

LEARN **THE SECRETS** TO

# *Facebook* MARKETING



LEARN THE SECRETS TO  
**MAKING MONEY** ON THE INTERNET

BY ANNETTA POWELL

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## **CREATING A FACEBOOK FAN PAGE**

Now that you're committed to making Facebook part of your marketing campaign, the first step is to decide how to begin. The easiest way to get started is by advertising your fan page on Facebook. While it takes some time to create a Facebook fan page, market your Facebook fan page and then maintain your audience by perfecting the content to keep your audience engaged, it's definitely going to be a worthwhile effort. Now let's get started!

## **WHY DO YOU NEED A FACEBOOK FAN PAGE?**

More than one million business owners and entrepreneurs advertise on Facebook, in part because they can connect with the one billion users on Facebook. It is also possible to target specific types of users on Facebook, which gives you the potential to reach directly out to your target audience and capitalize on that opportunity.

According to Facebook itself, you can target your advertising toward specific locations, genders, ages, likes and interests. You can even target based upon someone's relationship status, where they work or what level of education they have.

That's really valuable if you know about your customers/fans and what they have in common. It can enable you to spend money only on the types of potential customers that you know that you have a reasonably good chance of converting into clients, sales, and fans.

Setting up a Facebook fan page will give you the chance to come into contact with new people that you never would have had the opportunity to market to otherwise. It creates an entire new world of people upon which you can capitalize. In addition, it can grow without limits. Your personal page only gives you the chance to connect with up to 5,000 friends, while a Facebook fan page can connect you with as many people as you want.



# HOW TO CREATE A FACEBOOK FAN PAGE

If you want to give yourself a presence on Facebook, the first step is to build a Facebook fan page. It will give your current and future customers an opportunity to interact with you and keep tabs on your latest news. This builds loyalty, so it's extremely valuable.

You can even use your Facebook fan page to promote your blog post. If you don't have a personal blog yet, you can create one easily. There are a lot of good blog platforms out there.

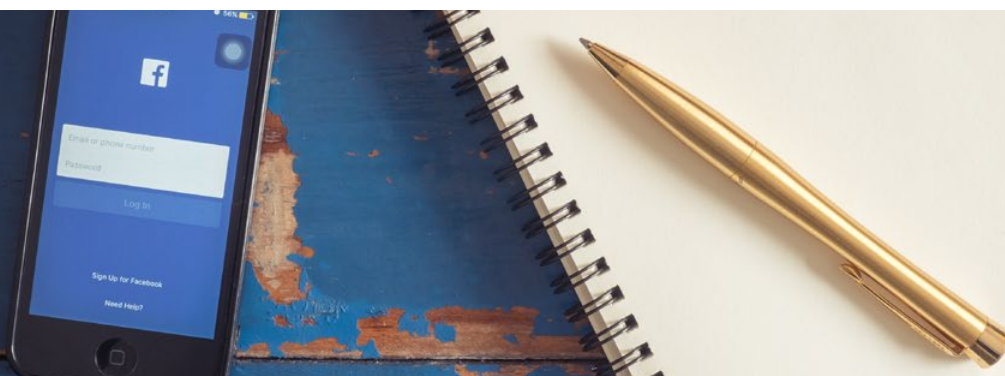
Blogs are a vital component of any successful online marketing campaign. They provide your website with the ability to quickly and easily add fresh content and articles to your website. Every successful website has a blog and once you're set up, you'll have one more tool in your arsenal when it comes to making money off of Facebook.

## PICK A FACEBOOK ACCOUNT AND SELECT ADMINISTRATORS

Your first step in the process is to pick or create the Facebook account that will be associated with your new Facebook fan page. The Facebook fan page will not have a separate login from your user account, as it is created by your account.

Don't worry though, your personal contact information and photos will not be mixed in with the fan page. They are kept separate and you will be able to appear as a brand, business or public individual on the Facebook fan page and add yourself on your personal profile, according to PC World.

You can also add administrators, who will be able to work on the page. Click on "Manage Admins," and then fill in their information in the right spots to grant them access to edit your page. You'll either need to be Facebook friends with the administrators or provide the email that they use on Facebook. They can then login to Facebook and gain access to the page in question. It's always a good idea to give other administrators access just in case you forget your own password or your personal page gets shut down for any reason.



# CREATE THE PAGE

Once you've got your accounts ready to go, you can log into Facebook and click on "Pages," which can be found in the navigation bar on the left side. You should see a button that says, "Create a Page." Click that and choose the type of page that you want to create. Your options should include local businesses, brands, products, companies, public figures, entertainment and causes. You can pick the one that best applies to your business.

You'll have a few lines of information to fill in, and then you can click on "Get Started." You will be walked through the steps involved in creating the page, and you can fill them out later if you decide to skip them.

## THREE WAYS TO MARKET YOUR FACEBOOK FAN PAGE

There are three great ways to market your Facebook fan page, which we will get into later in the book. They include pay per click (PPC) advertising on Facebook, cross promotion with other sources of social media or web content and through video marketing. When you put these three key methods of marketing to use, you'll begin to see more and more fans liking your Facebook fan page, which makes it that much more valuable to you and your personal image.

