

Facebook Bullseye

Maximum Exposure From The Social Media Giant

Disclaimer

The information in this book is for informational purposes only. The creator of this product cannot guarantee any level of success, because your success with this system (or any system) will depend on a number of different factors that are out of the control of the product creator.

Your success will depend upon such factors as:

- Your commitment level and how hard you work
- The niche you choose
- Response rate in your industry
- The products you are promoting
- Many other external factors

The creator of this product cannot be held responsible for your results, so please keep this in mind as you proceed.

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Getting Started With Facebook Advertising

Facebook is currently the world's largest social media website, with more than 500 million active users logging into their Facebook account every single day! With millions of daily visitors, and its community continuing to grow each day, it's a powerful tool that should be an integral part of your marketing campaign.

And Facebook is not only the top ranking website in social media, but it also provides you with the opportunity to explore markets, evaluate the profitability of niches and communicate with your customer base in a whole new way.

Furthermore, you can use Facebook to locate specific groups or zone in on segments of your market based on interests, gender, location and experience, giving you the incredible opportunity to create highly targeted, tailor-made advertising campaigns that convert like crazy!

Forget expensive PPC campaigns where you are forced into dealing with 'hit or miss' ratios, or spending hours analyzing market trends, or dissecting your ad campaigns just to improve CTR.

With the introduction of Facebook's dynamic advertising portal, you can create laser-targeted campaigns that not only get clicks – but actually convert into sales, or viable leads – AND you can get it all done at a **fraction of the cost!**

With Facebook, there are 2 different ways in which you can build high-converting campaigns that will immediately boost your profits.

This includes:

- 1: Develop a targeted, and active Facebook Fan Page
- 2: Create enhanced ad campaigns within their advertiser program

In order to maximize your exposure and profits, I recommend that you take advantage of both marketing options, starting with a unique, highly branded Facebook Fan page.

In this book, I'm going to show you exactly how to build a highly effective Fan Page, as well as the exact formula I use to create high-converting Facebook advertising campaigns that will help you skyrocket your income, and maximize your exposure online – all at a fraction of the cost you'd pay with traditional advertising channels such as Google Adwords!

So, without further delay, let's start building the foundation that will give your online business an instant boost of in traffic and profits!

Step By Step Guide To Creating Viral Fan Pages

Of all the social networking websites online, Facebook is the most popular of them all, surpassing both Twitter and MySpace to become the leading social community site online.

With millions of users logging into their accounts each day, it's never been easier to interact with your market, build a reputation as a quality source of information and generate maximum exposure for your brand.

Facebook offers you the opportunity to create individual pages, referred to as "fan pages".

You can use these fan pages to generate exposure, build a reputation in your niche market, survey prospects, evaluate markets, build a mailing list or newsletter and generate traffic to external offers, including CPA network ads, affiliate products and of course, your own products and services.

The first thing you need to do is sign up for an account with Facebook. Their terms and conditions specifically state that people can only have one account, and you are requested to use your real name when you sign up.

You can get started at >> <http://www.Facebook.com>

With a Fan page, you can communicate directly with your target audience, which in turn will help you sell more products, drive more traffic to your websites, and improve your relationships with your customers.

Fan Pages also help to establish, solidify and grow your brand so that even if

you are just starting a brand new online business, you can quickly gain authority in your market.

Fan Pages will benefit you in many other ways, including:

- You will be able to **evaluate** and conduct **market research instantly**.
- You will be able to **establish credibility** in your market.
- You are given **direct access to more than 500 million active users**.
- You are able to **generate unlimited traffic to your site**.
- You can quickly (and easily) **build targeted mailing lists** in any market.
- You can **quickly go viral** – leading to a stampede of massive exposure!
- Since Facebook carries weight within the major search engines, creating fan pages is also a very easy method of **getting quickly indexed and generating organic traffic** to both your fan page, and other money pages and even personal blogs and websites.

In order to begin building a quality, targeted Facebook Fan page, you need to create an action plan that will lead you from start to finish, including:

- Your Fan Page Objective

What is the purpose of your fan page? What are your goals? What message will your fan page present to your target audience?

- Your Fan Page Audience

Who will benefit from your fan page? Who is your target visitor? What can you offer that will lend value, and establish a connection with potential customers?

- Your Fan Page System

Will your fan page be used to promote and sell a product or service? Will you use your fan page to generate leads, create a mailing list or promote affiliate products? Will your fan page simply be used to promote your brand, establish credibility in your niche and build awareness?

With Facebook, there's no limit to the number of fan pages that you are able to create, so it's important to create individual fan pages for every niche that you are involved in, as well as every unique product or service that you offer.

Don't crowd all of your offers into one fan page, but instead, work towards building a "mother page", and then creating "baby pages" that branch off from your main page. This way, you can **directly target specific segments of your market**, and create **individual offers** tailored towards each customer base that you have.

Important Note:

Keep in mind that every page that you create can be linked from your main Facebook account, so that your Facebook friends and visitors can easily find them, however every Facebook Fan Page that you create is also considered it's own individual & unique page.

This makes it exceptionally easy for you to target multiple niches all from within your one Facebook account, and to span coverage across many different markets, easily, without having to create multiple Facebook accounts.

In fact, according to Facebook's terms of service, users are only permitted to have one Facebook account, so you will want to abide by their terms and guidelines to avoid losing your account..

Once you have created multiple Fan Pages, you will be able to access all of the different pages from your main account by clicking on the "Account" link from your Facebook profile. Select "Manage Pages" to edit or revise existing pages that you've created, or to delete pages from the Facebook community in the event you no longer want them to be visible.

Creating Facebook Fan Pages is incredibly easy to do, even if it's your first time setting one up. Here's a step – by – step guide to getting started.

Step 1: Create your Facebook account

You can set up your Facebook account at <http://www.Facebook.com>

Before you begin building your Facebook Fan Pages, you will want to complete your Facebook profile, including your website URL, your full name, images of you or your business, and a brief introduction. The more complete your main Facebook account is, the easier it will be to convince visitors to explore your fan pages, and to become an active member of your self-created community pages.

In the event that you already have an account, log into your main page and scroll down until you see "**Advertising**" as shown below:

[About](#) **Advertising** [Developers](#) [Careers](#) [Terms](#) • [Find Friends](#) [Privacy](#) [Mobile](#) [Help Center](#)

Click on the "Pages" link in the top navigation menu:



Or, go directly to <http://www.Facebook.com/pages/create.php>

Next, click on “Create a Page” to set up your first Fan Page!

