

NEW



MAGNETIC

# FACEBOOK MARKETING

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We would like to say thanks to freepik for [img-one](#) and [image-two](#)

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# CHAPTER 1

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**HOW TO MARKET YOUR BUSINESS  
ON FACEBOOK**

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# *Chapter 1: How to Market Your Business on Facebook*

**H**ello, and welcome inside this Facebook Marketing course. We are super excited to have you here with us. First of all thank you very much for investing in this course.

And let me assure you that this is going to be the best investment you have done so far in your online marketing career.

Now without further a-do, let's jump straight inside the course.

Now, in this particular chapter, we're going to talk about how to market your business on Facebook.

**Now before we get started, let me ask you two things:**

Do have a Facebook account?

And do you know how to use your Facebook account?

Because these are the two things that you will need to make money on Facebook starting today – and I assure you that, alright?

So before we jump into the advanced topic, let's first talk about the basic background and information about Facebook.

### **Why is that important?**

It's important because once you know a little bit of background about Facebook, you should be able to align your campaigns better with Facebook as a marketer.

The first step, in making the most out of your Facebook marketing experience, is to familiarize yourself with the online communities that you belong to. This can easily be done by closely looking at what Facebook is all about, in the first place.

Now, let's get started and show you some facts and figures about Facebook:



- Started by Mark Zuckerberg, together with his college roommates at the Harvard University (Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes) back

in February 2004

- Facebook is currently valued Billion \$104
- Facebook was formerly called Facemash

*(Because of some legal issues, they had to change it to Facebook)*

- Started trading in Nasdaq in 2012
- Facebook has 1.3 BILLION active monthly users

*(It would be the third largest country in the world if you think of Facebook as a country)*

- 5 new profiles are created every second and half a million comments are posted every minute
- 680 MILLION mobile Facebook users are there

*(Especially with the advancement of mobile apps and technology. People are accessing Facebook more and more through their mobile phones)*

- Facebook user base growing @ 22%
- 48% users login every single day

*(Now, imagine this as a marketer – you have a community of users where fifty per cent are logging in every single day. If you compare this with emails or e-mail opens, that's not even ten per cent. So, we have the community where people are logging in on a daily basis, so you have your target market up and running.)*

- Users average 18 minutes per visit
- 72 MILLION links shared every single day
- 51% of fans are more likely to purchase from brands they “like” on Facebook, so you better make sure many people like your business on Facebook

*(Now, my question to you is: let's say you're a network marketer, an online marketer, or any kind of agent – do you have a Facebook Fan Page which is attracting your target market, offering them value, and in turn making you sales? If you don't have all these things, don't worry. Don't get freaked out. That's why you are inside this course with us. We are going to take you by your hands*



*and help you to create your Facebook Fan Page in a snap.)*

- At the time of this writing, a Facebook fan (like) is worth an average of \$175, varying from brand to brand. 68% of marketers say Facebook ads are effective in fan and customer acquisition.

*(Do you think they are making some money out of it? Of course they are. But here's the deal. Not everybody knows how to setup a Facebook Fan Page correctly. But you don't have to worry about that, because you are here with us inside this course.)*

- Meaning if YOU are not marketing on Facebook properly YOU are leaving money on the table

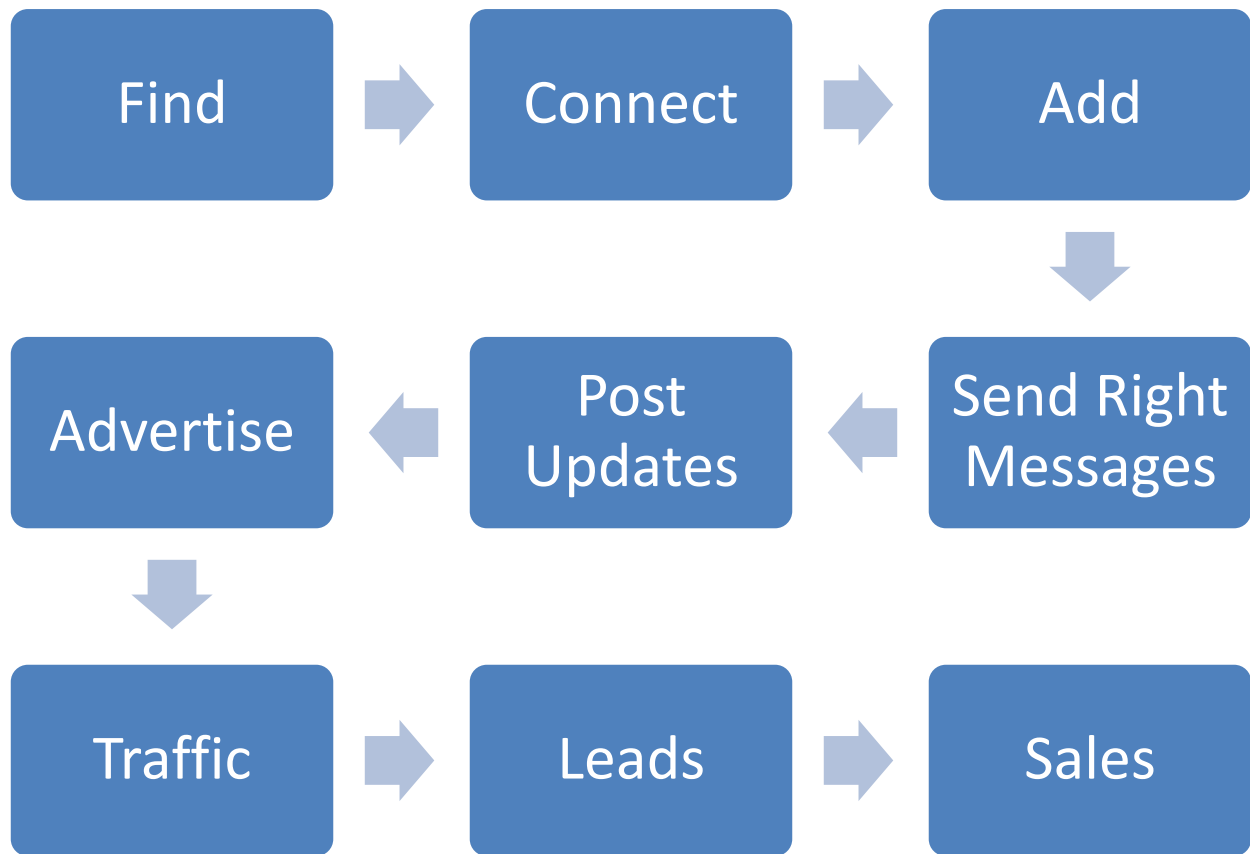
Now let's move on to the most important part also this chapter.



Now, here is the most important part in this particular chapter.

This is the entire diagram of the “Facebook Marketing Strategy” that’ll allow you to work with your target audience.

If you can understand this particular diagram, it’ll be worth my time and your time as well.



Now this is how we market our business on Facebook.

As you can see, there are nine rectangles connected to each other.

**The first of which, is FIND.**

FIND means, you need to find your target.

You have seen the numbers.

You have seen how many users are there in Facebook.

How many events are happening every minute & every second.

Now we have to use some “techniques” which will be shown to you step by step on how to find your target market.

Then, you have to know how to CONNECT to the target market in the right way.

NOT by spamming, and not by annoyingly posting in groups and all.

Because those things do not work anymore.

**And Facebook will put you in Facebook Jail.**

So, you have to approach people the right way.

Then you have to ADD them as a friend.

And then you have to SEND THE RIGHT MESSAGE by using the “A E I O U” method, which we’ll reveal to you later.

Then you have to post the correct kind of UPDATES on a daily basis.

If you’re an advanced user, you can start advertising inside Facebook.

Start getting TRAFFIC, LEADS and then SALES.

Below is a more advanced diagram to build your business Facebook.

We will be covering each and every strategy shown here:



As you can see, we're going to be sharing a lot of techniques to you in this course.

Starting from the very start, like:

“how to connect to the right audience”

“how to add them”

“how to send the right message”

Then we'll share the moderate to advanced level of “post updates” and all this stuff.

And then, we'll go to the advanced mode of Facebook Advertising, and “Dark Posts” and all these kind of cool things.

Now, you don't have to do all the things shared to you in this course.

If you're already using Facebook, Facebook ads and you're already a marketer, cool, you can do all these things.

But if you are someone who is just getting started inside marketing and Facebook marketing, you can take one strategy shared over here, and you can apply that and start making some money.

And then go to the advanced level.

It's up to you.

Again, we're super excited to have you in this course.

I believe you're going to enjoy this kind of training.

So, see you in the next chapter.



# CHAPTER 2

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HOW TO AVOID FB JAIL

## *Chapter 2: How to Avoid FB Jail*



Facebook is becoming strict day by day as they do not want to want people to spam around Facebook.

Doing so your Facebook account will be put under FB jail and may cease to be terminated forever!



- Do not annoy your friends by spamming your links all over Facebook



- One can get blocked in FB by sending many message
- Sending repeated friend request to someone is harassment
- Account can get blocked (Friend request's also) temporarily and then permanently
- Do not post in groups constantly
- Don't buy fans (fiverr.com)... Get them
- When Facebook warns you about something, it's best to follow them else you need to be ready to face the consequences.



# CHAPTER 3

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**CRACKING GRAPH SEARCH NINJA**

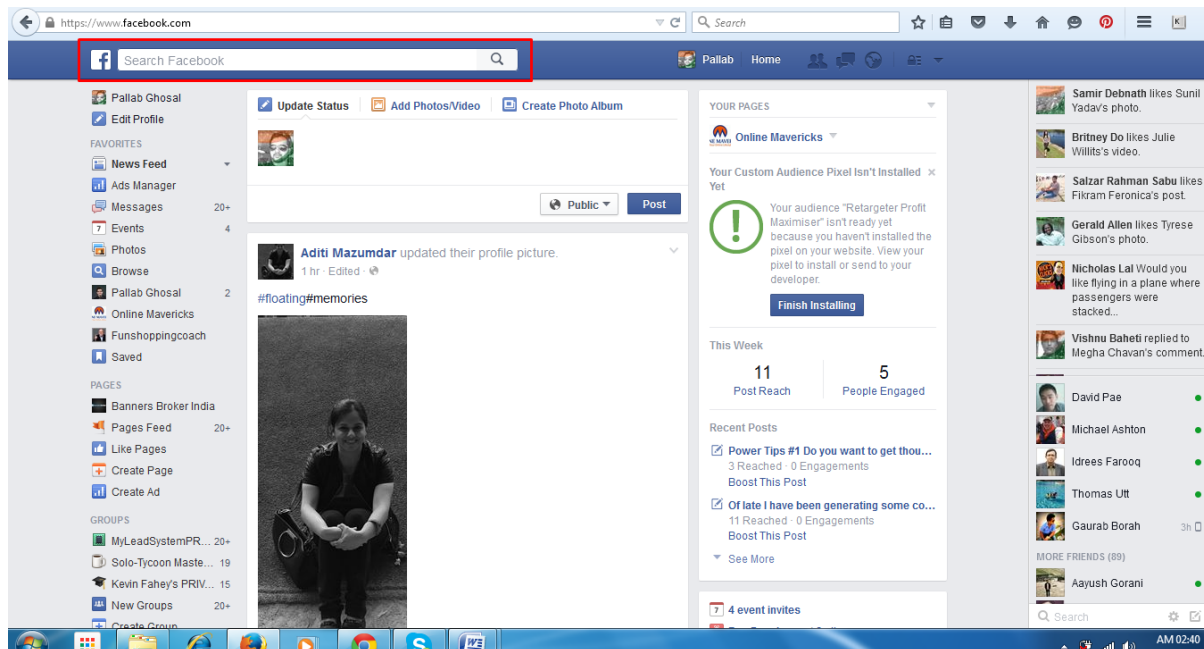
# Chapter 3: Cracking Graph Search Ninja

Facebook graph search is one of the smartest ways to search and build your target market.

You can have as many as 5000 targeted friends from your target market within 90 days using this technique.

