

Social Media Mastery... Winning Strategy to Jumpstart Your Facebook Fan Page!

*Leverage The Power
of the Largest Collection
of Buyers...*

EVER available...

In ONE Place...

*In Recorded Human
History...*



Table of Contents

Introduction: Who Are You and Why Should I Care About Facebook?	2
Who Am I?	2
Why Should You Care About Facebook?.....	2
Chapter 1: Let's Start At The Beginning.....	3
Set Up Your Personal Account	3
Login and Create Your First Page.....	5
Seeding Your Facebook Page:	7
Chapter 2: The Holy Grail – Your Vanity URL	8
What If I Don't Want To Be Associated With This Fan Page?.....	8
Two Mistakes You Don't Want To Make.....	8
Your Vanity URL	9
Chapter 3: The Final Steps – Interesting Updates & Getting Visitors	9
Why You Need A Blog	10
Tagging On Facebook – The Magical @ Sign	11
Use Facebook As Your Fan Page	12
So, here's my FB fan page strategy in a nutshell.....	12
Additional Information	14

Introduction: Who Are You and Why Should I Care About Facebook?

Who Am I?

"I was born a poor black child..." LOL – not really, but I just love that Steve Martin line from 'The Jerk'!

I'm kind of an old guy and even older in internet years... I've been online since before the www part of the internet began. I've seen all the different online marketing methods come and go. Instead of jumping on the latest craze and then *having it fizzle* – I've focused most of my energy on helping local business clients use this 'internet thing' to help them build a stronger client base.

As such, many of my clients have been with me for 10+ years and trust me because I only use and recommend techniques that help them build a better business.

Why Should You Care About Facebook?

You should care about Facebook simply because since the history of mankind, there's never been anything like it! Facebook has over 800 Million users as of the time of this writing and is still growing.

Why is it so popular?

Quite simply – because we all have voyeuristic tendencies... ☺

If you've ever watched the old TV show "Green Acres" you know what a telephone party line was – 20 families might share a single phone line so if you're on a call, any of those 20 families could pick up their phone and listen in on your conversation.

Facebook is kind of like that – only with 800 Million potential connections instead of 20. Plus, you can see their photos, videos and the photos and videos of all their friends and their friends, friends, etc.

Yes, It's a passive stalker's paradise ☺

Chapter 1: Let's Start At The Beginning...

This is going to be an interactive learning session so hopefully you are sitting at your computer and have an active internet connection.

Set Up Your Personal Account

If you haven't done so already, I'm going to help you set up your personal account. Yes, I know that you can create a page without having a personal account – but if you're going to have more than one page (and if you make a business out of this you're going to create MANY pages – you'll want to be able to manage them from a single location.

I know what you're saying... "I'm going to be creating some pages that I don't necessarily want my name associated with". I fully understand this sentiment and I will show you exactly how to do this very thing.