Facebook Pages
Create a presence that looks and behaves like user profiles to connect and engage with your customers and amplify your voice to their friends.

[Create a Page](#)
or manage your existing Pages

Overview Prepare Step By Step Find New Fans

Create a Facebook Page
A Facebook Page is a public profile that enables you to share your business and products with Facebook users. Create one in a few minutes with our simple interface. For more details about Facebook Pages, [download our Product Guide](#).

Start the Conversation
When your fans interact with your Facebook Page, stories linking to your Page can go to their friends via News Feed. As these friends interact with your Page, News Feed keeps driving word-of-mouth to a wider circle of friends.

Drive Customer Awareness
Spread the word even further with Facebook Ads. You choose your graphic, text, and target audience. We'll even add available information about their friends' interacting with your Facebook Page, if you choose.

You will now choose the type of fan page that you wish to create, such as developing a fan page around a specific company. Choose “Brand, Product or Organization”, if you plan to promote an online business or offer of your own. Enter in a name for your page and save.

Note: You should integrate targeted keywords when creating a title for your fan pages. Since Fan Pages are known to quickly rank in the search engines, entering in a keyword that is frequently used by potential customers will help boost your search engine ranking. Your fan page keywords will also help on-site visitors locate your pages.

Next, you will choose a category for your fan page. This is an important part of the process because like keywords, your category also helps to define your market, and to place your page where it will gain maximum exposure. Browse through the available category options and choose the best one, based on the topic of theme of your fan page.

Once you have created the “skeleton” for your fan page, you can begin to customize it, such as by adding tabs to your page.

You can add as many tabs as you wish, with each one offering access to a specific area on your page, such as “About”, “FAQ”, or “Newsletter”.

You want to carefully choose your tabs so that every segment or area of your Fan Page provides value to prospects and visitors, and helps bring recognition to your business and brand.

When I create fan pages for my online businesses, I always include an “Information” page that provides contact information, my overall company goals, and personal information about who I am and what I have to offer. I then integrate a “Newsletter” tab so that I can capture leads and provide value by offering weekly ezines or monthly publications that target my niche audience.

The number and type of tabs that you use is up to you, but you want to use

these areas of your fan page effectively, so that you are able to engage and communicate directly with your target audience.

Here is an example of a Facebook Fan page with various tabs from a well respected Internet Marketer, Ewen Chia:

The screenshot displays the Facebook profile of Ewen Chia, titled "Ewen Chia - Internet Marketing Guru and Expert Affiliate Marketer". The page features a navigation bar with tabs for "Wall", "Info", "Photos", "Video", "FREE Newsle...", and "YouTube". Two red arrows point to the "Info" and "YouTube" tabs. The "Info" section is expanded, showing "Basic Info" (Location: Singapore City, Singapore) and "Detailed Info" (Website: http://www.internetmarketer.com, http://www.autopilotprofits.com, http://www.24hourinternetbusiness.com, http://www.optinprofits.com, http://www.imclassifieds.com; General Information: Ewen holds a B(Sc) Management Honors degree from the University of London. After graduation, he held a sales and marketing job, struggling to make ends meet just like every working person. Striving to earn extra income, he started learning and experimenting with the internet business in 1997. For 5 full years, he worked on his internet business part-time, every single day from 11pm - 3am while still holding a full-time day job. Ewen was extremely motivated to succeed to build a better life... (read more); Location: Singapore City, Singapore; Facebook Page: http://www.facebook.com/ewenchiafans). The "Contact Info" section also lists the same websites. On the left, there is a profile picture of Ewen Chia, a bio stating "Ewen Chia - Internet Marketing Guru - You can be an Internet Millionaire too!", and a list of websites including www.EwenChia.com, www.InternetMarketer.com, www.Featuring.com, www.Autorespond.com, and www.RealInternetIncome.com. Below the bio is an "Information" section with the location "Singapore City, Singapore".

As you can see from the image above, Ewen has integrated multiple tabs into his Facebook Fan page, including "Wall", where people can post comments or questions, "Info", where Ewen is able to provide information about himself and his online business, "Photos", "Video", "Free Newsletter" and a direct link to his "YouTube" channel.

Tabs help to better organize your Fan Page, and gives you the opportunity to interact with your visitors, encouraging all who land on your fan page, to click the “like” button and become a fan page subscriber.

Videos are a great way to add interaction to your fan page. You could create videos that simply welcome Facebook users to your page, or develop videos that showcase your products, highlight your offers, and encourage viewers to join your newsletter, download a free offer, or simply click the “like” button!

Resource >> If you are looking for a fast and affordable way to outsource your video creations, visit <http://imotionvideo.com> for details on their custom, promotional video service for less than \$100!

Marketers like Ewen Chia aren't the only ones harnessing the power of videos within their Fan Pages. Even massive corporations like Coca-Cola and its competitor, Pepsi, have created Fan Pages that offer video content, along with information about their products, contests, and more!

Pepsi

Wall Info Pepsi Pepsi 2 Pepsi Refre... Discussions >>

Vote in The Pepsi Refresh Celebrity Challenge!

How it Works | Submit an Idea | Vote Now | Refresh Blog | FAQs

Pepsi is giving away millions in grants each month to fund ideas. Support your favorite project!

Vote on the site or **Support Ideas on Facebook**

Grant Categories:

- HEALTH**
Impact the health of anyone, from hospitals & clinics to exercise.
[FIND OUT MORE](#)
- ART & CULTURE**
Celebrate the arts in all its forms.
[FIND OUT MORE](#)
- FOOD & SHELTER**
Provide things to eat, wear or live in – and sometimes all three.
[FIND OUT MORE](#)
- THE PLANET**
Help improve the environment on a local or massive scale.
[FIND OUT MORE](#)
- NEIGHBORHOODS**
Making any neighborhood a better place to live.
[FIND OUT MORE](#)
- EDUCATION**
Help people learn and grow at any age.
[FIND OUT MORE](#)

3,049,643 People Like This

Erin Casey Ellis | Glenda Ellis Klinsky | Perle Chahra

Marissa Petrichko | Lesa Sanders Lupo Stewart | Emily Phillips

Events
6 past events [See All](#)

Pepsi Refresh Café @ South by...
Austin Convention Center, Ground Fl...
Friday, March 12 at 10:00am

Vote for your favorite Rock Ba...
New York
Wednesday, August 19 at 8:45pm

Pepsi Rock Band Video Submission
www.PepsiRockBand.com
Monday, July 20 at 8:00pm

Will Arnett's Super Bowl Party

Reference >> <http://www.facebook.com/pepsi>

Videos are a common component in building popular fan pages and there's a good reason for this. Videos interact and connect with your target audience in a way that traditional print simply can't.