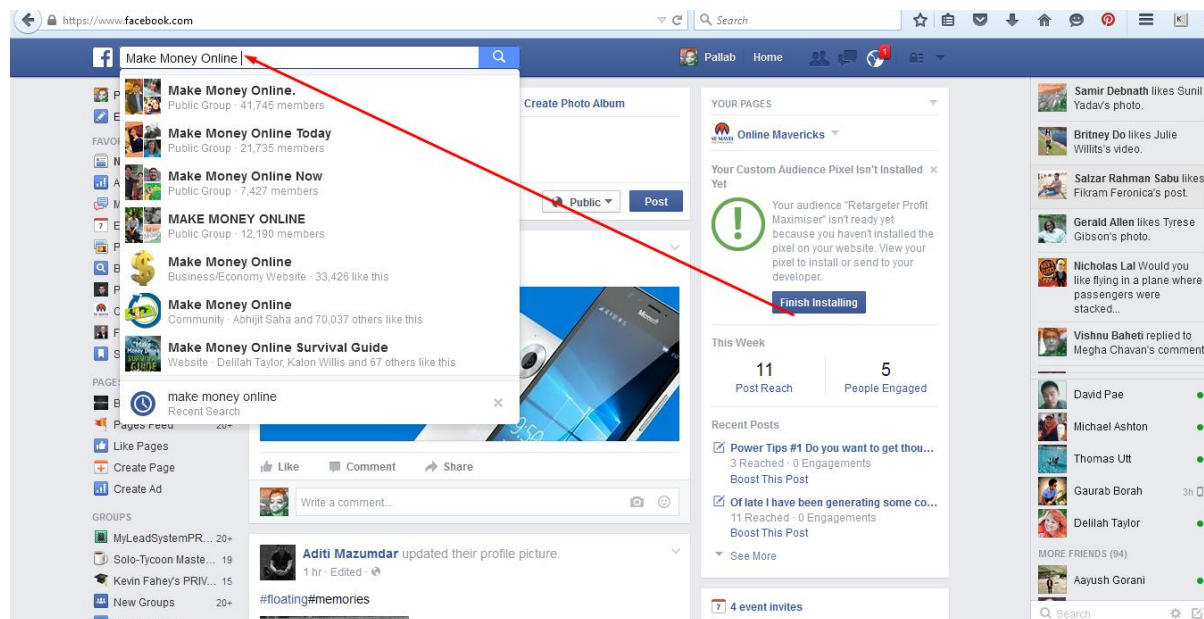
Facebook graph search options continue to evolve almost every month as they keep on tweaking things but the basic principles always remain the same.

Let's jump straight into a personal Facebook account:

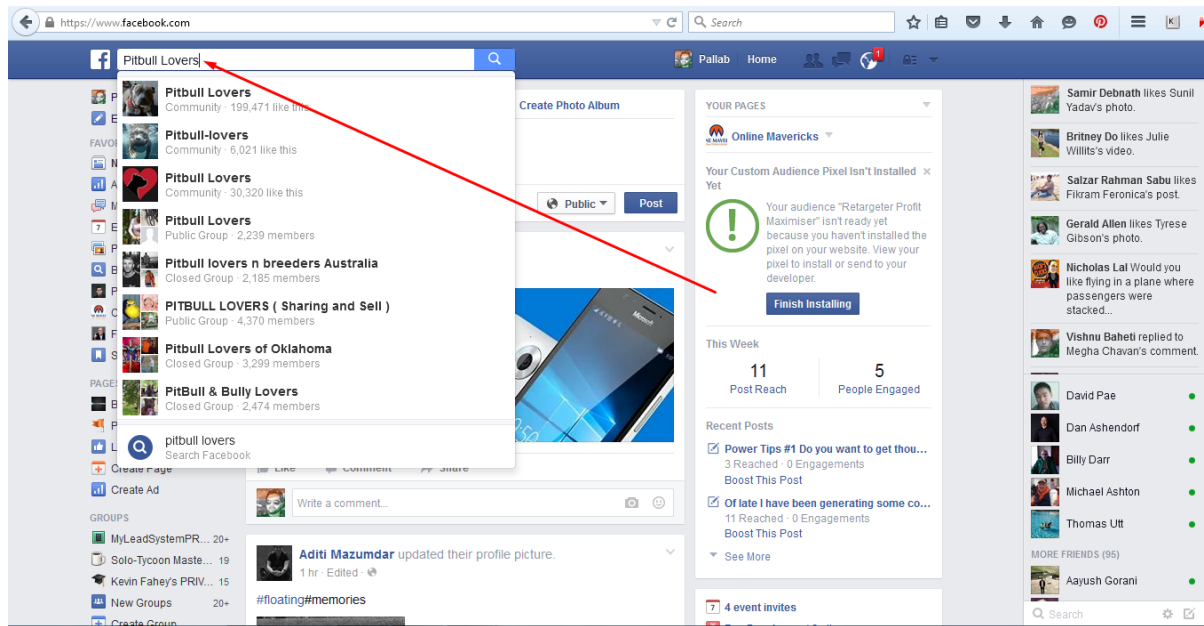


The area inside the red coloured rectangle is known as Facebook graph search.

If I type the keyword “Make Money Online”, this automatically shows me groups with the same or similar keywords having thousands of people inside.

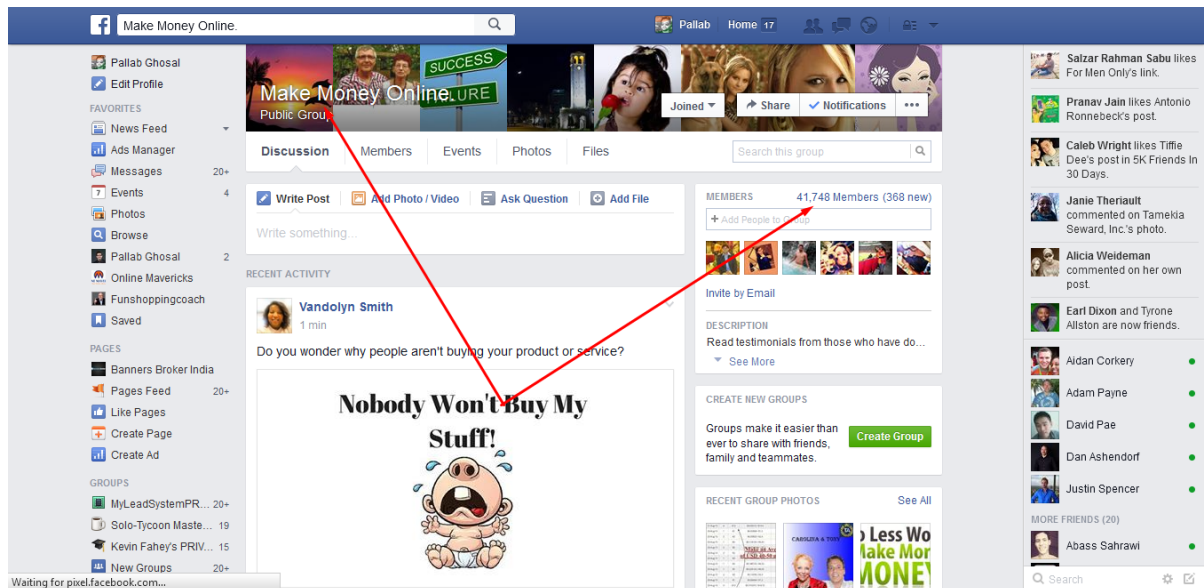


Similarly if I type the keyword “Pitbull Lovers” I will be notified with groups from that niche:

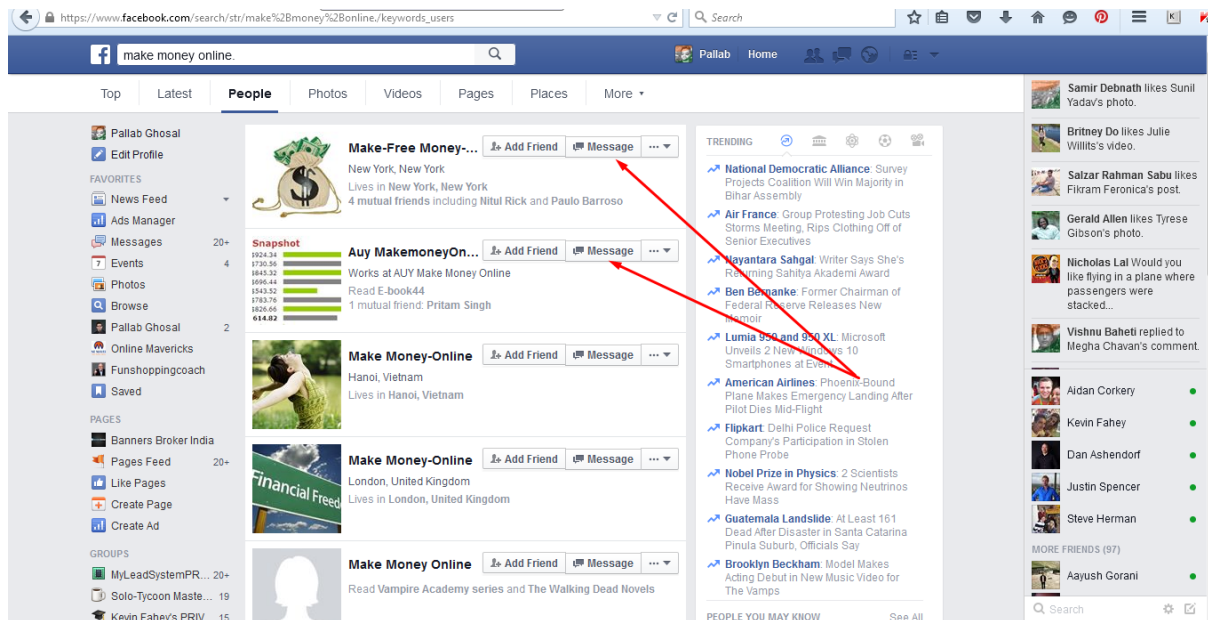


Do you see how easy it is to find people inside Facebook having similar interest?

Now you can join these groups and start connecting with people inside...



..or you can further use graph search to communicate with people.



Here you can also send them a direct message prior to adding them.

An example would be –

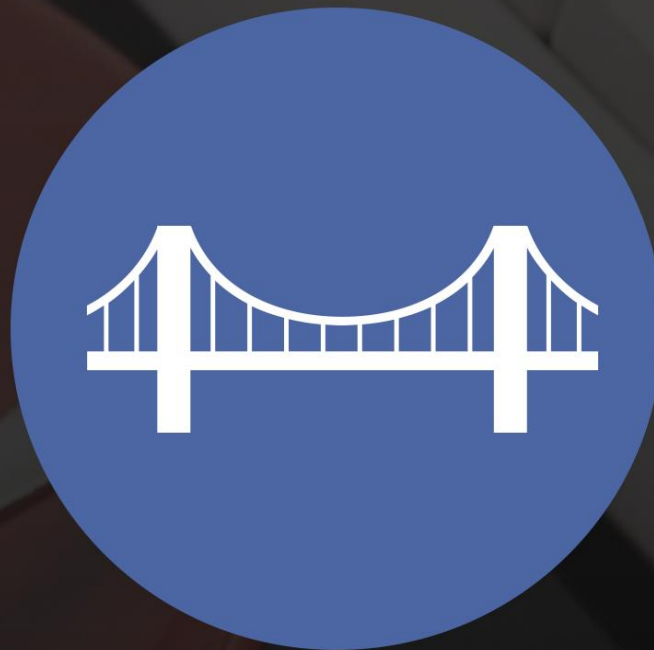
*“Hey so nice to see you in the Make Money Online group. We do share common passion about building our businesses online. Let’s connect and share some cool ideas to grow.”*

Now guess what will happen since you have build a common interest ground chances are much higher that this person will reply you back and connect.



Do not add more than 15–20 people per day using graph search.

Once you have sizeable number friends from the same industry you will see the ripple effect kicking in and people will also start adding you.



# CHAPTER 4

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**BRIDGE MARKETING & FACEBOOK  
CHAT RECIPE**



# *Chapter 4: Bridge Marketing & Facebook Chat Recipe*

Bridge helps people to get across a gap or known as ‘bridging the gap’. Bridge marketing is all about customizing your offer for target market.

You and your offer(s) are on one side and your prospects are on the other. The bridge is effective pitch to get them across.

Basically you need to create a bridge that connects with them and solves their problems.