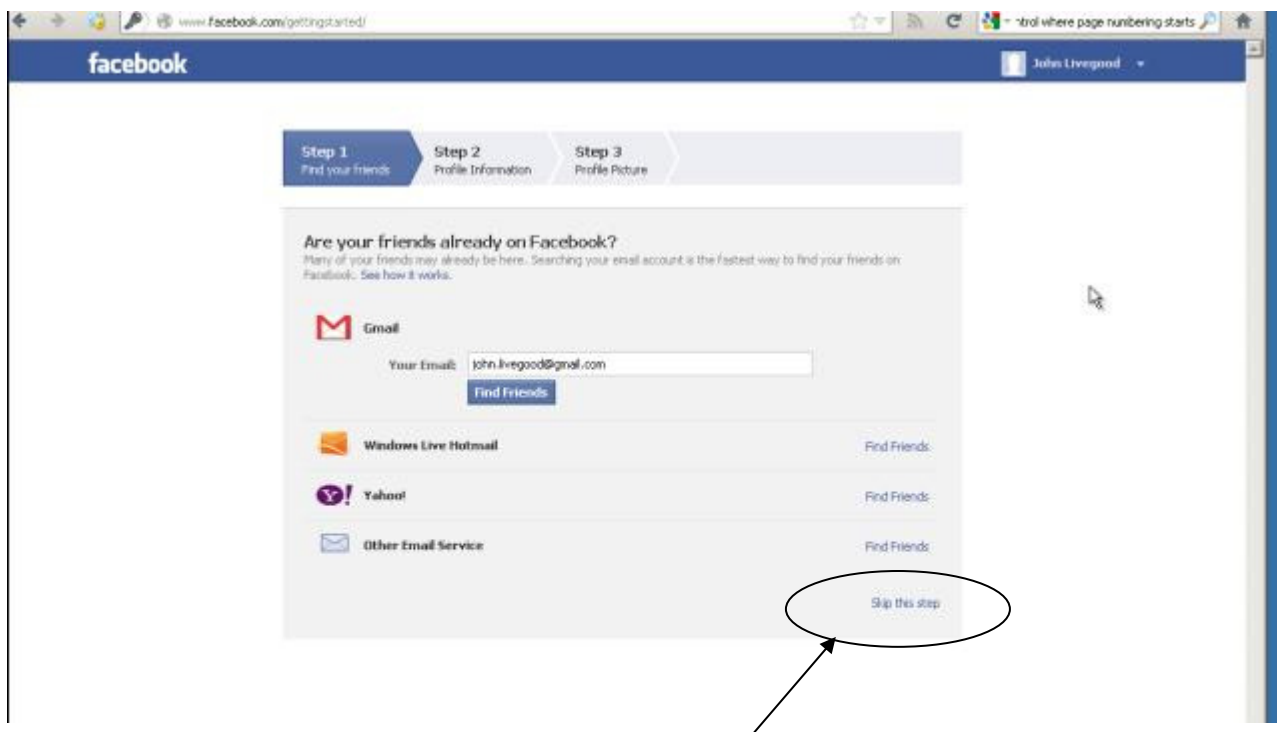
So, let's go to www.Facebook.com



Fill in Name, Birthday & a valid email address.
You'll need to confirm this email in order to continue.

Then click 'Sign Up'.

This is what your next screen will look like.



I always click 'skip this step' and do the same for the next couple of screens.

Next – go to your email and confirm your email address. At this point you can login using your email address and password.

Congratulations! You now have a Facebook account and can set up your first FB fan page!

