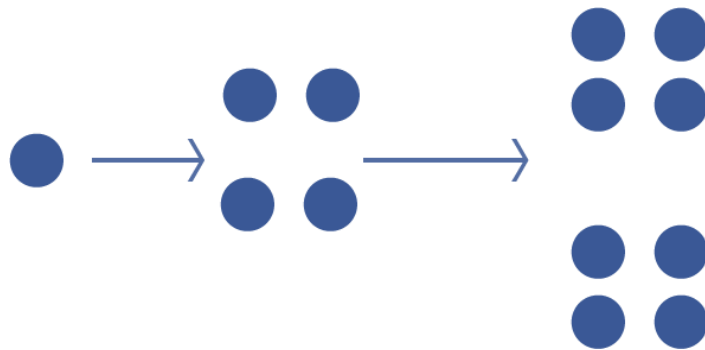
Finally, run all campaigns and cancel all but the ones with the highest CTR. You will get multiple great ads instead of one emptying out your bank account and you will be able to lower your cost-per-click significantly at the same time.

Trick #3: You can test campaigns for CPC and then switch them to CPM once you find a higher converting ad. You might spend some money but not a lot. You may test multiple campaigns using CPM and simply alter the campaigns until you have a good CTR. You can plan to only test each campaign at around \$4 to \$5. The higher CTR's obviously stay and you can use them as new baselines in order to create future ads.

Facebook Marketing Viral Tips... Get Contagious...

Trick #1: Pay with a Facebook

Share is an amazing way to get people to spread the word about your business. You can use a great free service called “Pay with a Tweet” at



<http://www.paywithatweet.com>. Go inside and check on the steps to create a one of these useful buttons. That it is also available for Facebook.

Trick #2: Get the most out of the traffic that you already get to your website by placing a “like” button right on top of the home page. You can get the code [here](#). Once people click on that button from your site, they will automatically “like” your page, saving them the trouble of having to “like” it inside of your Facebook page. This is really easy and quick. To get more exposure, you could install a “like” button and put it right on of the pages of your website.

Trick #3: Group administrators have the ability to message all members of their group. There are many groups with thousands of members and many of them will be related to your niche. You may contact them and even offer money for the ability to message the group for you.

Trick #4: Hosting a [Facebook Event](#) allows you to message all members who attend. This can be a great way to get them to spread the word.

Trick #5: [North Social](#), [Involver](#), and [Wildfire](#) have a number of great applications that can make your Facebook page stand out from the rest.

Dos and Don'ts of Facebook Marketing... Critical...



Don't beg your visitors to like you.

Do MAKE your customers “like” your page in exchange for value by offering them valuable information or a free product so they will be enticed to “like” your page on their own.

Don't forget about your friends and contacts but do not overshare by sending them every single thing that comes to your mind. They will block you right away.

Do share with your friends and contacts occasionally. Send them things that are related to your topic and could give them valuable information them. Use it to resolve their concerns as well (customer service).

Don't go straight and create a Facebook page without getting some advice.

Do read the [Facebook Page Terms](#) really carefully, that will teach you many of the “don'ts.”

Don't self-promote all the time.

Do share a variety of quality content that will help your friends and contacts to notice that you really care about them—so much that you took the trouble to search and send them valuable information from various sources and perspectives; not only yours.

Don't even try to auto publish your tweets to your Facebook page. This is horrible; people will even personally ask you why you post so much. You will actually annoy them with this.

Do write your posts yourself. Schedule them if you want, but write and build them yourself. Post something original, not something copied from somewhere else.

Is Facebook Effective For IM? Controversial...

This is probably the most commonly asked question for Internet Marketers and there is an answer for this as well—a really great answer.

Of course it is possible to make money online using Facebook! Facebook has invested millions of dollars so businesses

can make money advertising on Facebook. Businesses wouldn't want to spend so much money on Facebook ads if they knew they were not going to see any money in return.

I'm sure you have heard that Google Amounts of Advertisers and Google Cost-Per-Click are perfect indicators of highly profitable keywords you could use to make money over the web. Advertisers are spending lots of money on Google AdWords because they are getting more money in return than the money they are spending.



Get Controversial

The same applies to Facebook Advertising. Let me show you some facts that will blow you away about making money on Facebook. Hubspot.com in a free report about [47 Handy Facebook Stats and Charts](#) has discovered:

- Retail is the top industry that has acquired customers through Facebook.
- 53% of shoppers who clicked through from a friend's Facebook page have made a purchase.
- Consumers who followed a link to a retail site from Facebook spent an average of \$102.59.
- 51% of fans are more likely to purchase from brands they "like" on Facebook.
- 90% of marketers plan on using Facebook ads in the future.
- 56% of marketers have increased their Facebook ad budget for 2012.
- 68% of marketers say that Facebook ads are effective in fan and customer acquisition.
- The average Facebook advertising costs in 2012 were \$1.21 per click, and \$0.12 per CPM.