Let’s take two examples to explain this:



Say you are approaching a stay at home mom about making money online system. Now you can take two different approaches:

How to rank your blog almost instantly generating you tons of traffic targeted leads and sales on complete auto pilot.

Vs

Discover how a complete tech challenged stay at home mom of 2 kids makes money online spending less than 30 mins. every day.

Which of these approaches do you think would resonate with the stay at home mom?

You got it. Obviously the 2<sup>nd</sup> one as this relates to the prospect plus this clearly mentions that one need not be tech savvy (which is the case with most of the stay at home moms).

Also they need less than 30 mins. per day where as in the first case the approach is all about fancy jargons and over the top idioms.



Approaching network marketers

My company has the best product and comp plan in the entire industry.

Vs.

I help network marketers capture more leads and recruit more reps for their business by using simple Facebook techniques.

First approach is all about blatant pitch which thousand other marketers do on a daily basis.

Whereas in 2<sup>nd</sup> approach you are connecting with them directly and offering value and more importantly solution to their pain.

After connecting with people always take the:



A – Ask them (about their biz opp.)

E – Explore (asking about their business will make them keen to talk to you)

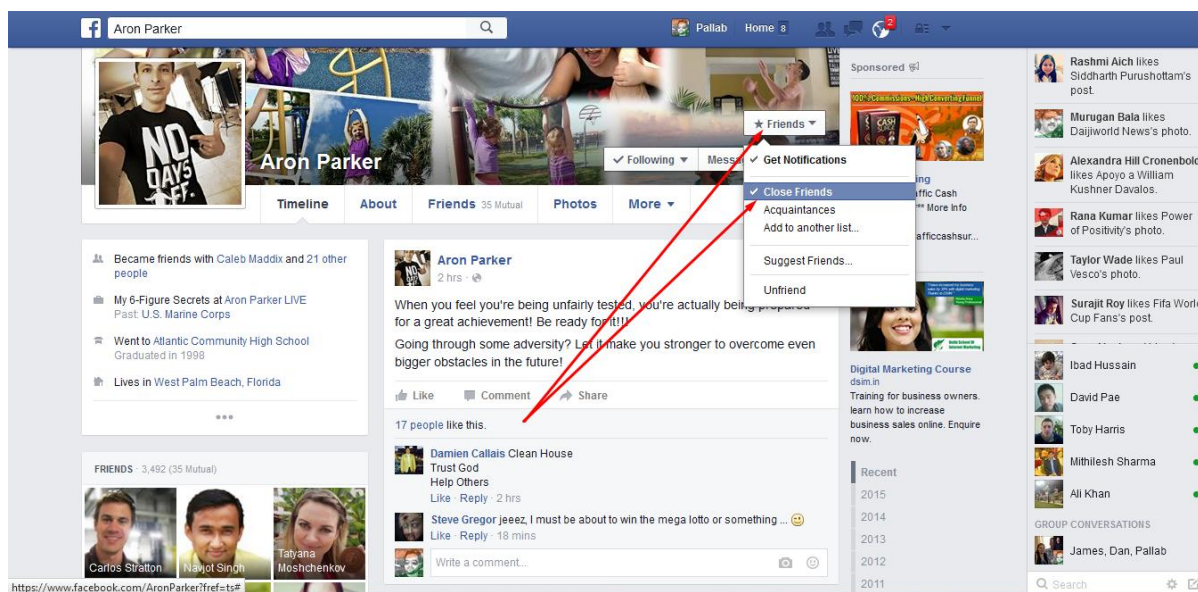
I – Interested (Be interested)

O – Opportunity/ Offer (Offer your opportunity as a solution to their problem)

U – Yourself (Lead your business through you)

Remember people join people first and not the company or opportunity and everyone is searching for the solution of their problems.

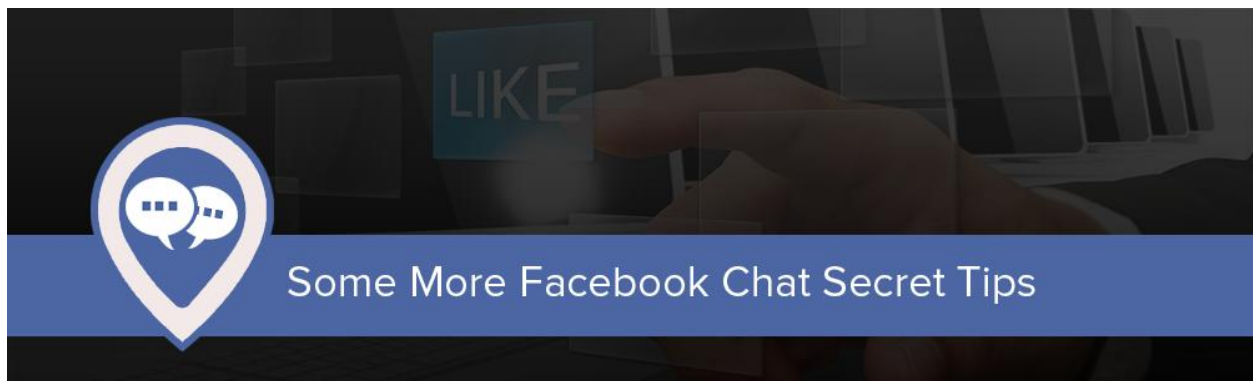
Another ninja method to target any prospect is by using edge rank mechanism.



All you need to do is go inside your prospect's profile, click the friends tab and set it as "close friends". You can see a star sign appearing immediately.

By doing so all your posts and updates will be shown at the top of your prospects newsfeed.

This way you will always be at the top of your prospect's mind without approaching him directly.



### **FB chat tips #1: Stay focused**

Spend maximum 30 mins. every day for chatting with your target market. Else this can easily put you out of focus.

### **FB chat tips #2: Research your prospects**

Do some basic research work on prospect's common friends, whether they have a blog or not, what kind of groups are they associated with.

This will help you determine whether the prospect is worth your time or not.

### **FB chat tips #3: Use bridge marketing**

As discussed earlier, use bridge marketing tactics to build rapport efficiently.

#### **FB chat tips #4: Effective ice breaker**

Check out prospect's common interest areas like sports, books, movies etc and use them as effective ice breaker.

#### **FB chat tips #5: Use edge rank**

As shown earlier, use newsfeed (close friend) technique to position yourself.

#### **FB chat tips #6: Answer questions**

Answer any question which the prospect ask in order to build your authority.

#### **FB chat tips #7: Create your pipeline**

As time is vital for you and you can only spend maximum 30 minutes per day for chatting, open 10-15 chat windows and chat simultaneously.

Some prospects might take 5-15 minutes for replying, so use your time effectively.

### **FB chat tips #8: Send videos**

This is completely ninja and works like magic. Instead of normal text chat, send prospect a customized video to answer their question or sharing some cool tips.

You will see the difference in reaction almost immediately.

### **FB chat tips #9: Move to call to action**

This is the most crucial step for your success. Don't be afraid to send your link for signing up.

In other words do not be afraid of rejection. Use your bait at the right moment.

Remember you have 5000 FB friends and growing.