You can express emotion, build excitement, and offer social proof through video testimonials and feedback from recognized sources in your market, all through the power of video.

Plus, if you are careful to hire a video professional, your videos will serve as a stunning introduction to your products or services, in the same way that a television commercial works at expressing a message to its viewing audience and then promoting them to take action.

Videos are also powerful marketing tools in yet another way; they can **quickly go viral**.

If you create a video that is entertaining, original and really communicates with your target market, it could quickly spread throughout your market, as more and more people pass it on to others.

You want to add as much value and information to your Fan Pages as possible, so that you are able to build brand awareness, and solidify relationships with your target audience.

Consider the different things that you could offer on your Fan Page, that not only helps to demonstrate your interest and commitment to offering value, but will go the distance in establishing rapport, and trust with your market.

Things to consider offering on your Facebook Fan Page:

- Video Tutorials
- Information Products, such as free reports, ebooks or workbooks
- Exclusive, proprietary information such as interviews
- Weekly newsletters or ezines
- Special coupons, discount offers and “fan page exclusive” sales.

Keep in mind that you can add or edit tabs at any time, so if you aren't entirely sure what you should include, begin with a basic “About” and “Newsletter” page and expand as you become more experienced running and managing your fan page.

If you aren't sure what to offer on your fan page, consider spending some time evaluating online marketplaces to determine what is successfully selling and then create a simple version of these products for free.

If you are unable to create the free offer yourself, consider outsourcing it to qualified freelancers. I've successfully found many high quality writers who have created everything from reports to ebooks that I offer to visitors on my fan pages.

You can also find professional video creators and designers who can help you develop a quality presentation for your fan page.

Here are the top freelance marketplaces that I use:

<http://www.Guru.com>

<http://www.ELance.com>

<http://www.Scriptlance.com> (good for finding video creators and designers)

<http://www.WriterLance.com> (great place for finding affordable writers and content developers)

You can also locate affordable writers using popular forums, including:

<http://www.WarriorForum.com>

<http://forums.digitalpoint.com>

<http://www.WhyDoWork.com>

One of the most important components of a successful fan page is a built-in opt in box. By integrating opt-in code into your fan pages, you will be able to capture leads and begin to grow a targeted mailing list, and if you've been around for any amount of time, you already know just how important and valuable an active mailing list is to the success of your online business.

Integrating an opt-in box is relatively easy, however you will need to sign up for a professional autoresponder account in order to collect leads, manage subscriptions and communicate with your subscriber base.

There are many different autoresponder services online, including <http://www.aweber.com> and <http://www.GetResponse.com>, with each one offering different features and service pricing.

Once you have your account, you will want to create a newsletter so that you are able to generate the actual "opt in code". This is the code that you will place on your Fan Page so that you can begin collecting leads.

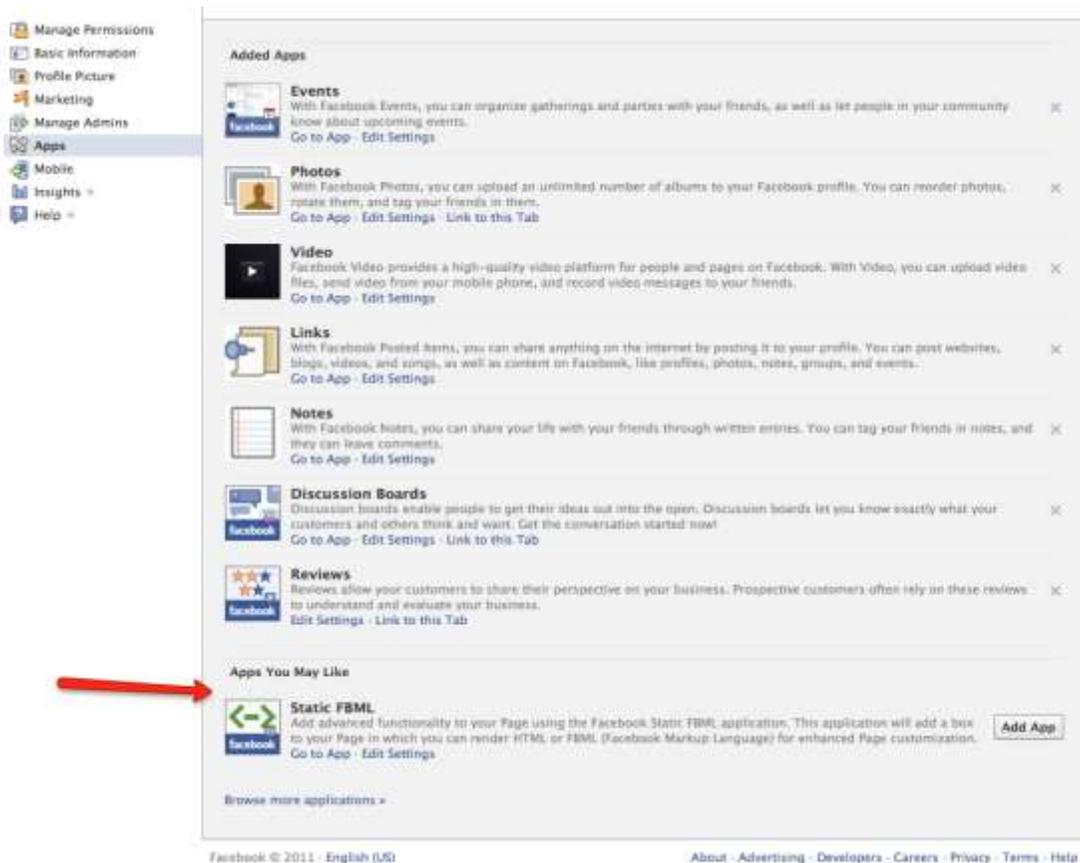
Here's how to set it up:

From within your Facebook Fan Page area, click on "Apps" from the left hand navigation menu as shown below:



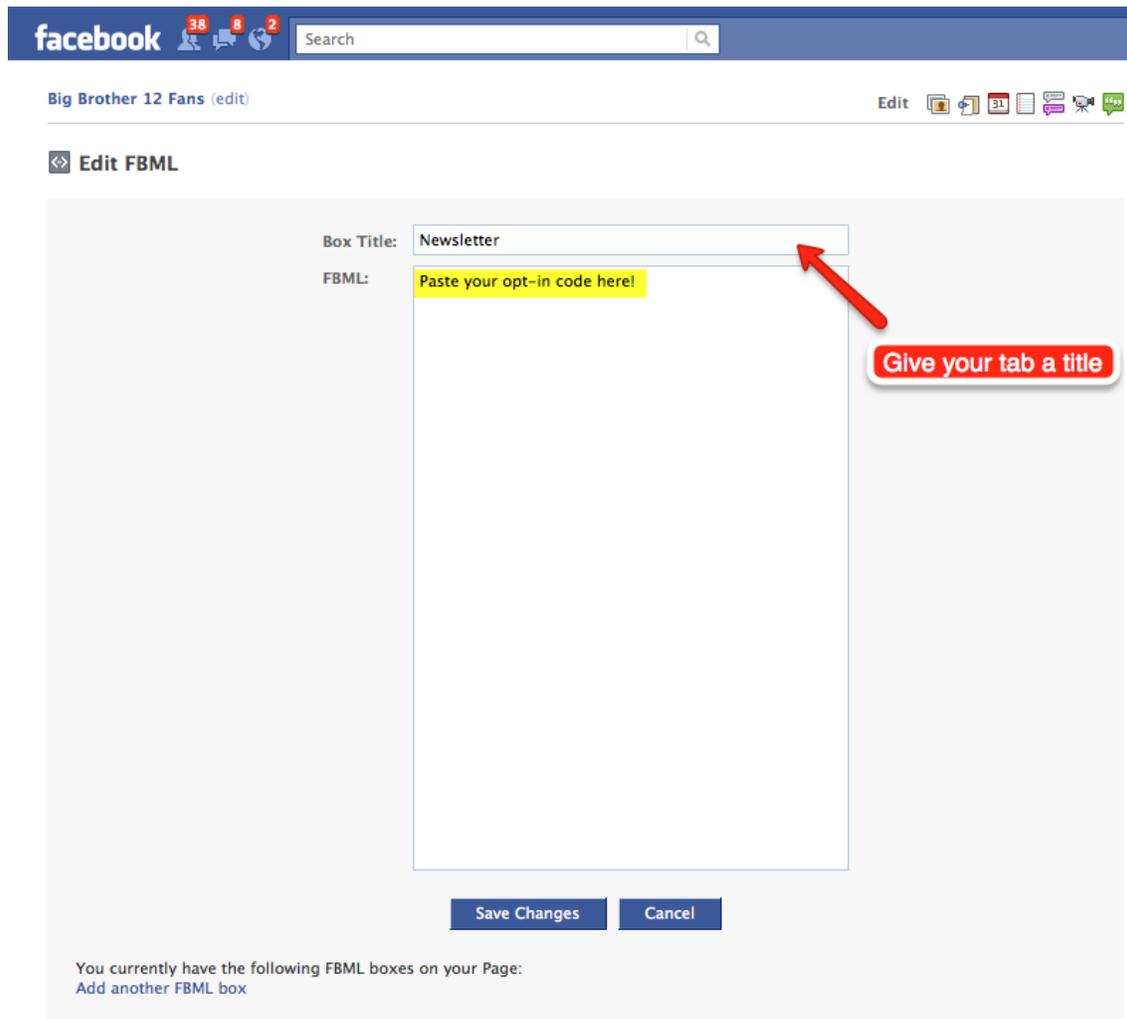
Run a quick search for the plugin “Static FBML” which is an application that will help you create opt-in codes directly from within your fan pages.

(It often appears on the same page, so scroll down and check to see if it’s being suggested as a ‘recommended app’, as shown below):



Once you've located "Static FBML", click "Add App", and then select "edit".

You will want to add a tab title such as "Newsletter", or "Ezine", and then paste in the opt-in code that you generate from within your autoresponder account.



Make any adjustments you need to based on color scheme or the size of your opt-in box, and then save the page.

You're done!

Tips: You want to provide incentive for visitors to opt-into your newsletter, so consider giving away a free report, lesson, coupon or even a preview (sneak

peek) from a chapter of your information product.

Then, set up your autoresponder to deliver the free offer immediately, so that those who confirm their request to join your list are given what you're offering without having to wait.

Make sure to follow up with additional email sequences offering valuable content, information and of course, your products and services.

We'll take a closer look at how you can set up a profitable mailing list in the next segment of this special ebook!

Building A Profitable List With Fan Pages

Now that you have integrated your opt-in box into your Facebook fan page, it's important that you establish a system that will keep your list fresh, and active. You always want to establish consistent communication with every subscriber that joins your list, so that your list doesn't run "cold".

Building relationships with your subscribers is an essential component to being able to monetize your mailing lists, and it all begins from the first day that someone joins your list.

You should begin to deliver quality information in the way of articles, or direct links to blog posts or website updates. You can also bundle in extra value by offering other types of content, including videos, workbooks, checklists, tutorials, and guides.

List building helps facilitate the process of converting subscribers into active customers, since once your prospect has been added to our mailing list, you are able to develop a relationship with them, that will encourage sales as well as repeat sales (which will make up the larger majority of your email marketing income).

Your autoresponder sequence should have at least 10 different broadcasts pre-created and schedule to go out to your audience as each person subscribes to your feed.

You can then broadcast promotional messages in between your scheduled updates, freeing up your time and resources, while continuing to build a relationship with your subscriber base, keeping your list from going cold.

You can always edit your sequence just by logging into your autoresponder account and editing the delivery times, or removing emails and replacing them with new broadcasts at any time, should you want to freshen up your delivery system.

Regardless of how you set it up, you always want to make sure that your subscribers receive the incentive offer instantly after confirming their request, and that they receive another email (with free content) within 72 hours of requesting the free offer.

That way, you stay fresh in your subscriber's minds and they are able to instantly recognize who you are and why they're receiving emails from you.

If you fail to follow up with subscribers shortly after they join your list, chances are that by the time you get around to emailing them, they've long forgotten where they signed up for your emails in the first place.

So, set up your delivery system to deliver the incentive offer immediately, with additional follow-up emails every 3-5 days from there on.

