Article #6

**Save Money on Facebook Marketing by Using Curated Content**

I don’t want you to misunderstand this article. I’m not at all saying that you should be lazy and just rip off or copy your competitors wholesale. I’m not saying that you should be involved in some sort of copy and paste marketing because that’s not going to work.

Sadly, that’s precisely how too many Facebook marketers defined ‘curated content.’ They just find content that seems to be related to their niche and run with it. In fact, many think that as long as a piece of content has their target keywords in the titles of blog posts and articles, these are ‘good enough.’ Unfortunately, ‘good enough’ is never good enough in the dog eat dog world of Facebook content marketing. Nothing but the best will do.

Instead, you need to identify your competitors’ best content, as well as highly popular content produced by third parties. You use these materials to test your page in terms of response. If you notice that a lot of your page fans respond better to a specific type of content, then you need to produce more of that content.

You need to either find other third party content you can curate, or you can come up with your own stuff. Whatever the case may be, this is a simple example of finding what works. When you start your page, you really don’t know what will work. You don’t even know if enough people would like your page.

What’s important is you keep showing content out there to the extent that some people would engage with it. Some people might like it enough, that they would like your page. When enough time passes, you should be able to see certain patterns. You should be able to see which pieces of content are your most successful posts.

You publish this type of content more often to see if you can maintain your engagement level. If that’s the case, then find more of the same type of content, come up with your own version, and increase your engagement levels.

This will also enable you to get more likes to your page. How? Since you know what type of content is popular and what kind of themes and topics keep coming up, you can target the interests of your average user and drive traffic using Facebook’s lookalike audience feature.

Engagement is the linchpin of successful content.

Don’t just focus on getting likes though. You should scale up your engagement types and intensity. Focus first on likes. Once you achieve a high enough level, encourage your readers to post comments. Keep running experiments. Once you get them to post lots of comments, go to the next level and encourage them to share. Make no mistake, user engagement is no different than traffic-you have to optimize it. You have to scale it up. You have to fine tune is to it eventually leads to your ultimate goal: conversions. This is the part of the process that actually produces money in your bank account. This is where things get real