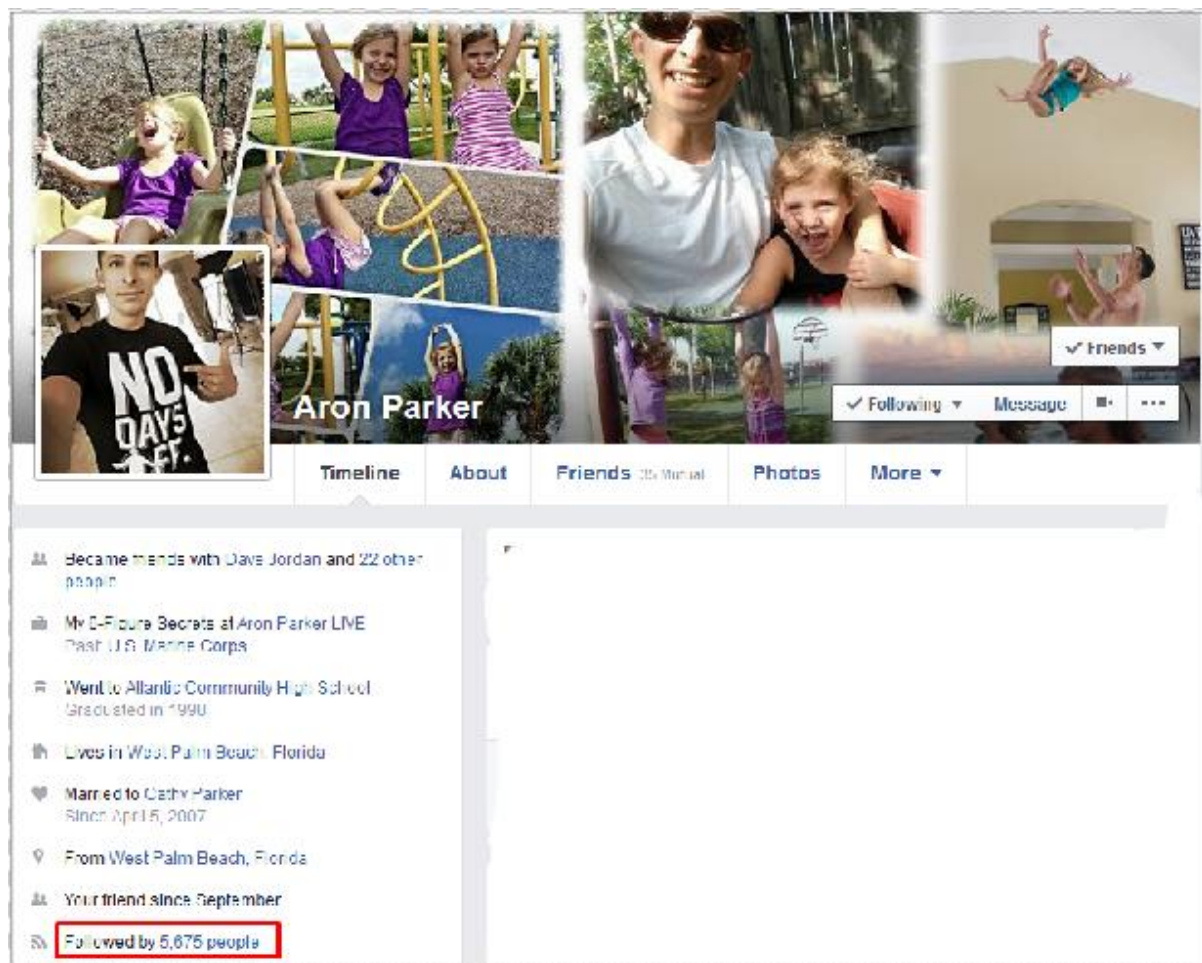
# CHAPTER 5

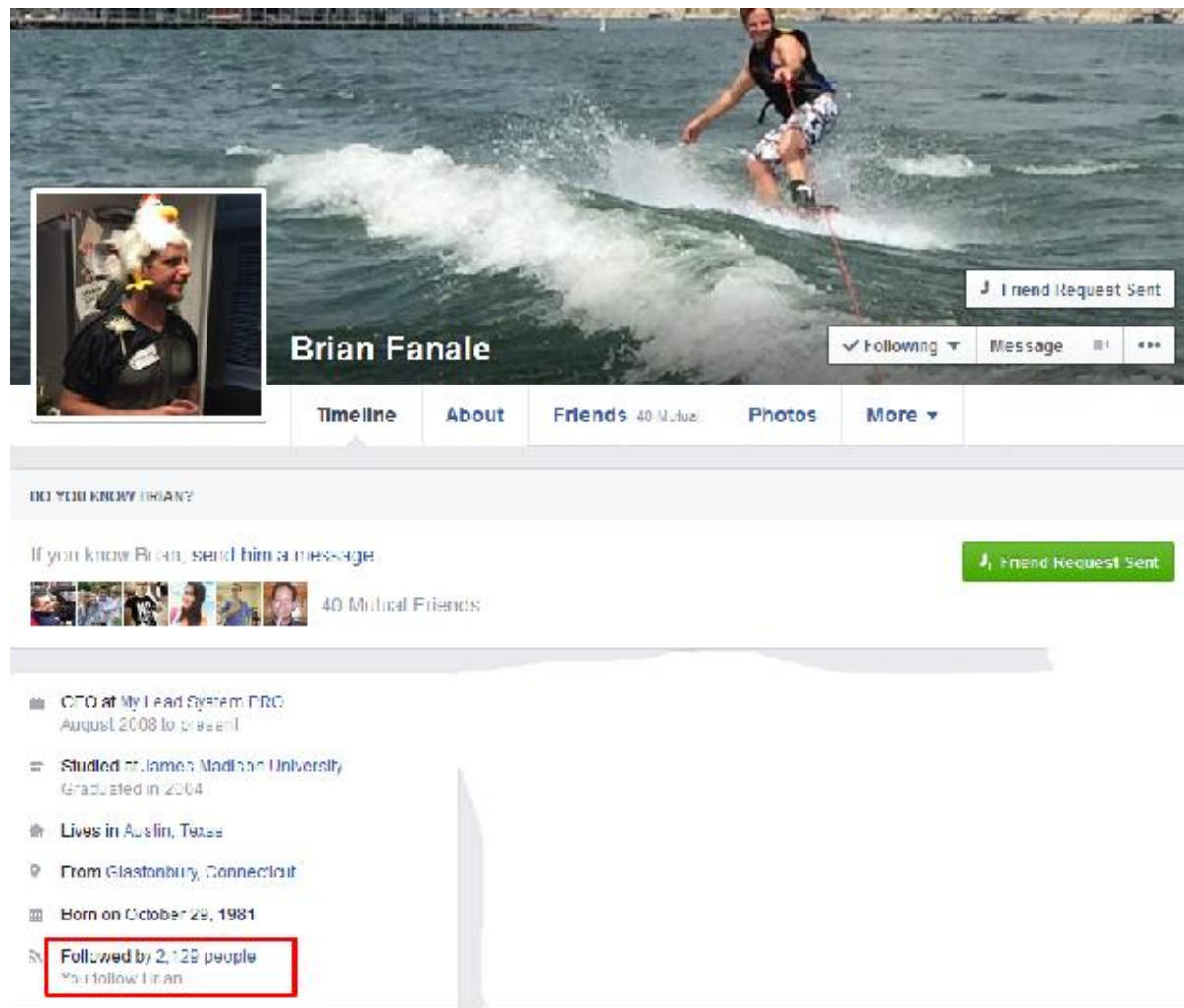
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**HOW TO HAVE INFINITE FB  
SUBSCRIBERS & FOLLOWERS FOR FREE**

# Chapter 5: How to Have Infinite FB Subscribers & Followers for Free

Have you ever seen people with thousands of subscribers on Facebook?





And often wondered how to get thousands of people to subscribe to you on Facebook?

Well it's actually easier than you actually think.

Let's first discuss why it is so important to have subscribers and followers inside your Facebook account.

Because it is free advertising.

When people subscribe to you; your post shows in their newsfeed organically and you don't pay a dime for this.

In turn you get “bigger reach” and more exposure.

A subscriber is like an email optin.

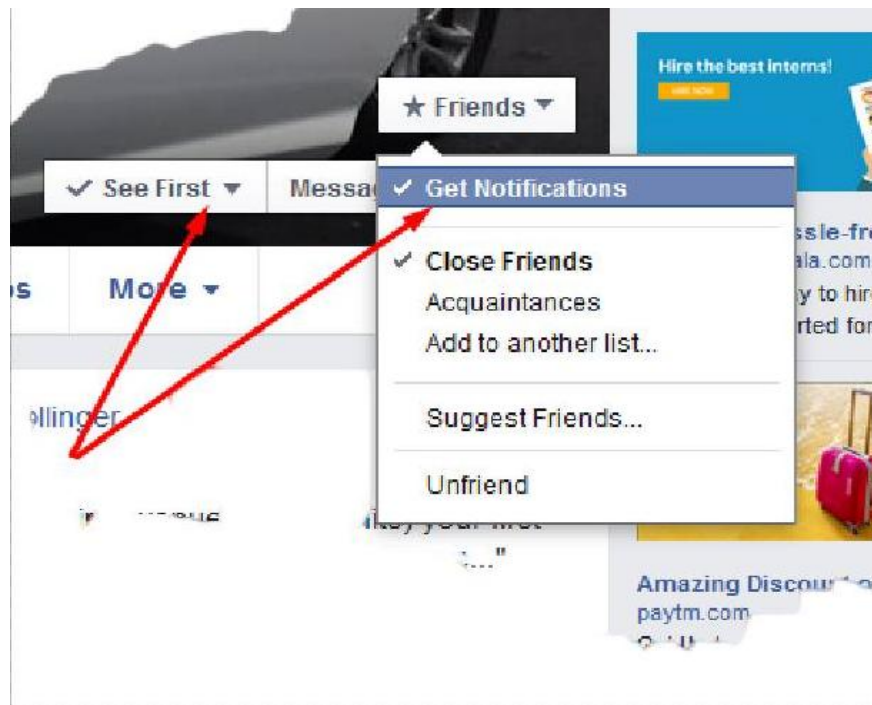
Now imagine how much it will cost you to get a thousand email subscribers? Probably one thousand dollars if not more.

How about getting them for FREE? Here are some...



### **Trick #1: Tell people to subscribe to your newsfeed**

Tell people to subscribe to you immediately after they have accepted your friend request or vice versa.



### **Trick #2: Max out 5000 friends**

After you max out 5000 friends; Facebook automatically converts people into followers.

### **Trick #3: Ask people to subscribe inside your email broadcasts**

In case you have an email list, ask your subscribers to subscribe to you on Facebook and most probably they will. Better to share a clickable link inside your email.

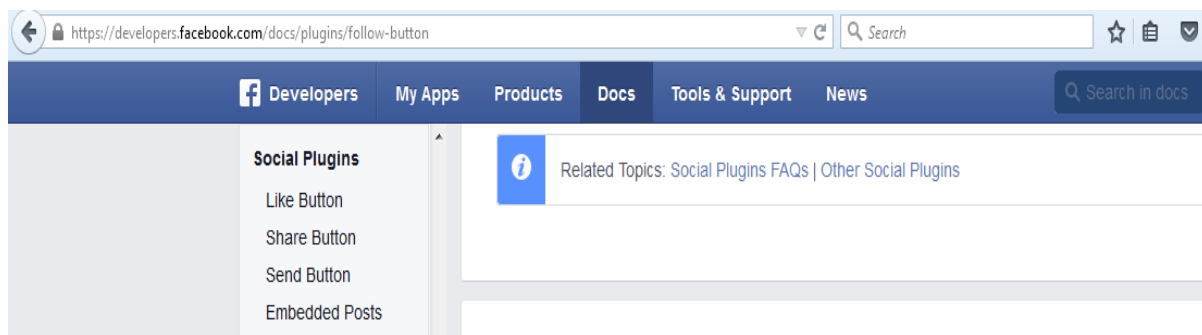
### **Trick #4: Subscribe through blog and website**

Add a direct subscribe button to your blog posts and web site. Facebook does provide you with a customized code for this purpose.

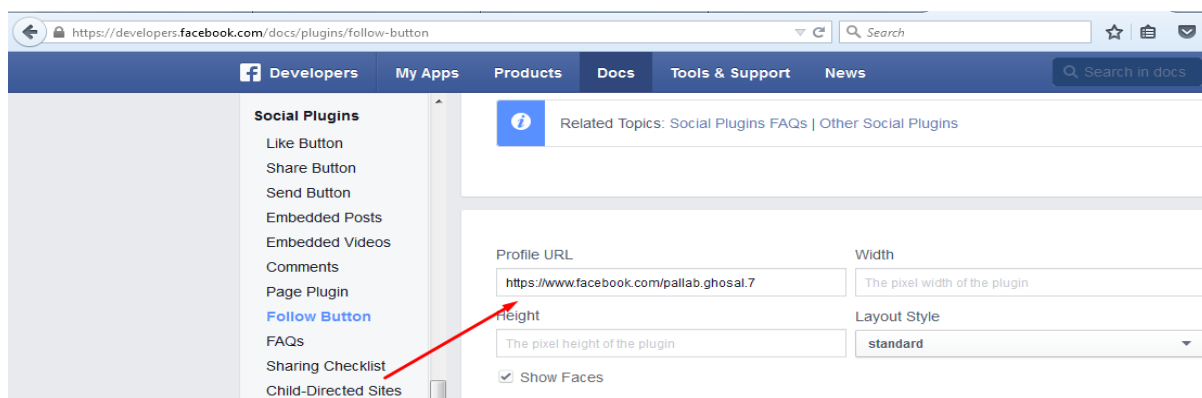


Step 1: Visit

<https://developers.facebook.com/docs/plugins/follow-button>



Step 2: Enter your profile URL



### Step 3: Get code and place

Profile URL


Width

Height

Layout Style

standard

☒ Show Faces

 Follow

144 people are following Pallab Ghosal. Be the first of your friends.

Get Code

And that's it. You're good to go.





# CHAPTER 6

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**USING CUSTOMIZED FACEBOOK  
IMAGES FOR WOW FACTOR**



## *Chapter 6: Using Customized Facebook Images for Wow Factor*



Have you seen these sorts of cool branded FB posts and wondered how to make them for yourself?

Well...

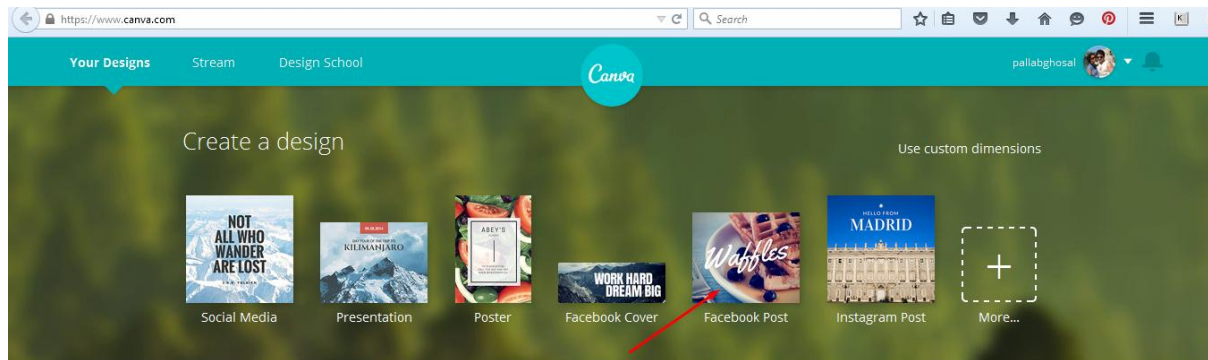
Here is a super simple solution.

And it's free.