## DECIDE WHAT INFORMATION TO SHARE

Next, you'll need to decide what to include in the "About," portion of your page and what contact information to share. It's a good idea to include your hours and a link back to your website, along with any contact information that you wish to put out there.

Facebook will include a number of default applications on your page, such as Photos, Links, Notes, Video and Events. You cannot get rid of these, but you can hide them from the navigation.

If you do not plan on using any of them, you should go ahead and hide them so that your page will not appear cluttered. It will also appear unprofessional if your visitors are able to click through to a page that does not have any content.

# MAINTAIN YOUR AUDIENCE WITH GREAT CONTENT

There are a couple of things to consider with your content. First, you have to have a steady flow of good content that is going to keep people engaged and interested in what you've got going on. You'll also want to manage that content so that you can keep control over where it is posted and who can see it or change it.

You'll want to go through the settings on your page to make sure that you have the correct permissions and access set up. Decide whether wall posts to your Facebook fan page will originate from your personal profile or the page itself.

Then, make the decision about who will be allowed to post on your Facebook fan page. You can allow people who like the page to post on it, or you can limit it to yourself and administrators. You'll need to balance your desire for a community with interaction along with your need to make sure that you don't lose too much control over the content.

Finally, the default landing tab will need to be defined. This is the tab that people will see when they first arrive upon your page. In addition, you can screen visitors by their age and location. As a result, you can block users of certain ages or countries. You can also view your statistics for the page in this area.





## CHAPTER 2

# WHO IS ANNETTA POWELL



Hi, my name is Annetta Powell. I was born to deaf parents and grew up in humble surroundings within the Metro Detroit Area. But I wasn't going to let any perceived disadvantages keep me from the success I desired.

I escaped the nine to five rat race and built a real estate empire in Detroit. Then I lost it all. I even spent time in prison ... but that wasn't the end of my story. After getting out, I came back and achieved even greater success.

Throughout my career, Internet marketing has played a huge role in the success I've achieved. Now I want to share the biggest secrets and strategies that I have used to build tremendous wealth over the years.

You're going to shave months of your learning curve and discover exactly what you need to do to grow your wealth in today's competitive marketplace.

## HOW I BUILT A REAL ESTATE EMPIRE

I started out in real estate at the age of 24 after graduating from the University of Phoenix (Class of 2002) and realizing that I was never going to become a millionaire working for someone else.

I purchased my first real estate property for \$18,000. After making the necessary renovations, I was then able to sell it for a profit of \$24,000.

That first sale ignited a fire in me and over the next several years I sold more than 600 properties generating \$50 million dollars in real estate sales. I also wrote a book entitled, "Finding, Fixing & Flipping" properties. To get the book or learn more about real estate investing go to [findingfixingandflippingproperties.com](http://findingfixingandflippingproperties.com).

# **CHANGING GEARS & BECOMING A SERIAL ENTREPRENEUR**

My soaring success came to a screeching halt when I found myself under investigation for real estate fraud and then the bottom fell out of the housing market in 2008. I went broke and ended up spending time in prison – the same prison where Martha Stewart served her sentence.

During this period, I did some real soul searching. I realized that while real estate had been my primary source of income for several years to achieve true lasting wealth I needed to build multiple income streams, which is exactly what I did. I decided to diversify her income.

I now own five tax franchises, known as the Tax Experts, a luxury party bus company, a women's clothing store and more ... and I continue to still build wealth in real estate.

## **I'VE BECOME THE VERY DEFINITION OF A SERIAL ENTREPRENEUR – AND I'M EVEN SHOWING OTHERS HOW TO DO IT, TOO.**

I have created a special network, which I'm calling The Wealth Connect. My mission is to help thousands of people master entrepreneurship and build wealth all at the same time. If you want to learn more about this network go to the [www.wealthconnect.com](http://www.wealthconnect.com)

## **MORE ABOUT MY NEW ROLE**

Building a business is not easy – and life is often not easy as well. But I've learned that with vision, drive and determination you can achieve your goals. I'm living proof of that. I now have a great desire to help others see just how powerful they are inside, too.

In this book, I'm going to share how you can use Internet marketing to accelerate your business success and achieve goals that you thought were completely out of your reach.

# GET THE COACH YOU NEED TO ACHIEVE GREATER SUCCESS!

Ready for real-life coaching that will help you break through barriers and achieve new levels of success?

My coaching is about you as a whole person – your values, your goals, your wealth/career, your work-life balance, your fulfillment and your life purpose.

I will work closely with you to design a plan that is specific to your needs and aspirations. Then I will give you the guidance and insight and encouragement you need to turn your goals into reality and live the successful life of your dreams.

My goal is to show people how to create true financial freedom ... while also improving personally ... so they can become great entrepreneurs and people.

## DON'T SETTLE FOR A LIFE OF MEDIOCRITY!

Instead push forward toward excellence by letting me coach you.

You'll get the encouragement you need to break through plateaus and achieve the unprecedented success that you've always been dreaming about. **You will learn how to turn your goals into reality!**

I've been in your shoes and succeeded. I wasn't born with a silver spoon in my mouth. I didn't have access to special training or insiders. I did it all myself and now I want to share with you the tips, tricks and information you've never heard anywhere else.

I will take you behind closed doors and reveal the exact process I used to reach astronomical success in simple and concise detail.