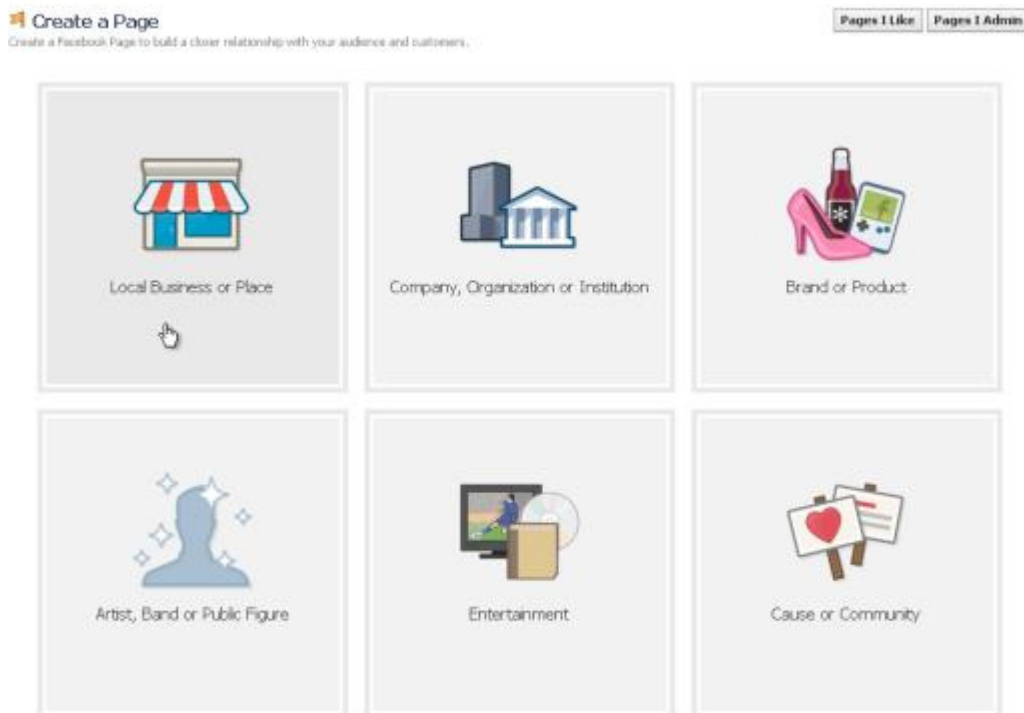
Login and Create Your First Page

Now that you're logged into Facebook they're going to try to get you to invite friends, set up your profile picture, personal information, etc. Just skip all that stuff (you can do all of that later – should you choose to do so) because all we care about is getting down to business 😊

Go to the very bottom of the screen and you'll see a couple of menu choices – we want to choose "Create a Page"



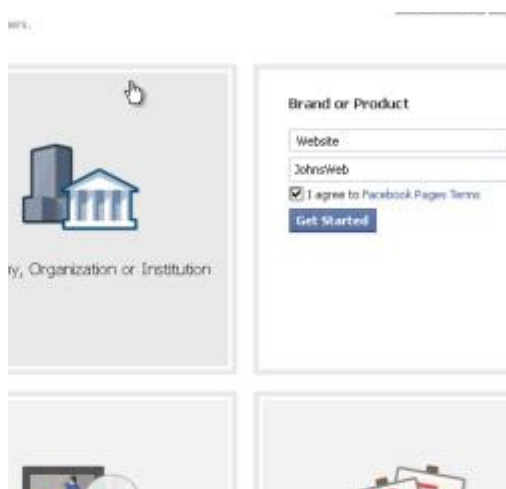
At this point you have several choices...



If you're building the page for a place with a physical address that is important (such as a local brick and mortar business) you'll want to choose 'Local Business or Place'.

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Artist, Band or Public Figure is self explanatory as is a Cause or Community. What I choose for a typical web site promotion is 'Brand or Product' and then in the drop down menu choose Website, then type in the name of your site, click to accept the terms of service and 'Get Started'



The next page allows you to upload a profile picture from your hard drive or import from a website. I usually just upload a logo first – you'll have plenty of chances to change this later.

Click 'next' and enter a description of your business or web site and the actual URL of the site address.



The next screen is a crap shoot 😊

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Sometimes Facebook will allow you to enter a 'vanity URL' at the time of page creation and other times you'll need to get 25-30 fans or 'Likes' before you are allowed to apply for a vanity URL. They flip flop often on this policy.

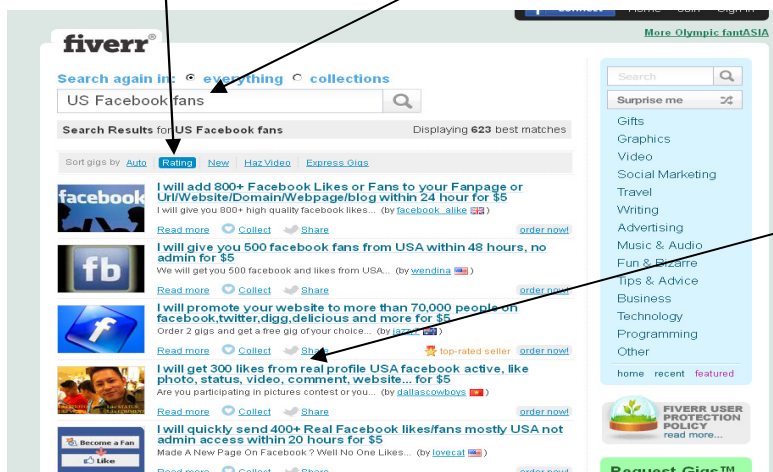


If you got lucky and can enter a vanity URL here – skip ahead to chapter 2 where we help you decide what to use – **Do not make an entry here without thinking it through as it cannot be changed later!**

Seeding Your Facebook Page:

If you didn't get lucky you will need to get 25-30 Facebook fans (aka 'Likes') before they will allow you to have a vanity URL. This is something you want to make happen ASAP because it *affects everything else you do to promote your page.*

To make this happen as quickly as possible I go to www.Fiverr.com and pay one of the vendors there \$5 to 'seed my page' with fans. Almost all my clients are US based so I want US based fans. I simply type 'US Facebook Fans' in the search box and then sort the gigs by Rating which places the highest rated vendors at the top of the list.



