

MODERN FACEBOOK MARKETING



THE 8 BEST FB PROMOTION METHODS!

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Modern Facebook Marketing: The 8 Best FB Promotions Methods - Resource Sheet

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

- Login to your personal Facebook Account
- Click Your business page
- Click INSIGHT
- REVERSE ENGINEERING METHOD: Enter your competitors' business names and click the tab "Pages"

Pro tip: Use buzzsumo.com to find hot topics in your niche on Facebook – find the groups and pages sharing these the most

Facebook Group Marketing

- Use Google Keyword Planner Tool (accessible with an Adwords account) to find your niche keywords
- Enter your niche keywords into Facebook's Social Graph Search field
- Click the tab "GROUPS"
- ALTERNATIVE METHOD: Enter your competitors' business names and click the tab "Groups"

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Influencer Page Outreach

Use Buzzsumo and enter your target keywords. Find content that fits your niche.

Make sure these are the most popular in terms of social signals.

Track down their target sites and pages/groups.

Participate on these FB pages

Paid Page Boost Campaign

Use your FB page Insight information to target your demographics

Find your most engaged users and click their LIKES – use these as interest targets when boosting your Page through paid FB ad buys.

Paid Traffic Campaign

Use your FB page Insight information to target your demographics

Find your most engaged users and click their LIKES – use these as interest targets when boosting your Page through paid FB ad buys.

Paid Lead Generation Campaign

Use Fiverr.com for ad graphics

Buy multiple ad versions

Facebook Pixel Retargeting Campaign

Activate your FB ads account and FB pixel

<https://www.facebook.com/business/help/314143995668266>

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