Far too many of us are willing to settle for mediocrity. I want to show you how to live a life of fullness and joy.

I assure you that you will learn so much about how to create true freedom in your life if you follow my lead. You will grow as an entrepreneur and as a human being. I'm very much looking forward to sharing my knowledge with you. Let's grow together and become the true artists on this canvas called life!

Go to [AnnettaPowell.com](http://AnnettaPowell.com) and click the coaching tab to learn more.



### **THREE WAYS TO MARKET YOUR FACEBOOK FAN PAGE**

There are three primary ways to market your Facebook fan page, which will help you to draw in more fans and create the opportunity to develop stronger connections with the fans that you have. The first is through pay per click advertising, the second is through cross promotion and the third is with video marketing. We'll start with pay per click (PPC) advertising. It's worth noting that you can also use this information to buy pay per click advertising for other websites you would like to promote. Beyond your Facebook fan page, you could promote a blog or an ecommerce site.



# RESEARCH YOUR CUSTOMERS

Before you begin buying pay per click advertising on Facebook, it's a good idea to know your target demographic. This will enable you to get a higher return on investment by going after the specific types of people who are already more likely to be interested in your products or services. Begin trying to collect information about your customers or fans. If you run any online businesses, try to get your customers to include their gender and age (or age range) at checkout. You should already have their location from their mailing address.

Start keeping that information in a database and you'll be able to tap into it to form a profile about your fans and customers once you get anywhere from a few hundred customers to a couple thousand. The larger the sample size, the more likely you are to get accurate information. That will help you to make more valuable investments into advertising on Facebook.

## KNOW THE VALUE OF A VISITOR

Before you can decide how much to spend on advertising, you need to figure out the value of a visitor to your Facebook fan page or website. Let's use an ecommerce site as an example for now, since the math is simpler.

If five out of every 100 visitors to your site buys something, and the average purchase is \$25, your average visitor is worth  $5/100 * 25$ . That is 5 percent of \$25, or \$1.25. As such, you can spend up to \$1.25 per visitor without losing money on the advertising.

If your revenue model is based on advertising for your content, you can do the same calculations based upon how much money you make per visitor. In terms of your Facebook fan page, you'll want to begin tracking the value of your fans with regard to however you monetize your fan page. There is more information later on in this book about monetizing your Facebook fan page. If you are marketing products to them, you'll want to track what percentage of your fans makes a purchase and how often, so that you can learn the value of a fan.



# SET A BUDGET PER VISITOR

Keep in mind that once you have a fan, you can market to them in the future as well. As such, the value is more than just the immediate return on your next marketing email or post. Obviously you want to make a good return on the advertising spending, so you should set your per click budget lower than the break-even point. Keep in mind, though, that your clicks are more targeted on Facebook and should be more valuable. Track your visitors originating from Facebook ads so that you can adjust those numbers accordingly. You'll probably be able to spend a fair amount more per click.

# CREATE YOUR PAY PER CLICK AD

The next step is to put the advertisement together. Log into Facebook and go to the [ads create tool](#), or click the link to go directly there. Next, type your website page of choice into the destination field. In this case, it would be your Facebook fan page. You can then continue to fill out the content of the ad. Try to tailor the ad toward the demographics that you are trying to target. For example, if you are primarily going after a younger crowd, you may want a less formal tone in the ad. Also keep in mind what type of Facebook fan page or website you are sending people to.

Ideally, the language of the ad and the page they are going to will match up. If you were running an online sporting goods store, for example, you wouldn't want to send an ad about baseball season to people interested in football gear. The nuances of sending them to the right page really do get a lot deeper than that, so think about it a bit before you set it up. You'll be walked through the steps of targeting different types of Facebook users and setting up a budget for your ad, so continue accordingly.



# TEST YOUR AD

One way to make sure that you're getting the most out of your ad is to do A versus B testing. It basically just means setting up two different ads that are mostly similar with one change and seeing which one gives you better results. You might be surprised at what gives you a higher click through rate or conversion rate.

This is a process that should be ongoing, as there are almost always improvements to be made. If you finally get to the point where the same ad has won out in three or four tests in a row, then you might have ended up with a winner.

## IMPROVE YOUR TARGETING

Once you have some basic ads running targeting your demographic groups, you can get even more specific. For example, let's say you run a late night restaurant that's a block away from a bar. If that bar has a Facebook fan page, you can advertise on that page. Create an ad that targets people looking for a bite to eat before heading to the bar or for a late night meal before they go home.

Likewise, if you have some friends who have a lot of fans and have similar skills and talents to your own that don't entirely overlap, you may be able to advertise on their fan page. This strategy would enable you to target customers who you know frequent your area. Can you think of a similar example that would fit your personal branding or business model? Brainstorm on that and try to find some Facebook fan pages that provide good opportunities to target very high value potential customers.





# USE VIDEO MARKETING

The second way to market your Facebook fan page is with video marketing, both on Facebook and beyond on sites such as YouTube. Video is already an extremely important part of any type of Internet marketing, and it's only growing more important. When it comes to your Facebook fan page, you can start off with a welcome video to put on the default tab that visitors land on.

According to the [Social Media Examiner](#), this video should tell your visitors what your page is all about, who may be interested in your page and what they'll gain by liking the page. This will improve your odds of getting people who land on your Facebook fan page to "like," it and become fans.

