

MODERN FACEBOOK MARKETING



THE 8 BEST FB PROMOTION METHODS!

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Modern Facebook Marketing: The 8 Best FB Promotions Methods - CHEASHEET

Step 1:

Make sure you're not committing ANY of the mistakes below

- Starting off Paid campaigns with a BANG (massive budget + no clue)
- Starting a paid campaign with an immature page
- Using Mass content posters with discovery tools (spamming)
- Promoting direct affiliate links or direct sales page links
- Pulling random content and curating them based solely on keywords
- Rotating and republishing the same content over and over again
- Wholesale 'optimization' of ads (instead of element by element)
- Copy and Paste competitor ad strategy
- Quitting Paid marketing too early
- Failing like a Huge Trainwreck (the key is to fail quickly using a tiny budget)

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Step 2:

Figure out your objectives on Facebook

- Branding?
- Direct traffic to your site content?
- More likes on your page?
- More members to your group?
- Direct clicks to your conversion page (sales page / email squeeze page)?

Step 3:

Choose among the 8 Most Effective Ways To Market on Facebook for your objective

Facebook Page Marketing (includes: content marketing / Contests – Photo tagging / invites / engagement contests)

Facebook Group Marketing

Influencer Page Outreach

Paid Page Boost Campaign

Paid Traffic Campaign

Paid Lead Generation Campaign

Facebook Pixel Retargeting Campaign

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Reference:

Facebook Page Marketing (includes: content marketing / Contests – Photo tagging / invites / engagement contests)

- Step 1: Find your competitors on FB
- Step 2: Get “industry standard” look and come up with your own take
- Step 3: Reverse engineer your competitors’ content strategy & CURATE
- Step 4: Pick the best performing/most popular TYPE of content + SCALE
- Step 5: Come up with your own version
- Step 6: Promotions: Photo tagging by your users
- Step 7: Promotions: Comments by your users
- Step 8: Call your users to action – invite their friends
- Step 9: Use insights to promote your Page
- Step 10: Boost most popular content (LOOKALIKE AUDIENCE)

Facebook Group Marketing

Create your own group

- After your Page has matured and has users

Market to other groups

- Must be a tight niche fit
- Share your Page content on other groups (get likes)
- Engage and share only USEFUL CONTENT

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- Don't drop a link and leave – ENGAGE & Become a part of the community
- Share most popular type of content in your niche (share from your PAGE)

Influencer Page Outreach

Find other same niche pages

Pay your dues by engaging

- Share high quality content
- 3rd party sites not just your site
- Be an expert
- Ask questions / Give feedback

Become credible then reach out

- Once page admin engages with you enough REACH OUT
- Content swap
- Shout outs
- Joint event
- Guest blogging
- Infographics
- Content collaboration

Paid Page Boost Campaign

- Make sure your page is MATURE ENOUGH (enough user insights)

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- Use User insight engagement levels to target demographic
- Find lookalike audience
- Sponsor Page Ad buy
- Build up your Page Likes
- * reach more
- * profile users more
- * more content visibility

Paid Traffic Campaign

(Lookalike audiences + interest targeting)

Post Boosts

- New traffic (based on user insight demographics)
- Existing audience : cheap clicks to target site (if you boost a page post that links to your site)
- Existing audience + friends (friends usually have shared interests) : cheap clicks to target site

Direct Traffic to your target site

- Use lookalike audience based on your engaged users Insight data
- Raw targeting (not based on user insight – just broader market reach)
- Run small tests / keep budget low / Focus on what works / scale up what works

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Paid Lead Generation Campaign

Ad campaign with lead collection button

- Must be highly targeted
- Can be costly if your ad doesn't get much clicks or is super finely targeted
- Optimize on MANY levels
- * Level 1: Freebie you're giving away (membership access / software + app / booklet)
- * Level 2: Optimize ad copy on an ELEMENTAL LEVEL
- * Level 3: Optimize based on conversions
- Scale up once you discover the formula that works

Facebook Pixel Retargeting Campaign

Install FB pixel on your site

Drive traffic to your site

Run ads on FB for retargeting

- * optimize for CTR
- 2 ways to Retarget
- * Remind (purchase / shopping cart / go back to article)
- * Pull them in deeper (deeper article / sales page / squeeze page)
- Maximize Retargeting
- * Push squeeze page not SALES page

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Step 4:

Run Experiments to Optimize your FB Ad campaigns

- * Reverse engineer your competitors and come up with a STANDARD MODEL
- * Test with low budget
- * Create variations and test
- * Pick winner and make variations
- * Keep testing until you find the ad that delivers the best ROI
- * Scale up!

Step 5:

Practice Element By Element Optimization

- Vary + Test + Pick Winner + Vary + Test WORKS
- But you need to know how to vary
- Wholesale variations don't work – you might be throwing away the element that works best
- Vary on an element by element basis
- Vary Element + test + pick winner + vary + test = until you picked the best variation and move on to the next element
- After all elements have been optimized, SCALE UP!

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