I think this answers the question really well. The question in reality should be "how" can you make money on internet marketing with Facebook?

Making money on Facebook will depend on the markets you choose and also on the approach you use. You just need to do some research to find out which markets people are actually making money in on Facebook and how they are doing it.

With Facebook, you get the perfect opportunity to interact with your audience and develop good relationships, so converting them to buyers is relatively easy.

However, you do need to develop those relationships anyway, which will help you to get more regular buyers and new customers.

Building a great relationship with your audience will create trust and make people prefer your service to others. That will lead them to buy from you and easily and naturally spread the word about it to their friends. Facebook seems to convert more effectively for people who are not selling in the Internet Marketing niche but rather for people who are sharing information which leads to CPA offers or information about hobby/crafts, pets, recipes, and those types of niches.

Treat Fans Like Subscribers: So, for that reason, we can say that Facebook is a great way to make money online treating it as if it were a list of subscribers. You need to teach your subscribers to open your emails. In order for them to read the emails and click on the links inside, you even need to teach them to buy things you recommend to them.

The same is true with Facebook; you need to train your audience to read your content and to share it with others. Only then, after a great relationship (which can happen with a list of subscribers), will they start trusting you enough to buy what you are recommending to them.

Resources:

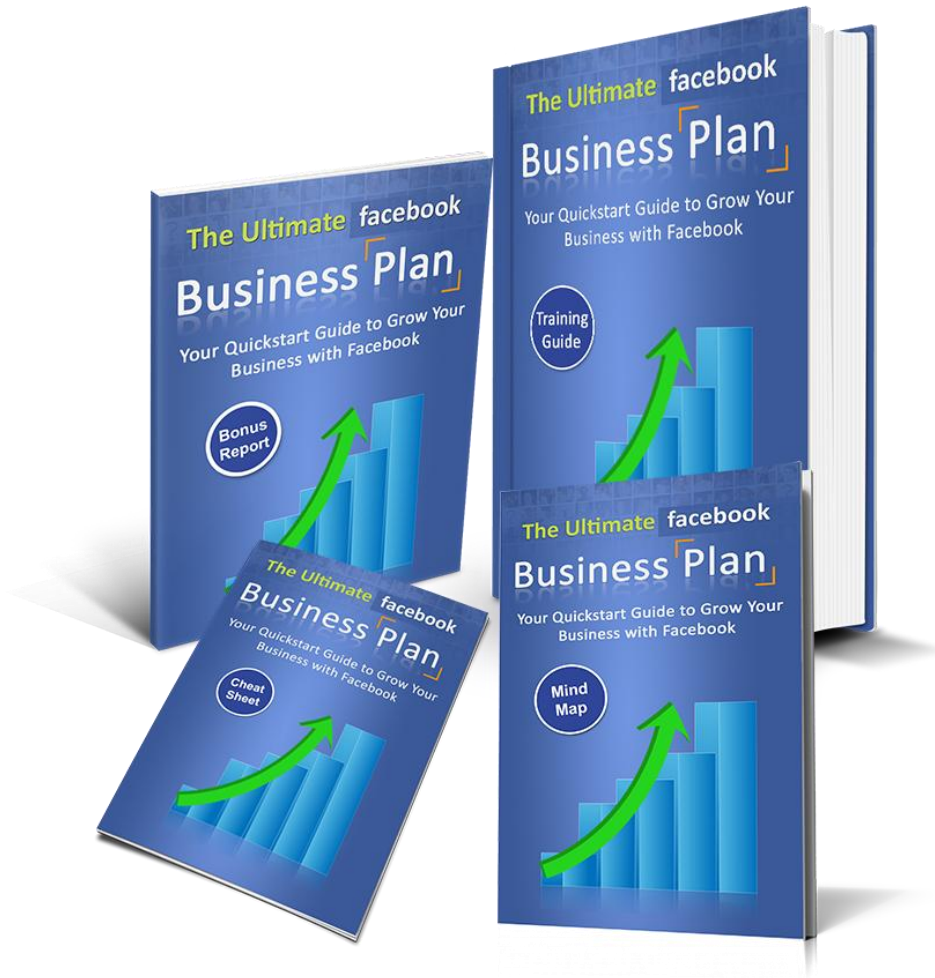
1. **Hosting Facebook Events:**
<https://www.facebook.com/help/events>
2. **Adding Facebook Like Button:**
<https://developers.facebook.com/docs/reference/plugins/like/>
3. **Facebook Page Terms:**
https://www.facebook.com/page_guidelines.php
4. **47 Handy Facebook Stats and Charts:** <http://www.hubspot.com/free-ebook-47-handy-facebook-stats-and-charts>



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