With that as the primary goal of the video, you'll really want to focus on catching people's attention and telling them what you can deliver to them. Make sure that they know what they can get on your Facebook fan page that they cannot get anywhere else. That's the real key to getting them on board. You can also post instructional or informational videos whenever you have the time to make them and upload them, as they should continue to provide people with value from your Facebook fan page; however, don't limit these videos to your Facebook fan page alone.

## USE YOUR VIDEOS TO MARKET THROUGH YOUTUBE AND SIMILAR SITES

Use your expertise and knowledge to develop videos that attract attention. Keep SEO keywords in mind and title your videos appropriately, so that you can draw more traffic to them on YouTube. Your goal is to get as many views as possible, drawing people to your videos from various sources on the Internet. In the video and in the description of the video, you can include a link to your Facebook fan page and to any other sites that you want to promote. Your goal is to get people to "like," your page so that you can market to them in the future.

In a way, they are prequalifying themselves as good fans. They'll have already seen your video, enjoyed it and decided to get more information from you. That means they are great potential marketing targets!





# CROSS PROMOTE WITH YOUR VARIOUS SOCIAL MEDIA ACCOUNTS AND SITES

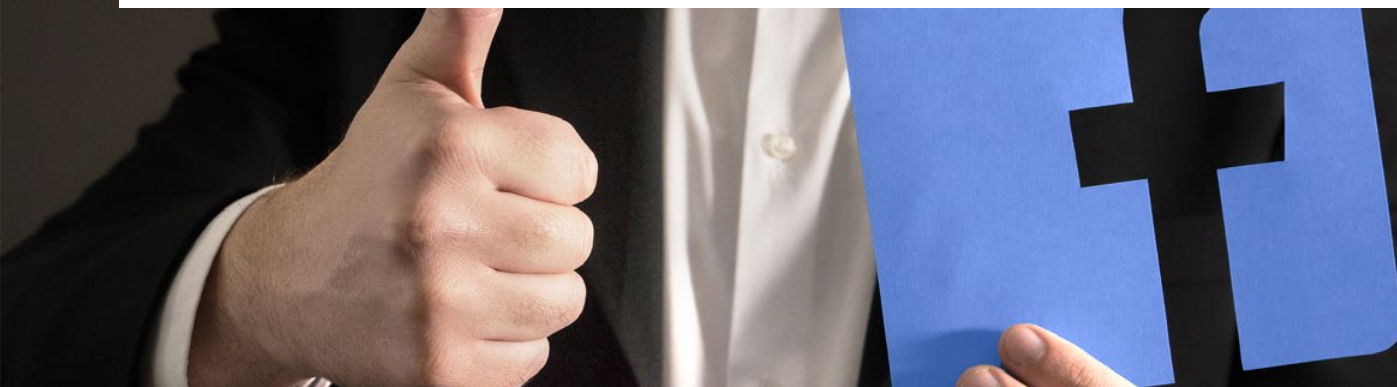
The final method of marketing that needs to be a major part of your arsenal is cross promotion. You can use content in different sources by cross promoting it. For example, if you write a blog post that will be interesting to your Facebook fans, you can post a link to it on your Facebook fan page. This promotes your blog. Again, if you don't have a blog platform yet, then you have the opportunity to start out with the best one available. Sometimes people make a poor decision with their first blog platform and then have trouble switching later. Make sure you find a good company that can create you a nice blog in wordpress.

The cross promotion can work both ways, as well. For example, you can direct people to "like," your Facebook fan page in each of your blog posts to drive some traffic that way. You can do the same thing on Twitter, simply telling people occasionally to go check out your Facebook fan page and letting them know that you do post original content there that they won't get from you on Twitter. The video marketing example above is also an example of cross promotion, so it can be included in this strategy as well. Likewise, you could post a link to a video on your Facebook fan page in order to keep people engaged and intrigued by the content that you are providing to them.

## CROSS PROMOTE WITH OTHER PEOPLE'S PAGES

This is a tricky situation to maneuver, but it is well worth the effort because it can pay huge dividends. If you can connect with other administrators of fan pages that share your niche and demographics, you may be able to find great opportunities for cross promotion, according to the Social Media Examiner.

The best way to go about making these connections is live in person, as you can build up rapport and discuss the mutual benefits in person. It can be as simple as liking some of each other's content on Facebook in an attempt to send a few of your fans the other way now and then, growing both of your audiences in the process. You'll obviously want to make sure that they are not direct rivals or competitors in any way; though you would like there to be just enough similarity in your personal brands and images to make the promotion worthwhile.



# ADDITIONAL METHODS FOR GROWING YOUR FAN PAGE

There are a lot of strategies for gaining likes and growing the reach of your Facebook fan page, but some of the things that new page owners often try are relatively ineffective. For example, they commonly attempt to get all of their own friends to like the page by suggesting it to all of their Facebook friends. Other than the fact that your friends may not appreciate this solicitation, you need to ask yourself how many of your Facebook friends are actually potential customers for your business or valuable fans for your personal brand. In most cases, you will be better off promoting your Facebook fan page in other ways.

## USE YOUR EXISTING DATABASE

Hopefully you have a database of your current customers and fans that you can use to announce the launch of your Facebook fan page. This is one of Facebook's own recommended methods of spreading the word. If you do not have a database, it's time to begin amassing one. Try to collect email addresses from your customers when they place orders or pass through your store.