Example: You create 4 emails that are scheduled to be delivered accordingly:

1st Email: instantly sent to your subscriber thanking them for subscribing to your list and provides the download that you initially offered on your squeeze page, usually a direct link to the download location on your website.

2nd Email: Scheduled to sent out on the third day after your subscriber has confirmed their request, and includes an email offering free content, additional articles or another report.

3rd Email: Scheduled to go out on the 7th day of the sequence, promotional based, advertising a related product.

4th Email: Scheduled to go out on the 10th day.. and so on.

The balance between promotional broadcasts and free content is entirely up to you, however the more distinct value that you give to your subscriber base, and the more consistent you are with providing fresh, quality the content the easier and faster it will be to develop a relationship with your subscribers.

Essentially, you want to 'condition' your list so that they grow accustomed to receiving promotional based emails from you on a regular basis.

It's up to you to keep a pulse on your subscriber base, and determine what works best, how frequently you contact them, and whether they respond well to the products you are promoting.

Just don't be afraid to experiment and test out new ideas and innovative ways to consistently grow and maintain your subscriber base.

Split Test Your Campaigns

One of the greatest mistakes that new email marketers make is in believing that “one size fits all”. In reality, your audience will always respond differently to one email from another, and in order to really tap into your market and determine what yields the best response, you need to get into the habit of split testing.

Split testing involves comparatively testing one element or component against another until you determine which one works best, and then replacing it with another component – and split test again.

Split testing is a never-ending task for email marketers, but even after a couple of split test campaigns, you'll have a much better understanding of how your readership responds, and how you can improve the open rate and CTR of your broadcasts.

When it comes to split testing your email broadcasts, your autoresponder account should provide this feature, so make sure that you take advantage of the opportunity to really gain a pulse as to what your readers are genuinely interested in as well as what they best respond to.

When it comes to split testing your squeeze pages, you can easily set up a Google Analytics account at <http://www.Google.com/Analytics> and install a small segment of code on your HTML pages. Google Analytics will begin tracking conversion rates, traffic (including exit and entry pages), bounce rates, and of course, you can set up split testing campaigns that run for a specific amount of time or only when you choose to end them.

Keep in mind that when you split test your squeeze pages, only change ONE element at a time! You need to give it plenty of time to run before you determine what page works best (I suggest 2-3 weeks per campaign), and then once you've determine what page works best, change another element and repeat.

For example, whenever I split test a squeeze page of my own, I begin with the headline. The headline is the ONLY difference between two pages. Then, after I

have compiled enough information to determine what headline works best, I change another element of my page and re-test.

Always test the original against the variation to accurately determine whether your chances have increased or decreased subscription rates.

Split testing squeeze pages is an important element of a successful email marketing campaign.

Regardless how well you design your site, or how thoroughly you analyze each section of your squeeze page, there is no way that you will be able to accurately predict how well your visitors will respond to your offer, without **comparatively testing alternative layouts**.

One easy method of testing your pages and evaluating conversion rates is by using Google's Website Optimizer, a free tool that will help you run simple split tests of any websites you own.

You can sign up for a free account at: <http://www.Google.com/Analytics>

It's important to build brand awareness and develop a relationship with your subscriber base, because the more that your list members trust you and the product recommendations that you make, the easier it will be to convert those subscribers into repeat customers.

Every email you send to your list should directly work towards strengthening your brands recognition for value. This means that you must be extremely careful with the kinds of products you promote as well as the quality of the products you endorse.

Whether you are the developer or not, if you give it your stamp of approval, your subscriber base will hold you accountable should the product or service fail to deliver.

You should therefore always review each product or offer you are planning to promote so that you can not only stand behind it, but can directly answer any questions that your subscribers may have about the offer.

Keep your emails focused and relevant. If you end up venturing into a new niche or are interested in exploring other markets, you should work towards creating individual segmented lists for each niche.

Segment Your Lists For Better Targeting!

Segmenting your lists does more than maximize your chances of having your emails delivered successfully. List segmenting will also help you effectively communicate and target specific subscribers, increasing response rate and helping you create successful broadcasts.

For example, if you developed a mailing list catering to the “Internet Marketing” crowd, it’s likely that your subscribers come from different backgrounds, are currently at different levels of their marketing training or are interested in various areas of the Internet Marketing industry.

By segmenting your lists, you can create content based on each groups interests and skill levels as well as develop products and services around each subscriber category.

Enhancing Your Fan Page For Maximum Exposure

It's important to create a dynamic fan page that works towards over-delivering quality, and valuable content. However, there's just one problem.

Maintaining fan pages can be very time consuming, especially if you plan to create multiple pages focusing on many different niche markets.

Thankfully, there's a solution!

You can integrate your fan pages with the RSS feeds from your blogs or websites, so that each time you post a new update on your website, it automatically gets posted to your Facebook fan page!

To do this, you will need the "Wordbook" plugin for your Wordpress blog. You can grab a free copy at <http://wordpress.org/extend/plugins/wordbook/>

Upload and active the plugin into your wp-content/plugins directory, hosted on your website. Navigate to "Options/Wordbook" and configure the plugin to connect and communicate with your Facebook fan page, so that each time you post an update on your blog, it automatically gets posted to your Fan page as well!

Complete details on installing and configuring Wordbook to work with your Facebook Fan Page can be found at:

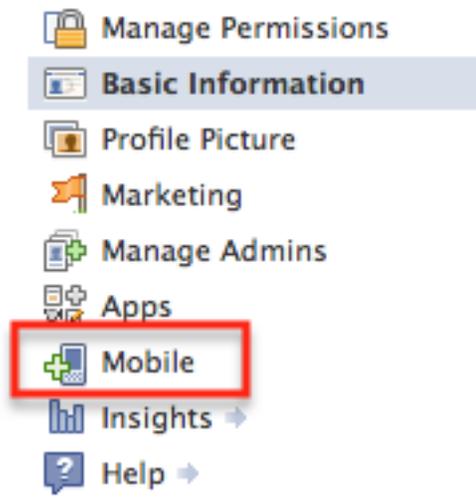
<http://wordpress.org/extend/plugins/wordbook/faq/>

You can do the same thing with your Twitter posts by using the free Twitter app, found at: <http://twitter.com/widgets/facebook>

You can also update your Facebook fan page from your mobile device, so that even when you're on the go, you're able to keep your pages fresh and current. To do this, go to "Manage Pages" and click on the "edit" link from one of your fan pages as shown below:



Next, click on "Mobile" as shown below.