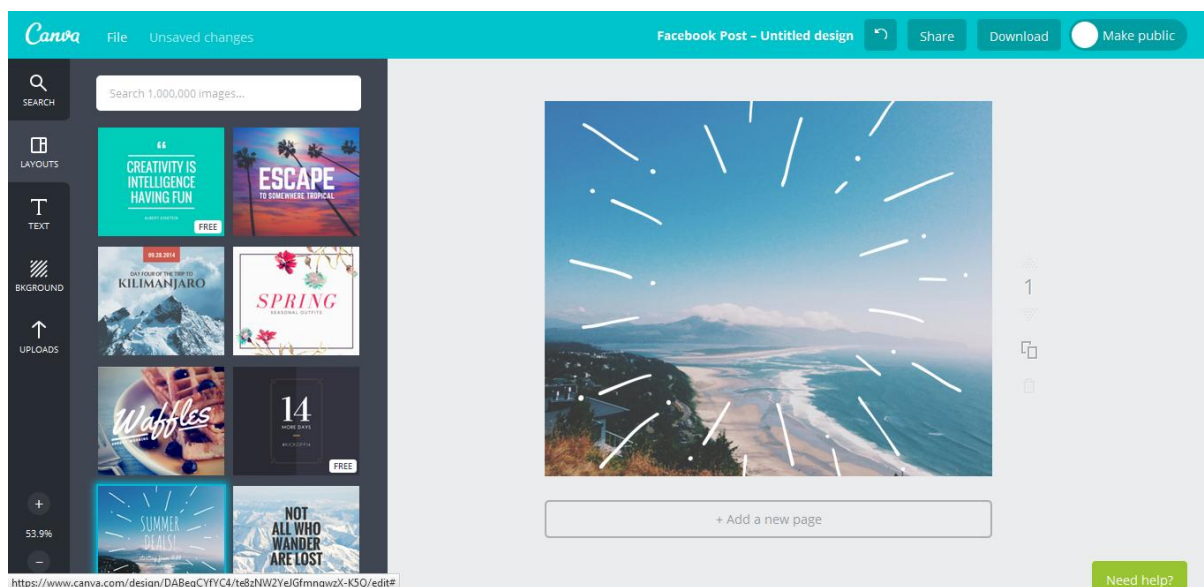
You can make these sort of Facebook posts by visiting

<http://www.canva.com/>

Then choose **Facebook Post**



Simply search or select an image (on the left hand side):

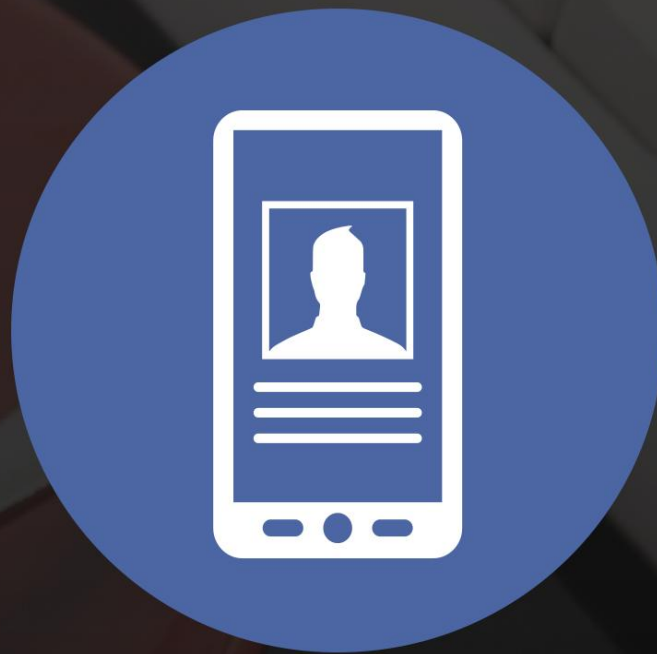


Add your text, colour and simply download:



Piece of cake.

You're an artist.



# CHAPTER 7

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**GETTING YOUR AWESOME FACEBOOK  
FAN PAGE DONE**

# *Chapter 7: Getting Your Awesome Facebook Fan Page Done*



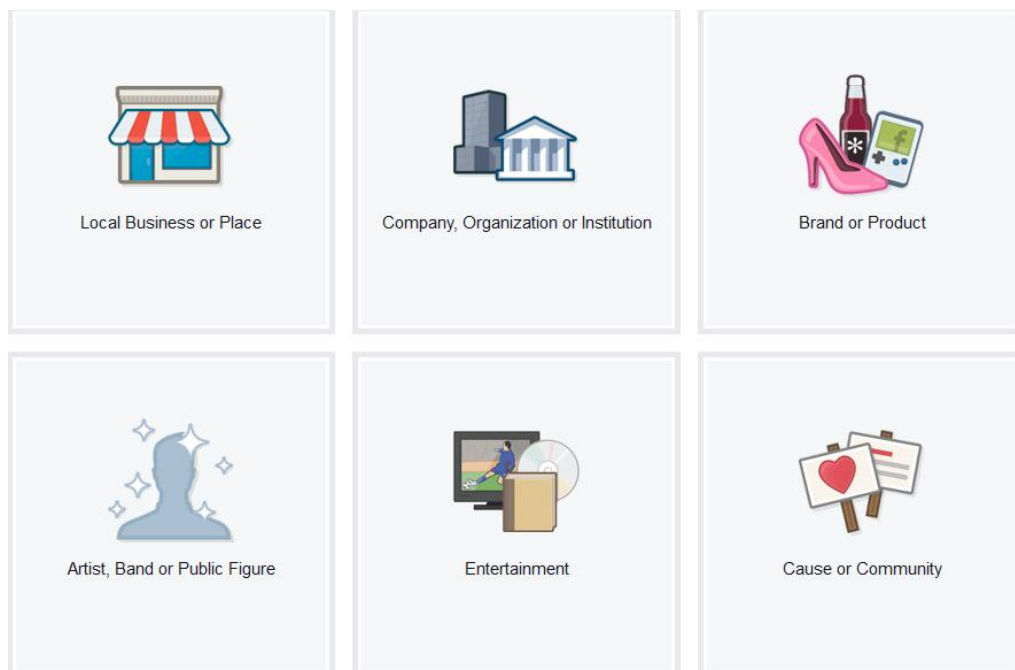
- A personal Facebook account is something completely different from a Facebook fan page
  - Fan page helps you for branding/ instant authority
  - Unlimited reach to interact with (limited to 5000 in personal account)
  - Interaction with people sharing same passion who decides to “like” your page
  - Get fans, provide value and create followership of targeted people.
  - You can build any sort of business using Facebook fan page
- Example: CA firm, boutique, real estate company, online marketing etc.



**Let's create a Facebook fan page together:**

**Step #1:** Go to <https://www.Facebook.com/pages/create>

**Step #2:** Select your domain of operation



**Step #3:** Add your basic profile (about, profile picture, add to favourites, preferred page audience)

- Profile Picture: 160\*160
- Cover Image: 851\*315



**Step #4:** Add a call to action button to direct get leads

That's all you need to have your fan page running.



This function is used to put any post at the top of your timeline for 7 days. This is usually done to posts which you want to get more notice. A clip like symbol will appear after pinning the post.

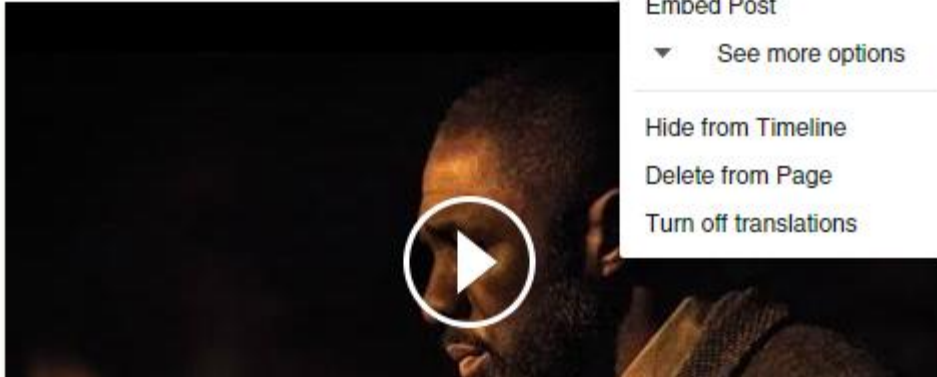


## The Secret Life of Dex

Published by Dexter Paglinawan [?] · 22 hrs ·

"The dream is free... the hustle is sold separately"

What can you say about this... do you agree?



Pin to Top

Edit Post

Change Date

Embed Post

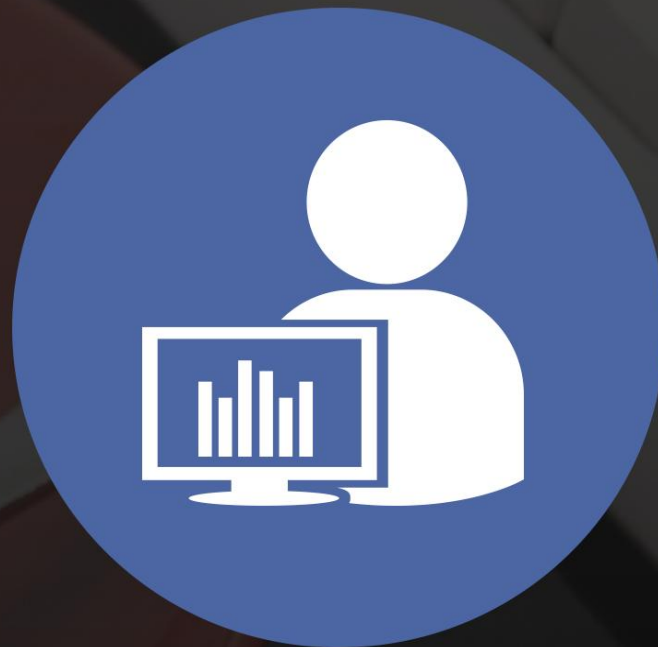
▼ See more options

Hide from Timeline

Delete from Page

Turn off translations





# CHAPTER 8

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**USING FACEBOOK APPS FOR MORE  
LEADS & SALES**

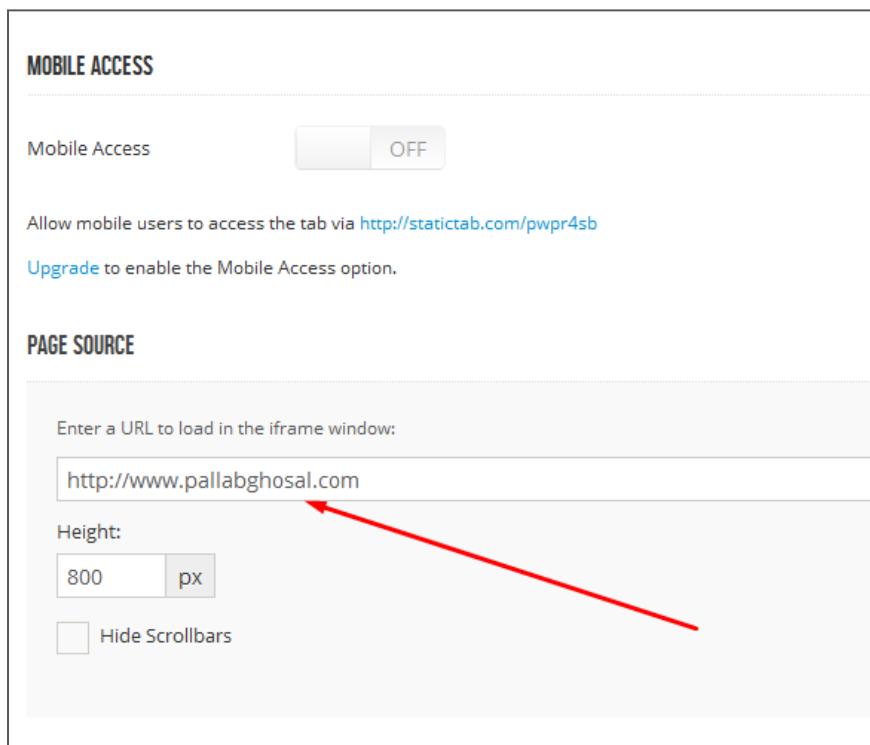
# Chapter 8: Using Facebook Apps for More Leads & Sales

Facebook apps are one of the ninja tools to get noticed and generate leads and sales in return. And you can get it done completely free using the below mentioned method:

**Let's create an app "Instant Cash Machine"**

**Step #1:** Use a free app creating tool [woobox](#)

**Step #2:** Enter the URL you want to promote:



**MOBILE ACCESS**

Mobile Access ☐ OFF

Allow mobile users to access the tab via <http://statictab.com/pwpr4sb>

[Upgrade](#) to enable the Mobile Access option.

**PAGE SOURCE**

Enter a URL to load in the iframe window:


Height:

☐ Hide Scrollbars

**Step #3:** Upload the image you want to show as an app and save settings.

**PAGE SOURCE**

Select an image to upload (max size: 810px wide by 1200px tall, 400kb):




[Change](#) [Remove](#)

Link Image to URL (optional)


//

**Step #4:** The app is ready and running

**APPS**



Retargeter Profit Maximiser



Instant Cash Machine

You can create maximum 10 apps like these for your blog, youtube channel, business opportunity you promote or affiliate products you want to sell.