You can also try to drive followers on Twitter or blog readers to sign up for an email newsletter, thus giving you their contact information. If you've noticed the common occurrence at checkout of cashiers asking you for your email address, this is why. It's a valuable digital marketing tool.

In order to put your database to use, go to the Edit page and click on "Resources." Find "Tell your fans," and click it. You'll be able to upload your database in CSV format. This will notify all of your fans and customers about the Facebook fan page. You may also opt to create a mass email to send to your database that announces the page with more information about how you plan on using it and why it will be beneficial for your customers to sign up.

# MAKE SURE THE PAGE IS WELL-BRANDED

When customers visit your page, you want to make sure that they see a recognizable page with your branding. The Page's picture and cover picture are important, as they will be the first things that visitors' eyes are drawn to. If they do not look enticing and professional, you're going to lose out on likes.

You want to carry this concept forward with the content, as well. It should all stick to the theme that you are trying to promote with your Facebook fan page. Stay on message by picking a few key messaging points to always try to tie things into, and stay diligent about it.

# MAINTAIN YOUR PRESENCE

When potential customers or followers visit your Facebook fan page, you want them to see an active community. As such, it's a good idea to take questions from those who like your page and respond to them on the wall. This content is going to be noticeable when people view the page and it will alert them to the fact that you are using the page for something that could be of value to them.

If the page only has your contact info, address and a link back to your site, what do they really have to gain by liking it and following it? If they see helpful interactions, they are immediately seeing a demonstration of value.



# CONNECT YOUR WEBSITE TO YOUR FACEBOOK FAN PAGE

You should always have share buttons and links to your Facebook fan page and other social media accounts on your website. People who are on your website are looking for information about you, so make sure that they are able to find ways to stay connected to you on an ongoing basis. One such way is a personal blog. It's vitally important to the process of keeping people attuned to what you've got going on, so you cannot go without one. If you're not blogging right now, you're missing out on opportunities to cross promote your content and that is costing you money!

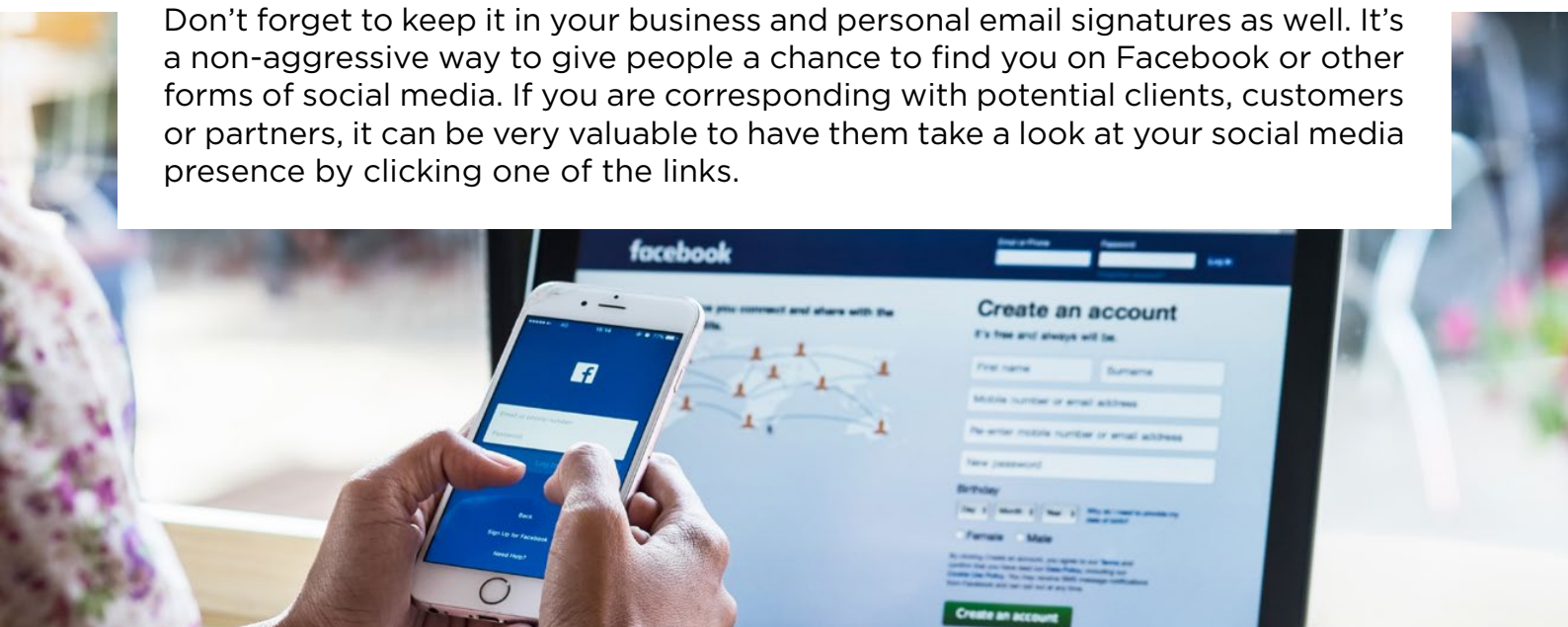
Don't give away money, or pass on opportunities to tie everything together. You can use icons on your blog to connect it to all of your social media accounts, and those accounts can feed traffic back to your blog. It's a great way to keep ramping up your traffic.