You will now see an email address, which is what you use on your mobile device to instantly update your page with a text-based post, image or even a video!

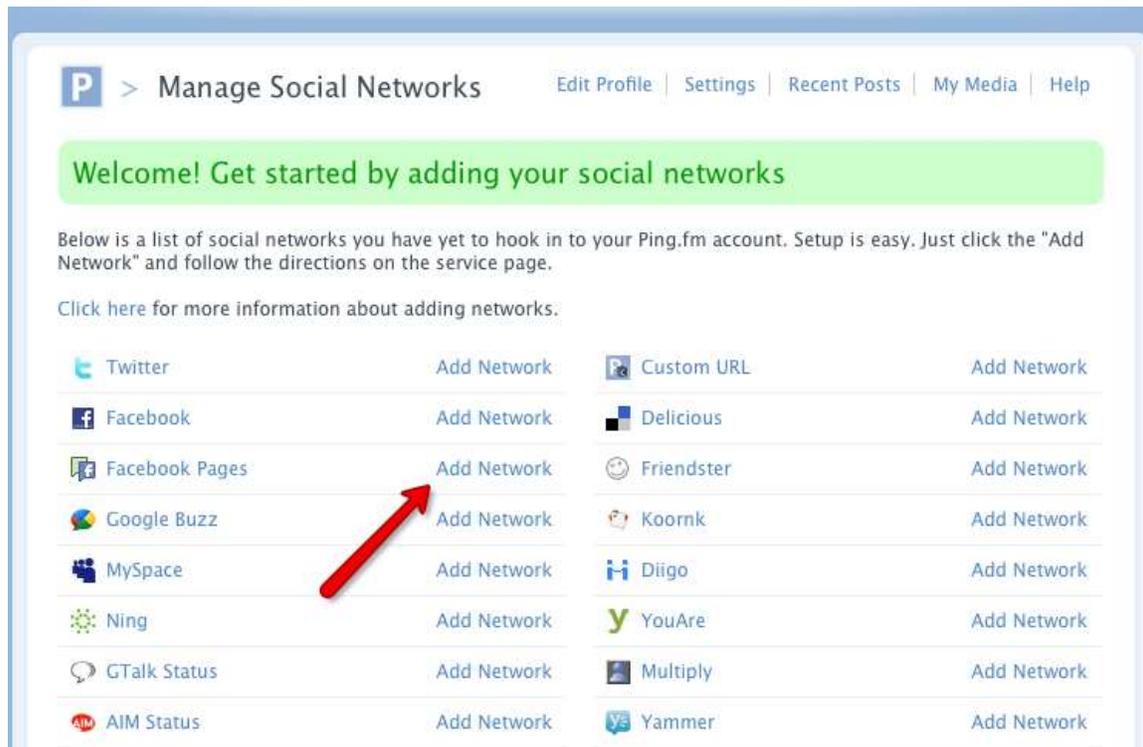
You can also automate your fan page updates by using a free service available at <http://www.Ping.fm>

Ping is an incredibly valuable tool because it allows you to publish a single update across many different networks and with its recent inclusions of HootSuite and Notify.me, you can send and receive notifications from anywhere!

This means that you could update your personal blog and have the article link posted to Twitter, Blogger, and Facebook simultaneously without having to cross post your updates!

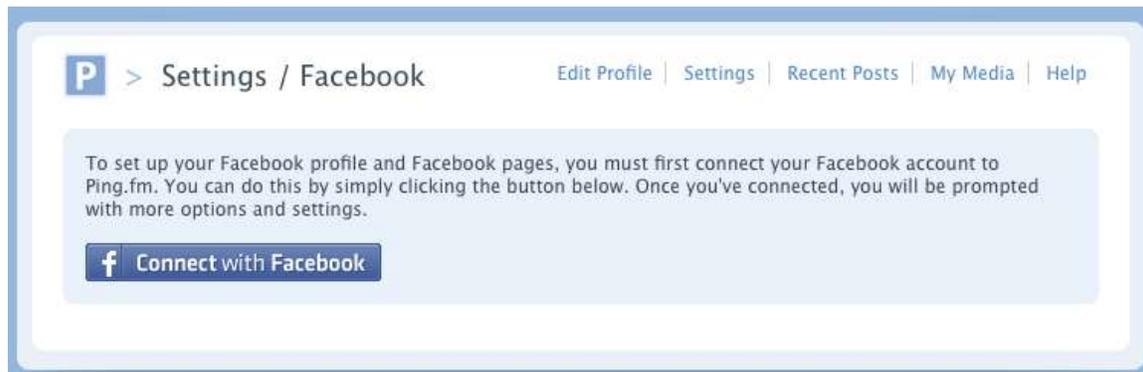
To get started, create your free Ping account by visiting <http://www.Ping.fm>

Once inside of your administration panel, you'll see a listing of available networks that you can connect with. Click on "Facebook Pages" as shown below:



Next, you will need to give Ping permission to connect with your Facebook account.

Once you complete this step, you'll be redirected back to the Ping website and will be able to set Ping to instantly update your Facebook fan pages (and other social networks) each time you make a post.



Once you have connected your Ping account to the various social networks that you use, you can click on the "Settings" tab from within your Ping profile to make any changes or to discontinue connections to specific social sites in the event you no longer use them.

You will also want to click on the "My Media" link and set your time zone. This is important in order to ensure that your messages are posted at correct times.

And finally, any time you wish to preview messages that you've sent out across your social networks, you can click on the "Recent Posts" link from the top navigation menu.

Ping will retain an archive of all previously posted messages for your convenience (very helpful in ensuring that you don't post duplicate broadcasts or updates, as well as allowing you to quickly determine whether you've been balancing out promotional based updates with free "brand building" posts!)

You should take the time to explore your Ping account as there are many different options and features available, including applications that help enhance the functionality of your Ping account such as mobile posting

applications and desktop programs making it even easier to quickly update your social accounts and Facebook fan pages, even while on the go!

With Ping, you can also insert hashtags into your posts as well.

Note: There is another service, available at <http://www.hellotxt.com> that offers similar features as Ping.fm does, and were one of the first companies to address the need of updating your status across multiple networks. They currently support automatic updates across 40 different platforms.

Food For Thought

The most important aspect of building a viral fan page is to remain consistent in offering value, and in communicating with your fans and visitors.