# CHAPTER 9

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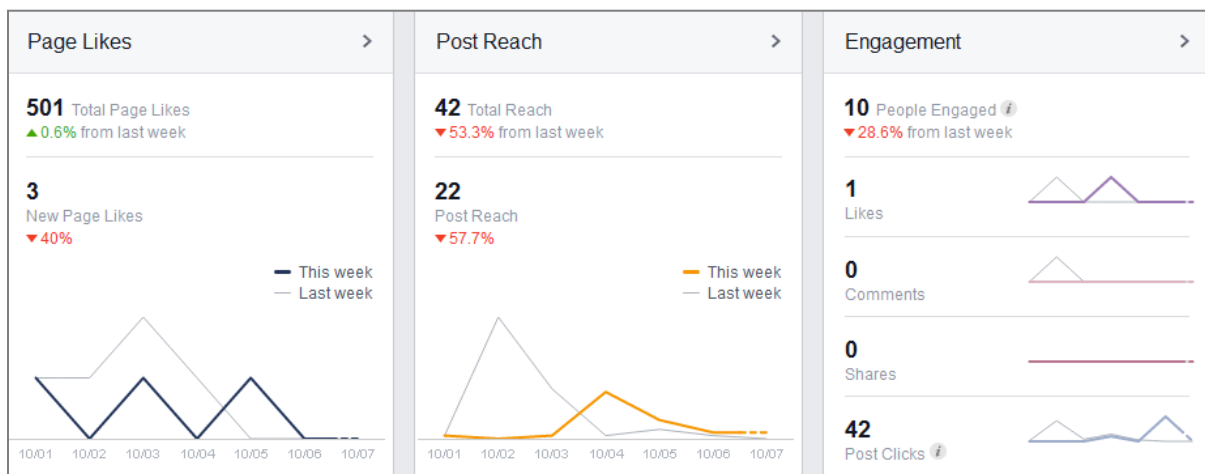
**FACEBOOK FAN PAGE INSIGHTS**

# Chapter 9: Facebook Fan Page

## Insights

Facebook fan page insight gives you a complete analysis about the performance of your page.


























See how many likes your Page gained and lost each day, and learn where on Facebook your likes are coming from.



Posts that get more likes, comments and shares show up more in news feed and are seen by more people.

Posts that are hidden, reported as spam or cause people to unlike your page reach fewer people.

If you notice a spike or dip, look at what you posted that day to learn more about how you might have influenced your reach.

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/04/2015 8:56 pm	 Power Tips #1 Do you want to get thousands of people to subscribe to you on FB? Do you want your po			21 	9 1 	<a href="#">Boost Post</a>
09/26/2015 1:33 am	 Of late I have been generating some cool daily income from CPA campaigns. Its FAST EASY & NEWBIE			57 	5 3 	<a href="#">Boost Post</a>
07/29/2015 12:44 am	 Time to step up the game :)			66 	6 0 	<a href="#">Boost Post</a>
02/21/2015 6:48 pm	 Do like this page immediately if you want to stay up dated with the most cutting edge industry wide train			35 	1 0 	<a href="#">Boost Post</a>
02/17/2015 3:50 pm	 #Dubli knows how to pamper us smile emoticon ht ps://earnwithpallab.leadpages.net/cpvideotom/			43 	0 0 	<a href="#">Boost Post</a>

See where on the internet people are coming from to get to your page, and where on your page they're going once they arrive.

Country	Your Fans
India	387
United Arab Emirates	28
United States of America	18
Bangladesh	15
United Kingdom	7
Pakistan	5
Nigeria	3
Indonesia	2
Nepal	2
Cambodia	2
Philippines	2
Germany	2

Understand how people are responding to your posts to help you create content that your audience cares about.

See how specific posts and types of posts perform so you can focus your efforts on what works.

Find out more about who likes your page and who likes, comments, and shares your posts to improve your targeting.



See how they're similar or different from other people on Facebook.

Also you can compare the performance of your page and posts with similar pages on Facebook.

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Michelle Pescosolido	95.4K 	▲0.6%	19	1.7K 
2  Tracey Walker	34.4K 	0%	6	67 
3  Mark Call	7.7K 	▼0.1%	0	0
4  Krystal Taylor	7.3K 	▼0.1%	0	0
5  Justice Eagan	3.2K 	▲0.3%	18	42 
6  Pallab Ghosal	501	▲0.4%	1	1



# CHAPTER 10

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**SOLVING FACEBOOK ADVERTISEMENT**

# *Chapter 10: Solving Facebook Advertisement*

Facebook advertisement has become the preferred choice amongst marketers as they produce astonishing results when done correctly.

The reason behind the success of Facebook advertisement platform is that Facebook has in depth behavioral analysis of their account holders unlike any other platform out there.

Thus the ads can be super targeted towards the right audience.

Plus Facebook ads are fast and easy to set up.

## **Facebook ads are used to:**

- Increase your fan base
- Promote your events
- Brand exposure

- Selling a product or services with external page
- Lead generation



### **FB Ad tips #1:**

Research FB interests, this is similar to finding targeted keywords. The advantage here is that Facebook suggests you related interest's. Always target bigger reach in order to minimise advertisement cost.

### **FB Ad tips #2:**

In case of running Page Like / Promote Your Page ads, use “Click like if you love” phrase.

Example: “Click like if you love Pitbulls” for promoting a pitbull lovers page.

**FB Ad tips #3:**

Use ad image that pop – use border, headshots, no text is better.

**FB Ad tips #4:**

Model after the ads you like. Keep a library of FB ads that you like and model after them.

**FB Ad tips #5:**

Test small. Start with a budget of \$5 per day. The more money you give the more FB will consume.

**FB Ad tips #6:**

Pause losers, scale winners. Always test, tweak and work with the winning ads.

We will be discussing three different kinds of Facebook ads here:

- 1. Promoted Posts Ads/ Boost Post Ad**
- 2. Send people to your website Ad**

### 3. Promote your page/ page like Ad

Let's jump inside different types of FB ads:



#### Very focused strategy

Used to promote a status update on your wall – turning that status into an actual ad

Automatically includes the Like, Share & Comment buttons

Super easy to set up

Go to the actual post that you want to promote and you will see a “Boost Post” sign

The screenshot displays the 'AFFILIATE REWARDS' dashboard. It features two side-by-side report panels. The left panel shows data for the period from 2015/08/26 to 2015/08/31, with a table containing three rows of data. The right panel shows data for the period from 2015/09/01 to 2015/09/01, with a table containing two rows of data. Below the reports, there is a section indicating '57 people reached' and a 'Boost Post' button, which is highlighted by a red arrow. At the bottom, there are icons for 'Like', 'Comment', and 'Share'.

	CLICKS	ACTIONS	EARNINGS
One Page	153	21	\$54.60
pp (One Page)	56	2	\$5.50
	209	23	\$60.10

	CLICKS	ACTIONS	EARNINGS
Page	513	25	\$65.00
	513	25	\$65.00

57 people reached

Boost Post

Like Comment Share

Click on “Boost Post” tab and you will be able to choose your target audience and budget:

- People who like your page
- People who like your page and their friends
- People you choose through targeting (interests)

**AUDIENCE**

☐ People who like your Page [?]

☐ People who like your Page and their friends [?]

☒ People you choose through targeting [?]

Default Audience ▼

**Location - Living In:** United Arab Emirates, Australia, ...

**Interests:** make money while you sleep, making mo...

**Age:** 13 - 65+

[Edit Audience](#) - [Create New Audience](#)



Used to increase your fan base quickly

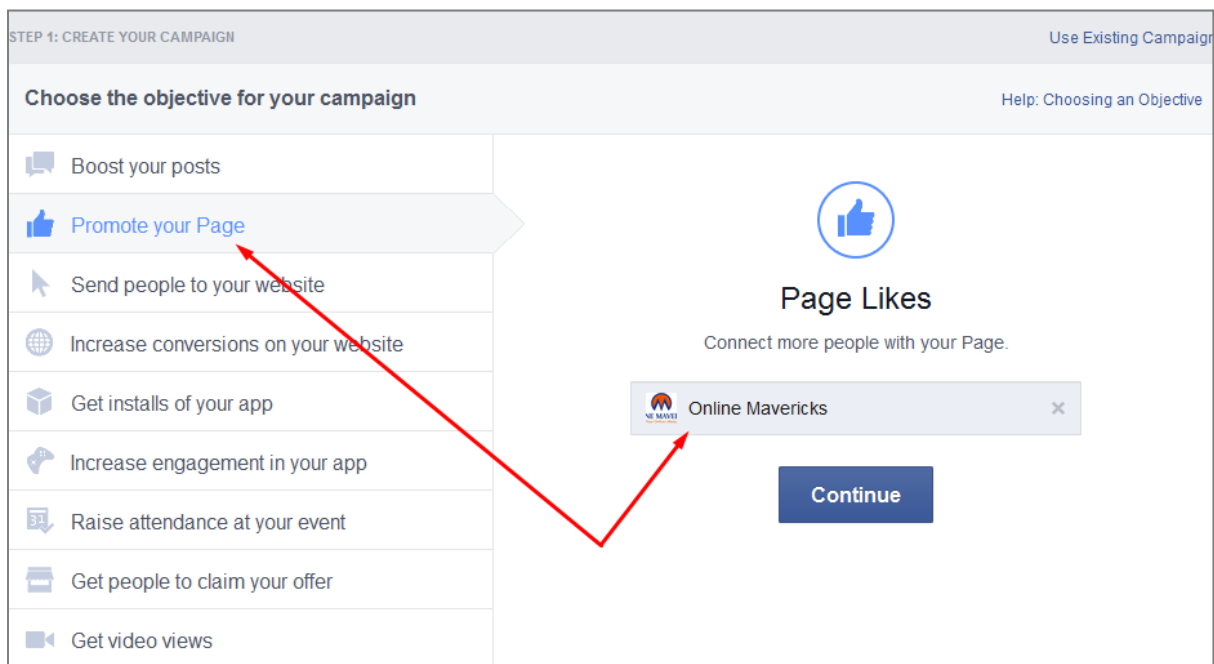
- Ability to like your page from one click
- After liking they will begin to see your posts in their newsfeed



- Great for brand building
- Questions typically work good for engagement ads
- The goal is to **GET LIKE and FAN**
- Look different from traditional ads and typically convert better

Go to <http://www.Facebook.com/ads/create>

Click on **Promote your Page** and enter the page you want to promote



Select advertisement locations, interests, and connection (in case you want to have sponsored stories ad)

Upload ad image or keep it as default, put a nice juicy head line and text and select your daily ad budget.

Here is how you page like ad will look like:

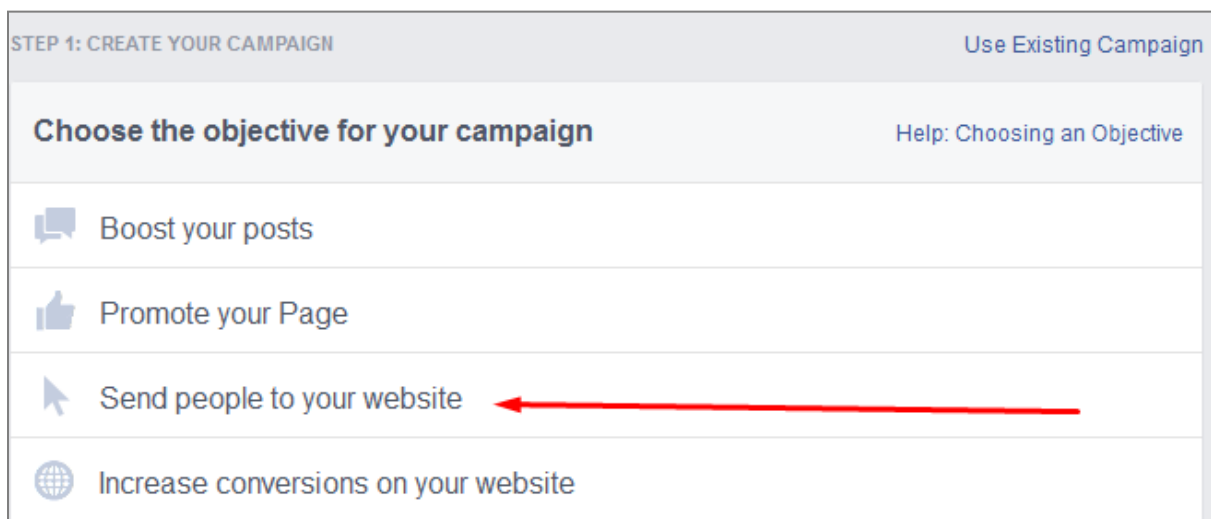


They were previously known as Market Place ads or External Link ads.