I can't emphasize enough how important it is to have a blog and use it regularly, so make sure that you check out my blog platform and incorporate it into your Internet marketing plan to start building a presence online.

You should never give people who are looking for a way to stay more connected with you a reason not to be. In other words, don't make it too difficult to find your social media information, as this can frustrate users. Blogs are one more way to help people find you, and to keep them coming back. Continually posting good content and cross promoting it well is a critical part of your strategy.

People give up quickly on looking for information now a days, since everyone is so used to having everything right at their fingertips. Make sure that does not become an issue for you. Likewise, if you have an email newsletter, keep your social media links in each newsletter. Some of your readers may decide to connect with you in even more ways, and that makes them more valuable customers by increasing their brand loyalty.

Don't forget to keep it in your business and personal email signatures as well. It's a non-aggressive way to give people a chance to find you on Facebook or other forms of social media. If you are corresponding with potential clients, customers or partners, it can be very valuable to have them take a look at your social media presence by clicking one of the links.





# CREATE ORIGINAL CONTENT

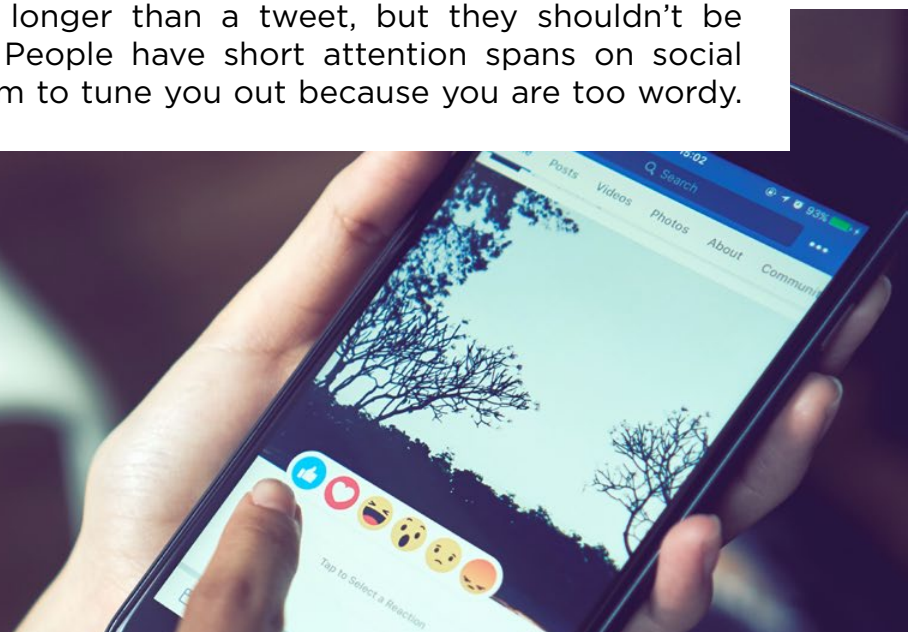
Try to come up with creative, new ways to share fresh content. While there is an entire section devoted to your content, for now, remember to think outside of the box. Snap an interesting photo now and then and share it on your page. It can be a look behind the scenes of your business, or something that is just eye catching that would be of interest to your demographics. Your Facebook fan page should give people a glimpse into your life, so try to keep your eyes open at all times for opportunities to share. You don't want to become guilty of over-sharing, but you do want to be able to recognize good opportunities for content.

## COMMENT ON OTHER PAGES

This is a little bit sneaky, but it's a great way to cross promote your content without actually having an agreement in place with other Facebook fan pages. Simply go to other pages that might share an audience with you and comment on some of the content and updates there. Obviously, you wouldn't want to do this to a direct competitor, nor would you want to spam businesses.

However, if you make friendly, insightful comments, it will give people a chance to see the link back to your Facebook fan page. That gives them one more opportunity to click it and go check out your Facebook fan page. If you are choosing the right fan pages, you'll be finding people that have an interest that aligns with your target audience, so they'll be that much more likely to "like," your Facebook fan page. You can also make this strategy easier to utilize by liking their pages and then following them in your feed. Then when interesting content pops up, you'll see it in your news feed and you can go comment on it and add to the discussion.

Try to provide insightful, valuable information in your comments, but keep them brief. They can be longer than a tweet, but they shouldn't be more than a paragraph or so. People have short attention spans on social media and you do not want them to tune you out because you are too wordy.



# RUN A FACEBOOK CONTEST

You need to do this through a Facebook application on the site, so make sure that you don't bend the rules. Give away a product or find another worthwhile prize and make sure that you stipulate that in order to enter people have to like your page. Read through all of the rules on Facebook, as there are requirements about disclosures and you need to make sure that you follow all of the rules, as Facebook can be swift with punishments in this regard.

You can give away a variety of different items. If you have an eBook or other information-based products that you are marketing, you could give away a few free products. This will pay extra dividends, as people will become more interested in what you are offering and they may decide that they want it even if they don't win.