Your page should grow and expand as your business does, so you should always spend some time each week updating your page, adding additional content, videos, and incentives to keep people coming back and reading your posts and messages.

While it's important to connect your fan pages with external websites such as your website, blog or newsletter so that you are able to retain control over your leads and customers, you still want to work towards refining, improving and expanding your fan pages as well.

Think of your fan pages as a centralized location where you are able to drive traffic to a number of different sites and channels. You could create fan pages that lead prospects to opt into newsletters so that you can build a list, or you could create fan pages that direct visitors externally to blogs, websites or landing pages.

Facebook Fan pages should **NEVER** be the ONLY component to your online business or marketing channels, but if used correctly, they can give your online business an instant surge in the search engines, and help you maximize exposure quickly, easily and absolutely free so use them to your advantage! 😊

Think of the many different ways that you can use Fan pages to promote your business, and develop a long-term plan for ongoing success.

Consider:

Networking opportunities

Facebook is a great way to make contact, form joint ventures and partnerships with major players in your niche market.

Research Opportunities

Discover untapped markets, lucrative niches and hot, in demand topics that you can base future products and releases around!

Promotional Opportunities

What better way to get involved in your market or arena than by creating a Facebook fan page, and discovering what your visitors are most interested in! Then, create affiliate based campaigns and offers around products and services offered by other merchants!

Demographic Information

You also want to take advantage of the incredible data and information that Facebook provides you, based on your fan page members. You will have direct access to valuable stats such as gender, location, age, and likes. This information can help you determine what types of products and services are in demand, as well as help you better understand your target audience.

Mass Exposure With Facebook Advertising Channels

Apart from developing targeted Facebook Fan Pages, Facebook also has their own built-in advertising program that allows you to place ads directly on Facebook. The ads can be targeted to very specific demographics, allowing you to capture exactly the kind of traffic you're looking for.

You can target by age, gender, location, and even by interests so that your advertisements are triggered to appear, only when specific demographics match your ads! There are tons of options that make it very simple to get traffic that is perfectly targeted to your offer.

For example, if your product is tailored towards prospects who are interested are between the ages of 18-24, and are interested in online gaming, you could create advertisements that only appear whenever a prospect has the correct profile fields that match your ad requirements.

Up until now, creating tailor made pay per click ads has been very difficult, because you had to rely on only your ad copy and keywords entered into search engines to match up your offer with potential customers. If your ad copy was mis-directed, or keywords weren't extremely targeted (and narrow), you could end up spending a fortune on click-through's that never resulted in a lead or sale.

With Facebook, everything changes. You can create LASER targeted ads that only appear whenever specific demographics match up, putting you in an incredible position of being able to create high converting offers that speak directly to your customer base.

In order to create the most compelling, responsive and profitable advertisements, you need to utilize Facebook's option to heavily target and tailor

your advertisements based on your target market, and to create high quality landing pages that convert.

Every Facebook ad has several important components including:

Ad Copy

The actual ad itself, which can include 4-5 lines of text, a headline, image and direct link.

Landing Pages

You need to direct visitors to a targeted landing page so that you can capture leads and follow up to convert the lead into a sale. While you could direct prospects straight through to your “money page”, if that page fails to convert, you won’t have any way of contacting that lead. To avoid wasted clicks, set up targeted landing pages that offer incentives, capture the lead and work towards establishing a relationship with each prospect.

You will want to conduct market research so that you can accurately define your target market and develop advertisements that target specific segments of your market. It’s very important to know WHO your market really is, what they are looking for so that you can connect your ads to the right landing page.

Keep in mind that you can have multiple landing pages for every Facebook ad. This gives you the opportunity to split test various layouts and copy so that you can determine what page converts best.

Your main ad can be created to look like a regular text-based ad, or you could create graphic-based ads, that look like tower banner ads, such as the one in the image below:



Circuit City uses a combination of text based advertisements, with flash animations to capture attention and stand out within the Facebook community, as shown below:



Just as you split test different landing pages, you will want to split test various ad types, colors, copy and layout as well.

Landing pages that are clean and direct are proven to convert higher than complicated or complex landing pages that offer various navigation options.

For example, in an ad campaign for “Live Jewelry Auctions”, the ad led potential prospects to the following landing page, where they were given only one option: To fill in a short form in order to register for a free account where they could bid on discount jewelry.

LIVE JEWELRY AUCTIONS

- REGISTER BELOW FOR FREE
- BID ON THOUSANDS OF JEWELRY, GIFT AND BRAND NAME AUCTIONS
- WIN AUCTIONS FOR AS LITTLE AS \$1. ALL AUCTIONS START AT \$1

Quick Registration

Username

E-mail Address

Password

Confirm Password

Enter the code to the right

[Click Here to Register](#)

Your information will NOT be shared with an outside party.
[Privacy Policy](#)

[Take me to the Home Page](#)

Depending on your niche market, it's likely that responses will vary based on the different landing pages that your prospects are accustomed to seeing within the industry. Just keep in mind that every click should convert into a 'viable action', so that you aren't just paying for hits to your website, but in real, viable actions that will help you further your business exposure, such as requiring visitors to subscribe to a newsletter, complete a CPA based offer, or create free accounts. You want your landing page to be clear, direct and easy to follow, and to avoid looking like an advertisement, but rather an information based page.

Along with split-testing different layouts, images and ad copy, you also want to test out different color schemes and always include a call to action in your advertisement so that viewers are given specific instructions on what to do next.

Examples: “*Click Here Now*”, “*Sign Up Now*”, “*Claim Free Product*”, etc.

And just so you understand exactly where your Facebook ads can appear, check out the image below and pay close attention to the 4 ads that show up under the “Sponsored” box.

Did you mean: [nick marketis](#), [nives marketin](#)

Niche Marketing Resource – Grip Success!
Page
75 people like this. Like

Niche' Advertising Marketing
Page
103 people like this. Like

Niche Marketing
Page
2 people like this. Like

Niche Marketing
2421 Altaridge Cir, Vestavia, AL, 35243-4527
0 checkins. Like

Niche Marketing
4420 Serra Pl, Lincoln, NE, 68516-5508
0 checkins. Like

Niche Marketing
2100 Southbridge Pkwy, Birmingham, AL, 35209-1302
0 checkins. Like

Niche Marketing
3190 Airport Loop Dr, Costa Mesa, CA, 92626-3408
0 checkins. Like

Niche Marketing
45 Horsehill Rd Ste 106A, Cedar Knolls, NJ, 07927-2009
0 checkins. Like

Niche Marketing Naked
Page
17 people like this. Like

Niche creative marketing
Page
47 people like this. Like

[See More Results](#) ▼

People You May Know See All

 **Ben Hulme**
147 mutual friends
[Add as friend](#)

 **Leane Potgieter**
168 mutual friends
[Add as friend](#)

Sponsored Create an Ad

Attn: Network Marketer ×
 Discover The Secret To Adding 3 Reps A Day – Free Report.