This looks like the best one out of this search. I look for quality over quantity.

There are a lot of 'Fake' user profiles on Facebook. Fewer real fans always beats a larger volume of fake ones.

Chapter 2: The Holy Grail – Your Vanity URL

As I mentioned earlier, you want to get your FB vanity URL as quickly as possible because it's the link you will promote to have people find your fan page.

I will place my Facebook fans order on Fiverr and then just wait to do any real promotion (telling friends or other marketers about my page) until the following day when I have my additional fans and vanity URL.

***NOTE: Even if you can create your username without getting at least 25 'likes', I will pay to have a quality like campaign done anyway to 'seed my page'. You will get a much better response from any promotion if you already have 100 or more 'likes' before asking for more fans.**

What If I Don't Want To Be Associated With This Fan Page?

This is a common problem and an easy one to solve...

You may be asked to develop a fan page for a political party or social cause that you do not necessarily agree with. Not something that is an ethical dilemma that would cause you to not do the work... just a personal preference issue.

When you 'like' a page on Facebook all of your friends will be able to see that information. This is what makes the viral thing work – your friends see a cause that you like and they like it and so their friends can see it and on and on.

Thankfully, you can create a page without anyone knowing you are the administrator. Simply don't click the 'like' button and you are not associated with that page in any way.

Two Mistakes You Don't Want To Make

Mistake #1: "I don't need to spend \$5 to 'seed my page' with fans..." The problem with this theory is that a fan page follows the Chicken / Egg dilemma. People want to be involved with things that are popular. If you start promoting your page and only have 10-20 fans only your most ardent followers (your Mom, etc.) will even

consider following your page. If people see your page already has 200-300 other fans it's much easier for them to click the 'like' button.

Mistake #2: "If 200 fans are good, then 1000 have to be much better..." If you buy one of the '800+ Facebook likes' gigs on Fiverr you're going to end up with a lot of fake user profiles. These profiles will have photos that look like porn stars / terrorists / other flakes. You don't want your fan page to have this look. Trust me – I've been there.

Your Vanity URL

Now that you have your required number of fans you can choose your vanity URL. I like this to be short, memorable and I also like to have a matching Twitter ID so that Facebook and Twitter match.

For example:

www.Facebook.com/FastAction

www.Twitter.com/FastAction

To walk through the steps of setting this vanity URL simply go to <http://facebook.com/username>

If you're like me and going to have a Twitter account also (and you should), then open another browser window to www.Twitter.com and do some checking to make sure you can get that particular twitter ID before you choose your final FB vanity URL. Here's a great site to check if your username is open for availability on a number of different social media web sites – <http://namechk.com>.

Once Your FB Vanity URL Is Set You CANNOT Change It!

Choose Wisely ☺

Chapter 3: The Final Steps – Interesting Updates & Getting Visitors

The final steps in this process are to put some interesting content on your fan page and then get visitors to view it. For interesting content, my recommendation is a self-hosted Wordpress blog.

Why You Need A Blog

Social media / Facebook / Twitter should really be just part of a bigger marketing plan for your business. I know you want to get the most from these new platforms – and you can – but you really want the big picture to be building a large, loyal, lifetime relationship with a buying customer base.

For this reason, I recommend you use social media to drive traffic to a property that you own and control. That property should be on a domain that you own and hosting package – not a free site like blogger.com / wordpress.com / etc.

I recommend using a self-hosted Wordpress.org website platform. This platform allows for easy site updates from any browser and just happens to ***work perfectly*** with Facebook!

Facebook users love photos and videos so your updates should include these as much as possible. The beauty of a self-hosted Wordpress platform is that you can simply create a post or a page on your website including a photo or video and seamlessly pull that information into Facebook.