Alternatively, you could try to come up with items to give away that are of interest to your niche or demographic. For example, if your fans are mostly small business owners, you could give away a book about small business, accounting software or small business coaching sessions.

Just make sure that you are giving something away that has value to your target audience, and then promote the contest well. This is one thing that you can tie in with promotions to drive people to your Facebook fan page from your email list, as it gives them added incentive to check it out and like it. You should gain a lot of likes as a result, which will provide you with more value than whatever you decide to give away in the contest. That's the power of contests on Facebook.

## ADVERTISE YOUR PAGE WITH A SPONSORED STORY

If you've tried some of the above strategies with minimal luck and want to take it to the next level, you can always advertise on Facebook through pay per click marketing. This process was discussed above, but instead of promoting a Facebook fan page through a normal advertisement, you're now going to take a different approach.

One of the great ways to advertise on Facebook is to use what is called a "Sponsored Like Story." This will promote your page to people who are Facebook friends with those who already like your page. As a result, you'll be getting a vote of confidence from one of their friends in the advertisement. That should boost your success rate with the ad, as it adds in some social proof. In addition, you can use the Facebook targeting options on top of that to narrow down the people who will see it even more.



### CREATE INTERESTING CONTENT FOR FACEBOOK

One of the most important things that you can do to gain more and more influence with your Facebook fan page is to keep creating interesting content that is useful to your fans.

If your fans aren't getting worthwhile content from you that they can't get elsewhere, they will have little reason to keep coming back to your page and staying involved.

### TAKE INTERESTING PHOTOS

Try to give your Facebook fan page fans a look behind the scenes into your life, business, hobbies and activities. Whatever will be interesting to your target demographics should be fair game.

Your goal when posting pictures to your Facebook fan page should be to figure out which pictures are likely to be shared and liked, as this can increase your reach on Facebook. Try to be creative in your photography and frame your shots well, so that they are really eye catching.

# MAKE INSPIRATIONAL POSTS

People enjoy reading inspirational stories and quotes, or seeing inspirational pictures. You can also find combinations, such as inspirational pictures with a quote included in the image. This is a great way to keep churning out content if you are having a little bit of writer's block and can't come up with any ideas for a post or status update in your Facebook fan page.

It also gives people something that is simple, but also valuable. If visiting your Facebook fan page fires them up for their day, it is making a positive difference in their lives. That's going to keep them coming back for more.

In addition, these are the types of people that you want to have checking your Facebook fan page often, as they are motivated individuals that are going to be on the lookout for the types of opportunities that you can provide them. Make sure that you are creating content that will draw in the exact type of fans that you will benefit the most from.

## PROVIDE EXPERT ADVICE

What is your expertise and what types of tips can you provide on an ongoing basis? Share them on your Facebook fan page, and it'll give your fans a reason to like it. They'll know that by liking your Facebook fan page, they'll be able to see your ideas and tips pop up when they are posted, which will be valuable to them.

In addition, try to link in anything else that you do that might be of value. For example, if you write a blog, you can link to your posts and provide a few quick thoughts or insights to try to get your fans to click on the links. If you do a podcast, or appear on one, you could share that link as well.

## SHARE THIRD PARTY MATERIALS

Don't feel like you cannot share a link to an interesting article just because you didn't write it. If you see a news story you want to share, you can provide a quick comment on it and share it on your Facebook fan page. While it may not have direct value for you, it should have value for your fans if it is something that is in line with their interests.

As a result, they may truly appreciate that you shared the information. If they read the story and it proves useful or entertaining to them, they'll remember that they got it from your Facebook fan page. Again, this is an example of providing your fans with value so that they keep coming back for more.





## CONNECTING OTHER CAMPAIGNS TO FACEBOOK

Now that you've got everything up and running on your Facebook fan page, and it's hopefully beginning to be increasingly successful, it's time to think about connecting it in with your overall marketing strategy.

### CONNECT YOUR CONTESTS

Contests are a great way to create some buzz and get people to visit your blog or Facebook fan page. One thing that is really important to do is to make sure that you get as much mileage as possible out of any contests that you hold.

There is obviously a cost involved in running a contest and giving away prizes, so you want to make sure that you get the highest return possible! Make sure that you try to get people to like your Facebook fan page as part of the contest. Perhaps you can require it, or you can let them know that you'll announce the winner there. That way they'll have to visit it to find out if they won.

On the other hand, if you're having a contest on your Facebook fan page, you'll want to announce it in other places in conjunction with your other marketing campaigns in order to drive as many people to it as possible. For example, a giveaway is the perfect first contest that you can connect to your blog and Facebook. Simply require that all entries leave a comment on your blog post about the giveaway and "like" and share your Facebook page.

Use [RandomNumberGenerator.com](http://RandomNumberGenerator.com) to select a winner after a specific period of time. With this contest, you've easily gained more Facebook "likes" as well as generated new visitors to your blog. Make sure that you mention it on your social media accounts, your blog and your email newsletter, for example.

In terms of what to give away, you'll have to determine what the majority of your fans would be interested in. For example, if your fans are sports fans, you could give away tickets to a game or a book about sports. If your fans are mostly entrepreneurs, you could give away consulting sessions or a trip to a conference about starting a business. The best contests will also promote your personal brand or products, so keep that in mind as you craft the marketing materials.