Tough Mudder SoCal! ×
 Probably the toughest event on the planet! Gnarly obstacles over an 7 mile course. Coming to SoCal May 28th & 29th. Sign up now!

Be Found. Get Leads. ×
manta.com
 **Free Listing**
Be found & get leads at Manta.com. Company profiles on Manta are seen by more than 26 million monthly visitors. Get started. It's FREE!

Learn Internet Marketing ×
theaffiliatewaynetwork.com
 Do not join any online opportunity until you get the proper training first? Learn how to dominate from top earners by clicking here.

These are ads that popped up after I entered “niche marketing” into Facebook’s on-site search engine bar. You can trigger your ads to appear whenever prospects enter in specific keywords, or even URL’s.

Another important aspect to setting up your Facebook advertising channels is to choose between paying on a 'per click' basis or per impression.

Per impression is often more affordable, and is a great way to start developing

your ads until you gain more experience or have been able to split test your campaigns for maximum conversion and overall performance.

Facebook implores a quality control system to ensure that the advertisements that run throughout their community stay within their guidelines and do not offend or disrupt member activity or overall experience.

Use their quality control system to develop compelling advertisements that stand out in the marketplace, and capture the attention of potential buyers.

Also keep in mind that Facebook advertising is based on display, rather than search. This means that your ads will be automatically triggered to appear based on your settings, rather than when a user conducts an on-site search.

Users can also choose to rate advertisements, helping to retain quality throughout the community.

Improve your Click Through Rate

Your advertisements click through rate plays an integral role in saving you money while boosting exposure and reaching out to your target market.

It's important to keep a pulse on your click through rate so that you can correct any problems with your advertisement, or make adjustments to improve your overall CTR.

If your advertisements CTR drops too low, it could be automatically paused or removed by Facebook, so you really want to pay attention to how well it's converting.

Typically, your ads should never fall below a 2% conversion rate.

One of the easiest ways of increasing your CTR is by creating a highly targeted advertisement.

You want your ad to appear only to those who are within your target demographic, while making sure that your advertisements text or any images used speak directly to your customer base.

Consider split testing various advertisements within the Facebook community to determine what works best, based on your industry or niche market.

You should also pay attention to the times of day that your ads appear. You can choose to either run your ads consistently throughout the day, or have them only appear at specific times (or even specific dates).

Keep in mind of the time zone that best applies to your target audience, so that your ads are running based on the most active time of day or night.

Stay Facebook Compliant

It's important to understand how Facebook advertising channels work, and what is permitted as well as what is not allowed within the marketplace.

Facebook is very flexible with the types of advertisements that are allowed to be displayed within their community, however they do not allow images or text that may be considered offensive.

In order to ensure that your ads comply with their current guidelines, you want to check in regularly for any major changes or revisions to their terms.

For example, as of March 2010, Facebook no longer allows advertisers to promote “free” items within the community. Things like “Get a free iPad by just entering in your email” or “Enter in your Zip code to receive a new laptop”, are no longer welcome in the marketplace due to abuse, and misleading offers that led to an influx of complaints.

Here are a few other things to keep in mind when creating landing pages:

1. Ads must send users to the same landing page when the ad is clicked.
2. Ads that contain a URL or domain in the body must link to that same URL or domain.
3. Landing pages cannot generate a pop-up (including "pop-overs" and "pop-unders") when a user enters or leaves the page.
4. Landing pages cannot use "fake" close behavior (ie. when a user clicks the 'close' icon on the page, the page should close down and no other behavior should result).
5. Landing pages cannot utilize "mouse trapping" whereby the advertiser does not allow users to use their browser "back button" and traps them on their site and/or present any other unexpected behavior (for example: navigation to another ad or page).
6. Ads cannot require viewers to click on the ad to submit Personally Identifiable Information (such as name, date of birth, phone numbers, social security number, physical addresses, or email addresses) on the landing page or in the ad, except to enable an ecommerce transaction and where the ad and landing page clearly indicate that a product is being sold.

Regarding the use of images in ad copy:

- Ads must directly relate to the content on the landing page.
- Ads must clearly represent the company, product, or brand that is being advertised. Products or services promoted in the ad must

be directly available on the landing page.

- Ads must not include unsubstantiated claims, including but not limited to prices, discounts or product availability.
- Ads cannot insult, harass, or threaten a user.
- Ads must not contain audio that plays automatically, without a user's interaction. Any automated animation must cease after 15 seconds and must not replay.

So be sure to read over the terms BEFORE creating your landing pages so that you aren't wasting your time creating pages that are not compliant based on Facebook's advertising guidelines.

You can find the guidelines over at:

http://www.facebook.com/adsmarketing/#!/ad_guidelines.php

Setting Your Maximum Daily Bid

One of the most important aspects of setting up an effective Facebook advertisement is in the maximum daily bid that you are willing to pay. The higher your daily bid, the more exposure your ad will receive.

You want to start off with a lower bid if you are just getting used to advertising with Facebook, and increase your maximum daily bid as you fine-tune your advertisements for maximum results.

It's important to always keep a pulse on how well your advertisement is converting, so that you can improve click through rates and overall response.

When you create an advertisement with Facebook, they will suggest a

maximum bid based on your advertisements focus and target market (based on your personal configuration and preferences).

You can start off by setting your maximum daily bid slightly lower than what's suggested and increase it as you improve your advertisements conversion rates so that you are getting the most bang for your buck!

CPC Versus Impression Based Ads

With Facebook, you can develop advertisements where you either pay for impressions or based on the number of clicks your ad receives.

If you are just getting started with Facebook advertising, I recommend choosing cost per click (CPC), so that you can accurately test your advertisements, while paying only for responses rather than just views.

You can always change your advertisement format to 'impression based' later on in the event you wish to test out alternative options.

Best of success with your Facebook marketing, and in building a profitable online business!