To create a Facebook update that links back to your site and includes that photo and the text of your article you simply copy the page URL into Facebook and it pulls all the info automatically.

The easier you make the update process – the more likely you will be to update often and with Facebook, much the same as your own web site and Google, frequent updates are KING!

The most asked question I received after first releasing this guide was about Facebook tagging and why it was important. So, I wrote this section and am including it in this revision.

The @ sign is a nomenclature that is taken from Twitter land and Facebook simply uses it to create links to and tie together references to other people or pages. In the same way that you would use a hyperlink on the web so that people could click through to the web page you are referring to, Facebook uses tagging but goes one step better.

Not only does Facebook create a link in your update that references and can be clicked through to that person or fan page, it also post that exact same update on the other person's or fan page wall. This allows everyone who is friends with that person (or has 'liked' that fan page) the opportunity to see an update that you created.

This is just another way to multiply your exposure. You may only have 400-500 fans on your particular page, but if you create an update and in that update tag a fan page with several thousand fans, your update is potentially seen on that page and the walls of all the fans of that page.

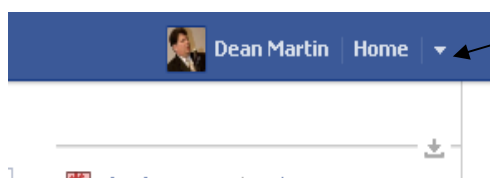
How Can You Use This?

For local business, I will mention upcoming Chamber of Commerce events and tag the chamber. Look for non-profits or civic organizations that are celebrating something and congratulate them in an update – tagging them in the process.

Find ways to congratulate influential people in your market niche and tag them. If you have an event that you participated in and took photos of, place them online and tag individuals in the photo and also tag their name in the update.

Use Facebook As Your Fan Page

This is one of the best (and little used) features that Facebook has. You can basically browse FB assuming the identity of your fan page. You can 'like' or follow other fan pages and then post updates or comments on their wall that all their fans will see – directing them back to your own page and allowing them to become followers of you.



Click on this arrow and you will see the option to 'Use Facebook As:' and then you'll see a list of your current fan pages...

Your photo and name will change to your fan page cover and name. You then simply search for other fan pages in your niche or a complimentary niche and post relevant updates or comments on their fan page.

So, here's my FB fan page strategy in a nutshell

#1 - make sure the client has a Wordpress blog in place somewhere with several posts that have photos in them. These create the 'magic Facebook entries' you need for your first few updates.

#2 - set up your Facebook fan page

#3 - order a Fiverr gig to seed it with some likes.

#4 - Go back to your FB page and create 5-10 updates - all you need to do is paste in the URL of your Wordpress entries and it will automatically populate with the photo, title and first 100 or so characters of your article.

#5 - Go to bed

#6 - The next morning you'll have 150-250 'likes' and can create your custom URL.

Personally, I try to make this short and memorable and also get a matching Twitter ID so you'll need to do some checking to see what's available.

#7 - (optional) if you're doing Twitter also (as I always do) go and post your FB fan page URL in a twitter message and then do a few more with your Wordpress blog posts.

#8 - Log into Facebook and change to 'Use Facebook as' your FB page. This allows you to roam around Facebook assuming the identity of your page. Search for your local chamber of commerce and post an entry as your fan page - do the same for any complementary types of businesses, customers, clients, vendors, etc. You'll immediately get some real traffic and 'real likes' back to your page and start getting traction.

#9 - From here on it's a matter of quality content - oh, and learn how to use the @ sign for tagging in your posts. Using tagging in your updates links it to other people and pages and multiplies the exposure.

#10 - Once I get a couple hundred 'real fans' I usually go back in and delete some of the fiverr ones that I purchased - especially any accounts that are obviously fake FB accounts.

Additional Information

Would you like more information about Facebook strategies either for yourself or your clients?

Sign up for our Facebook strategy list by sending an email to:

fbquickstart@aweber.com and you will receive any updates to this guide along with some advanced strategies.

If you're ready to take your fan page marketing to the next level, I also have an advanced FB strategies product available for a very reasonable price at

<http://IMdeanMartin.com/off>

Thank You,

Dean Martin