## **STAY ON MESSAGE**

Your overall marketing campaign should have a primary goal or message. It's important that you keep your Facebook fan page in line with that message, so that you are trying to reach the right demographics with the right message. The last thing that you want to do is have a disjointed message that is not organized, so make sure that there is a level of consistency.

Make sure that you are using the right phrases and slogans to try to make people associate your brand name with whatever it is that you want to pop into their minds. Make sure that your logos are consistent, as well as your color schemes.

When people see your colors and logo, you want that to have a strong positive correlation with your personal branding. People should not only instantly recognize the design as yours, but they should also feel good about it.

That ties in to everything, so you'll have to provide good, high quality content and information as well. However, you can't build up strong recognition for your logos and designs if they are constantly changing, or don't have the same look and feel on all of your accounts. So keep it consistent!

This will also make it more likely that people that respond to one form of marketing will also enjoy the content on your Facebook fan page when the other marketing sends them that way. As a result, it should increase the likelihood that they enjoy the page and keep coming back.





## HOW TO MONETIZE ON FACEBOOK THE ULTIMATE GOAL

You have gained a lot of knowledge about creating a Facebook fan page, driving fans to your page and utilizing it to cross promote. While some of those strategies do add value to your personal brand and can help you to monetize other sites, this chapter will deal more directly with the monetization side of things. That, of course, is your number one goal.

# COLLECT NAMES AND EMAILS FOR YOUR EMAIL DATABASE

The first step to monetizing your Facebook fan page is to begin collecting names and emails that you can put into your email database by offering a free report, eBook or something of value. This gives you the opportunity to market to your Facebook fans through email, and that can have a lot of value.

One of the most important things that you can do in email marketing is build up your email database, as it's something that you can cash in on at any time by promoting your product. One of the best ways to build up a great database of names and emails is to set up a landing page with a video on it and a link to your blog. You should also include a form to sign users up for your email newsletter, which will build your database.

In the video, you should give them a little bit of information along with a tease for the rest of the information that you will provide them on your blog and in your newsletter. Your goal is to wet their appetite and get them thinking about how they can benefit from everything that you have to offer. This will drum up their interest and make them more likely to sign up. Then it's up to you to deliver the quality content that you've promised.

If you don't currently have a blog, I highly recommend that you set one up. Your personal blog can give you a lot of opportunities to cross promote your content and connect with your listeners. If you don't have one, you should read my Internet marketing book for more information on how to monetize your blog and build a money-making empire on the Internet. It will be highly helpful and simplify the process for you, so that you can't go wrong.





# CREATE AN OPT-IN PAGE

An opt-in page is where people can provide you with their email address and opt to receive valuable information from you through your newsletter, or email marketing campaign. On your Facebook fan page, you can add a tab that will function as your opt-in page. The new tab will be called an email signup tab and it will enable people to provide you with their contact information for future use.

This can be done through a variety of applications that provide the option, but one of the best is Get Response. I highly recommend it, and you can learn more about it at [www.annetapowellgetresponse.com](http://www.annetapowellgetresponse.com). I've had a lot of success with Get Response and it's packed with great features including:

- Newsletters
- Autoresponse forms
- Professional landing pages
- Email messages
- Add social media sharing buttons to your emails and other creations
- Access analytic information about your recipients, your click rate, site conversion and more
- Import contacts from other programs to your email list (think Gmail and Sales force)
- Create custom signup forms that can be integrated in your blog, but also on your Facebook page and in other locations

## MARKET PRODUCTS THROUGH YOUR EMAIL DATABASE

Once you grow your email database, you can market to your list by giving out 80 percent free information while pitching products 20 percent of the time. If you spend most of your time educating your audience, they will be significantly less likely to opt out of your email list.

They'll also feel like they owe you some business. This actually puts social psychology to work, by invoking the principal of reciprocity. When you do something for people, they feel inclined to do something in return.

Just make sure that you don't overlap your free materials with what you are pitching. Don't give away the best stuff! Save that for the sales pitch. Just remember that people don't like to be sold to all of the time, so you need to respect that ratio and only do it about 20 percent of the time.

# STAY ON TOP OF TRENDS AND TECHNOLOGY

Congratulations! You're now armed with the knowledge that you need to begin marketing yourself on Facebook and building up a dedicated following that can be quite valuable to you. However, you must remember that things can change in a hurry these days, as there are always new websites, apps and trends popping up. It's important that you stay on top of these things so that you don't fall back behind the times.

Keep an eye on my Facebook fan page, blog at <http://annettapowell.com> and social media accounts for up to date information. You can also follow websites such as [Mashable.com](http://Mashable.com), and regularly check back for more information. They keep visitors up to date on a variety of social media, technology and business news. Forbes also has a pretty good selection of **technology news** and **social media news**, and they tie it in well to business. If you keep tabs on those sites, you should be able to stay up to date on all of the news you need.

Stay connected with me and let me know how you're doing! To learn more about the Internet marketing opportunities that are available to you, I am proud to offer my personal coaching program to those who are serious about making a change and getting the most out of Facebook at [annettapowell.com](http://annettapowell.com). My coaching program can help you find the way forward while simultaneously reducing your learning curve and boosting your profitability. Stop wasting time, money and effort, and start building the future that you deserve right now.