- Appears in the right hand column or timeline of Facebook
- Goes to external web pages to include squeeze pages, sales pages etc.
- Typically highest priced ads but converts really well
- Sometimes hard to get approval

Go to [www.facebook.com/ads/create](https://www.facebook.com/ads/create)

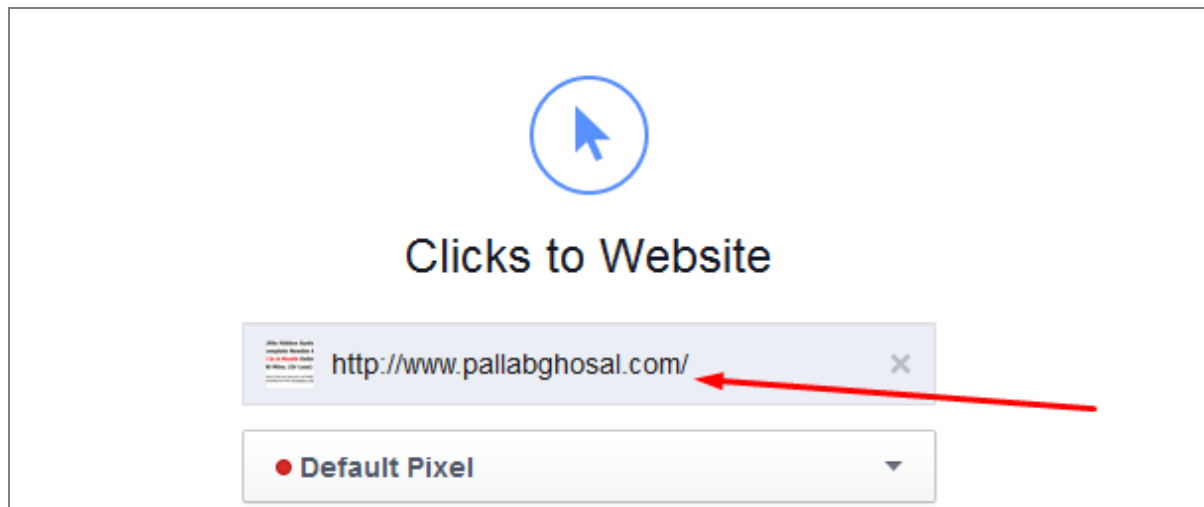
Select Send people to your website



The screenshot shows the 'STEP 1: CREATE YOUR CAMPAIGN' interface on Facebook. At the top right, there is a link 'Use Existing Campaign'. Below this, the main heading is 'Choose the objective for your campaign', with a link 'Help: Choosing an Objective' to its right. There are four options listed with corresponding icons: 'Boost your posts' (speech bubble icon), 'Promote your Page' (thumbs up icon), 'Send people to your website' (mouse cursor icon), and 'Increase conversions on your website' (globe icon). A red arrow points to the 'Send people to your website' option.

STEP 1: CREATE YOUR CAMPAIGN		Use Existing Campaign
<b>Choose the objective for your campaign</b>		Help: Choosing an Objective
	Boost your posts	
	Promote your Page	
	Send people to your website	
	Increase conversions on your website	

Enter URL you want to promote



Select advertisement locations, interests and select your daily budget.

Use default image or upload an image.

Choose a Facebook page to represent your business in news feed.

Your ad will link to your site, but it will show as coming from your Facebook page.

Put a nice headline, text, newsfeed link description and call to action.

Your ad will look like this:

 **Pallab Ghosal**  
Sponsored · 

[Like Page](#)

Still struggling to make money online?



**Instant Cash Machine**  
Start Getting Paid While Building Your Email List For FREE

[WWW.PALLABGHOSAL.COM](http://WWW.PALLABGHOSAL.COM) [Learn More](#)

Apart from capturing leads and making sales you can generate Facebook likes for free through **SEND PEOPLE TO YOUR WEBSITE** ads.



# CHAPTER 11

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**FACEBOOK DARK POST SURGE**

# *Chapter 11: Facebook Dark Post Surge*

Dark posts are one of the most effective Facebook advertisement mechanisms that have erupted into the scene.

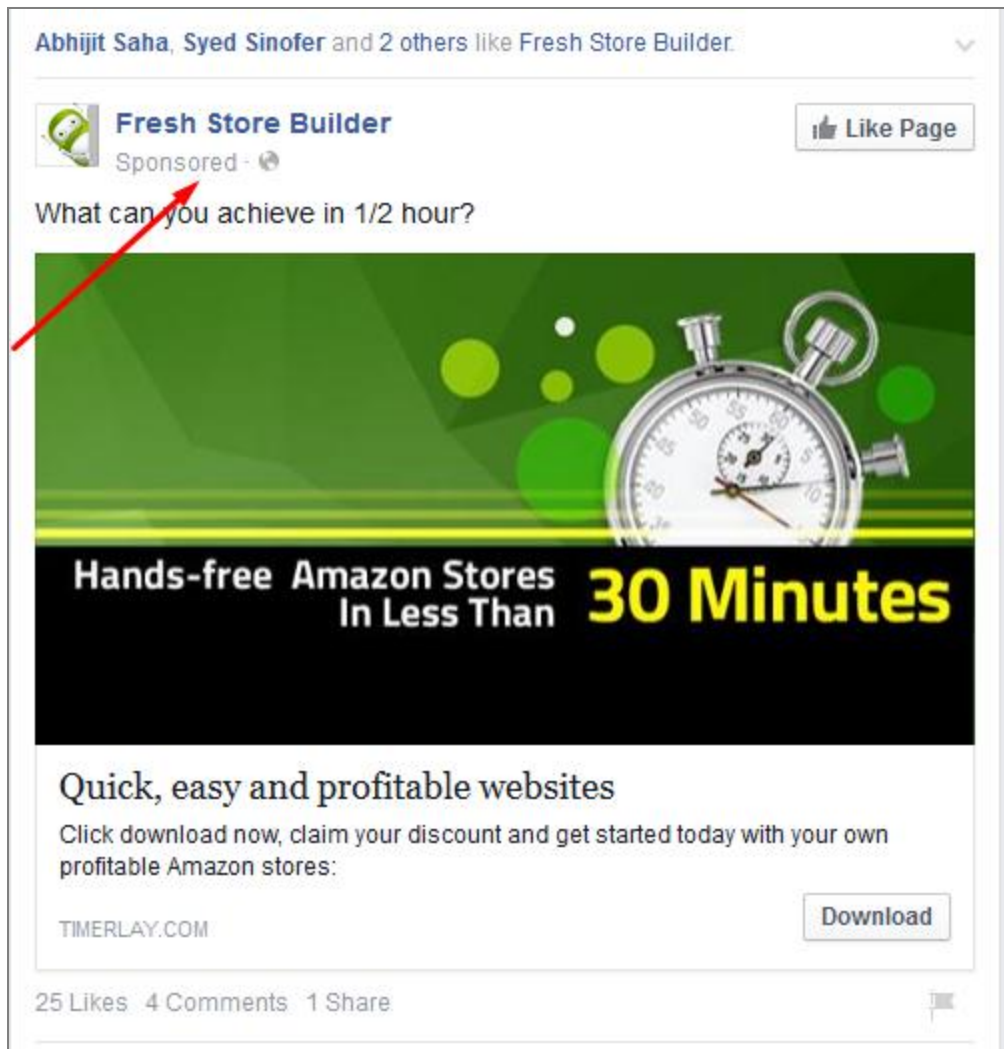
Dark posts are unpublished Facebook posts that are not visible on your fan pages but only visible in the targeted Facebook newsfeed.





**Vs**





The second post is a dark post as it has “sponsored” written.



The best part is you get to hand pick who sees your post based on keywords and interests.


Example: If you want your post to be seen only by “Real Estate Agents” or “Pitbull Lovers”, you can do the same.

How cool is that?


Here are some of the major companies using dark posts:

Jeremy Lagatule, Sadhan Samanta and 27 others like Amazing.com.


 **Amazing.com**  
Sponsored · 

 Like Page

Instantly spy on the top selling products on Amazon and see how much can be made!



**50 hot products you can sell online RIGHT NOW**  
This software tool is free for a limited time only. Credit card not required.

[WWW.AMAZING.COM](http://WWW.AMAZING.COM) 

 **Scripbox**  
Sponsored · 

Like Page

Invest in a portfolio of professionally & scientifically selected mutual funds for free.



**Investments on Auto-Pilot**  
100% secure, no fees, & no charges. Start a SIP today!

SCRIPBOX.COM

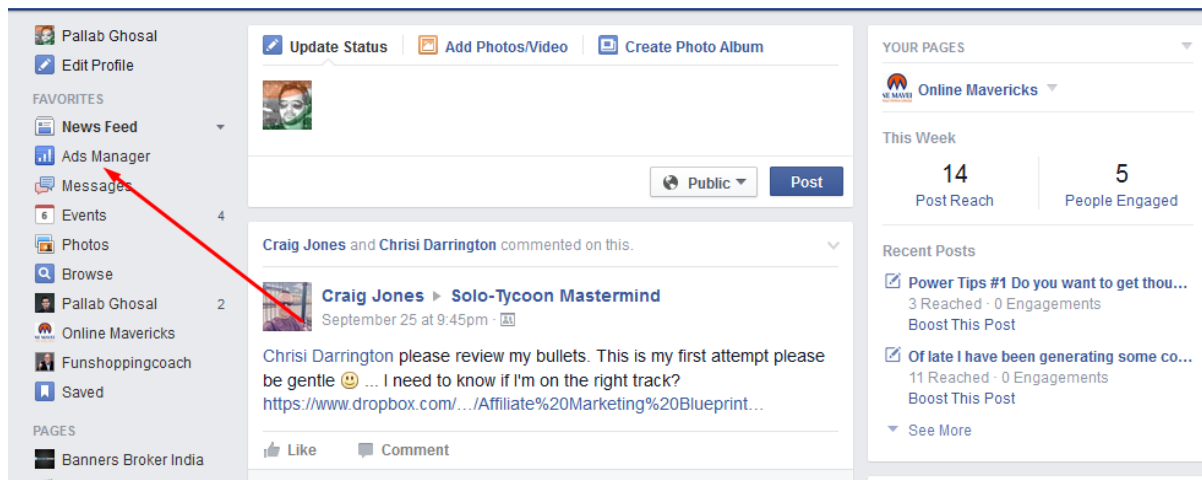
Learn More

You do not even need any fans on your fan page or any friends in your personal profile for these sort of posts.

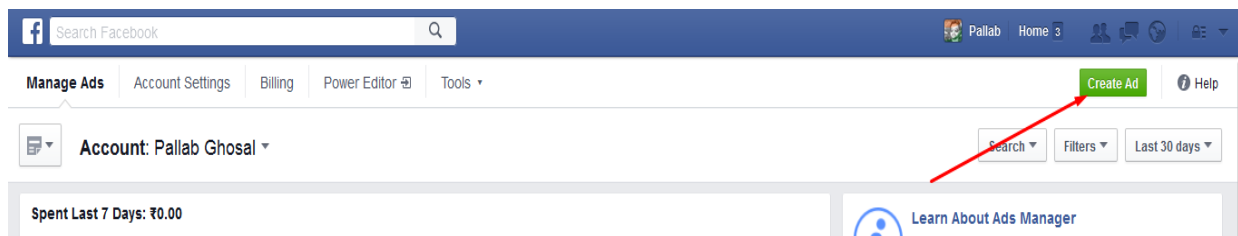
Here are the exact steps to follow:

**Step #1:** Go to [www.facebook.com/ads/create](https://www.facebook.com/ads/create)

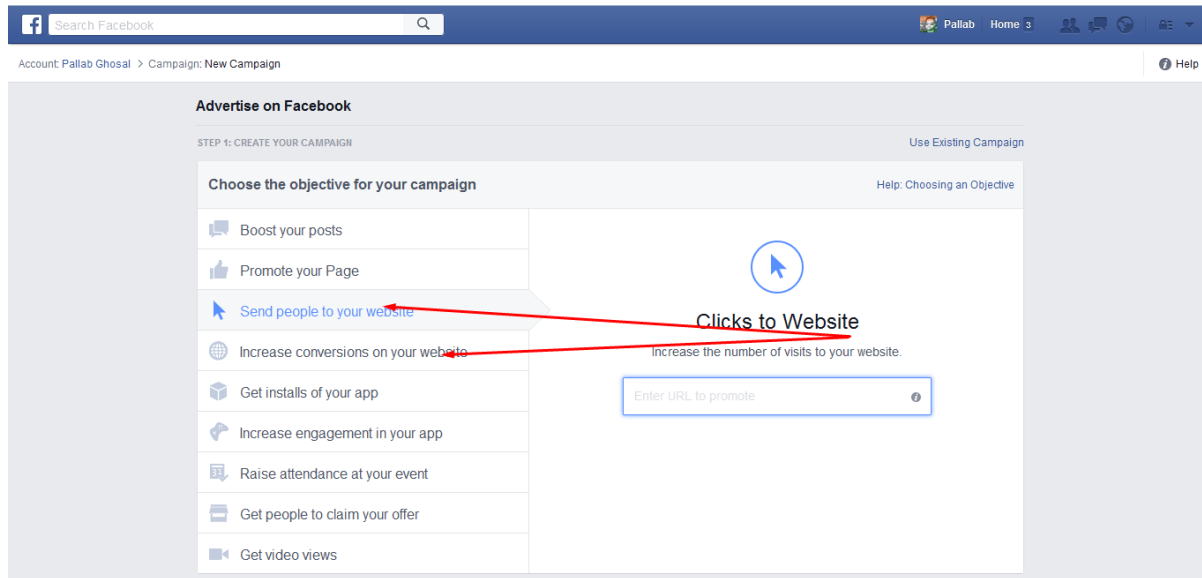
Or Click on “Ads Manager”



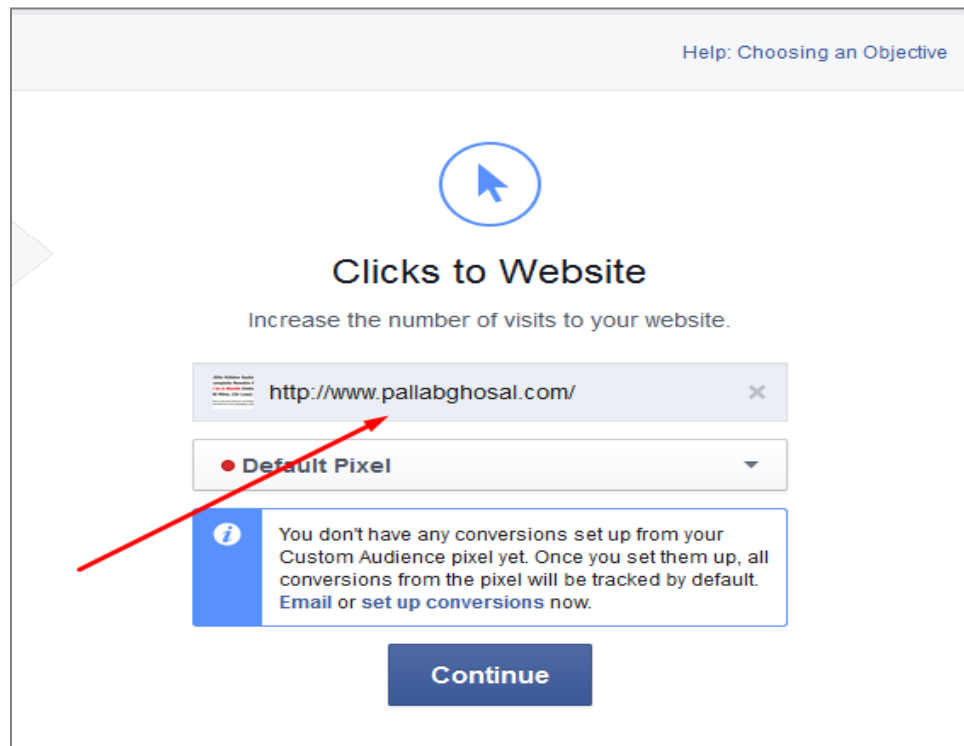
## Step #2: Select “Create Ad”



**Step #3:** Either select “clicks to website” or “increase conversions on your web site” for dark post ads. I always prefer “clicks to website”



**Step #4:** Enter the web site URL that you want to promote



And give a campaign name.

## Step #5:

Choose your audience reach (locations, gender, languages)

Who do you want your ads to reach? [Help: Choose Your Audience](#)


NEW AUDIENCE ▾

Locations ⓘ

- United States  
**United States**
- Australia  
**Australia**
- Canada  
**Canada**
- United Kingdom  
**United Kingdom**
- New Zealand  
**New Zealand**

Include ▾ Add a country, state/province, city, ZIP, DMA or address

dney



Auckland

Tasman Sea

New Zealand

Drop Pin

**Audience Definition**

Your audience is defined.

Specific Broad

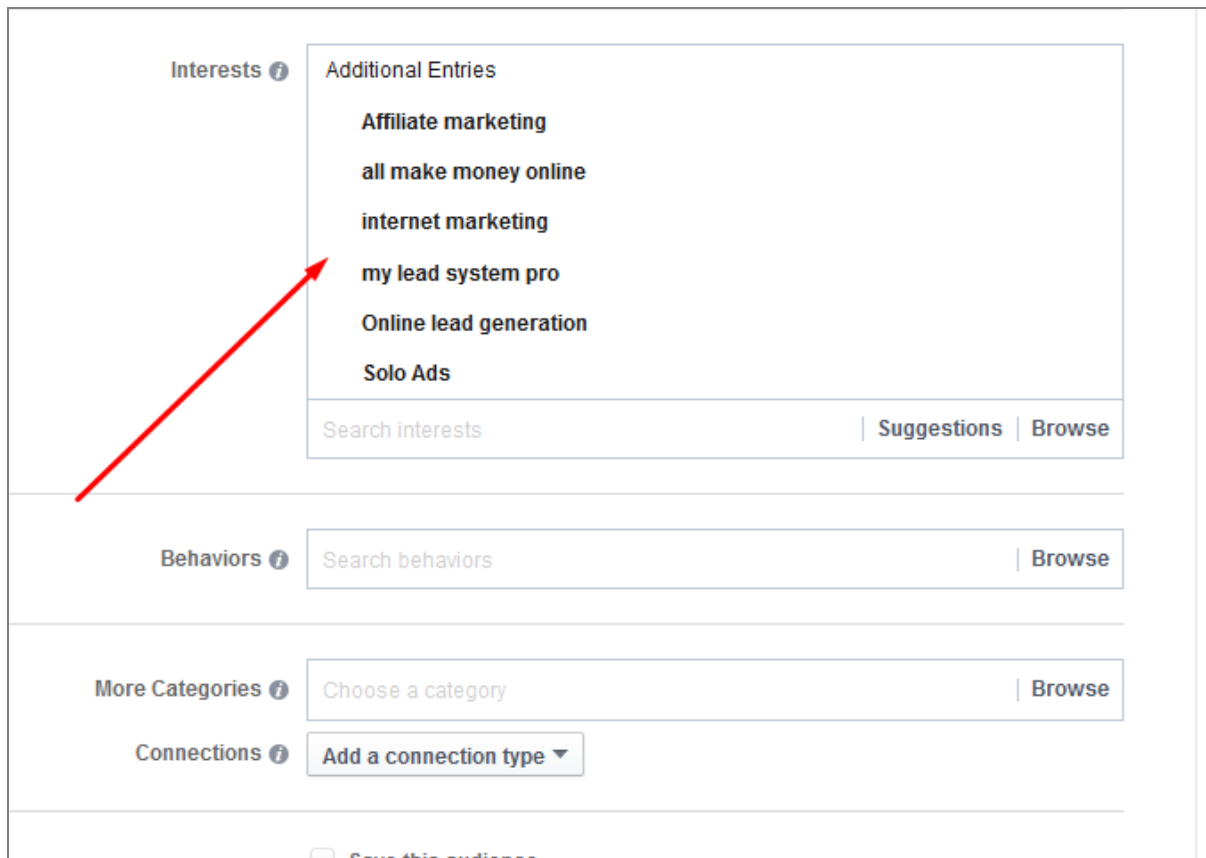
**Audience Details:**

- Location:
  - Australia
  - Canada
  - United Kingdom
  - New Zealand
  - United States
- Interests:
  - all make money online, internet marketing, Affiliate marketing, Solo Ads, my lead system pro or Online lead generation
- Age:
  - 18 - 65+
- Language:
  - English (All)

Potential Reach: 610,000 people

## Step #6:

Choose interests (similar to choosing keywords but the advantage is that Facebook throws suggestions)



The screenshot displays the Facebook Audience Builder interface. The 'Interests' section is expanded, showing a list of 'Additional Entries' which includes 'Affiliate marketing', 'all make money online', 'internet marketing', 'my lead system pro', 'Online lead generation', and 'Solo Ads'. A red arrow points to this list. Below the list is a search bar labeled 'Search interests' and two links: 'Suggestions' and 'Browse'. The 'Behaviors' section has a search bar labeled 'Search behaviors' and a 'Browse' link. The 'More Categories' section has a dropdown menu labeled 'Choose a category' and a 'Browse' link. The 'Connections' section has a dropdown menu labeled 'Add a connection type'. At the bottom, there is a checkbox labeled 'Save this audience'.

Interests ⓘ

Additional Entries

- Affiliate marketing
- all make money online
- internet marketing
- my lead system pro
- Online lead generation
- Solo Ads

Search interests | Suggestions | Browse

Behaviors ⓘ

Search behaviors | Browse

More Categories ⓘ

Choose a category | Browse

Connections ⓘ

Add a connection type ▼

☐ Save this audience

## Step #7:

Choose ad budget and ad scheduling. Always test with small budget.

My suggestion would be to start with \$5/ day and see how it goes.

### How much do you want to spend?

**Budget** ⓘ **Daily Budget** ▼ ₹500.00  
₹500.00 INR

**Schedule** ⓘ ☒ Run my ad set continuously starting today  
☐ Set a start and end date

---

**CPC Has Changed in the Clicks to Website Objective** ✕  
Now, cost-per-click (CPC) bidding includes only link clicks (from the ad to a website or app) and excludes other kinds of clicks (ex: likes). We made this change so advertisers can better track what they care about. [Learn More.](#)

**Optimize For** ⓘ **Link Clicks to Website / Pay per Impressions** ▼

**Pricing** ⓘ You'll be charged each time your ad is served.  
☒ Get more link clicks at the best price.  
☐ Set the bid you're willing to pay per link click.


---

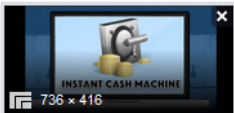

**Ad Scheduling** ⓘ ☒ Run ads all the time  
☐ Run ads on a schedule  
Ad scheduling only works with lifetime budgets.

**Step #8:** Upload an image for the ad or choose the default image.

### What creative would you like to use in your ads?

[< Back](#) | SELECT IMAGES

 Add up to 6 images. You can upload new images, use images from your library or search for free, professional images from Shutterstock.

[Creating Multiple Ads](#)

Each image you add will create a different ad in your ad set. After your campaign starts, you can monitor how audiences respond to the different images.

**Recommended Image Size**

1200 x 628 pixels

If you want to learn more about different ad formats and sizes then visit the [Ads Product Guide](#).

[Upload](#) [Browse Library](#) [Free Stock Images](#) [Crop](#)



**Step #9:** Add headline, text and call to action button to the ad.

Pallab Ghosal

+

or Turn Off News Feed Ads

Headline ⓘ

Get Paid For Building Your List ⓘ

Text ⓘ

Dirty little hidden secret system helps building a never ending list for free

Call-to-Action Button (optional) ⓘ

Learn More ▾

Hide Advanced Options ▲

News Feed Link Description

Instantly start getting laser targeted leads for your business

138


Ad Preview

1 of 1

✓ Desktop News Feed

Remove

Dirty little hidden secret system helps building a never ending list for free



Get Paid For Building Your List

✓ Mobile News Feed

Remove

✓ Desktop Right Column

Remove

✗ Audience Network

Add

**Step #10:** Choose where to run the ad – Desktop news feed/  
mobile news feed/ desktop right column/ audience network

✓ Desktop News Feed

Remove



**Pallab Ghosal**  
Sponsored · 

 Like Page

Dirty little hidden secret system helps building a never ending list for free



**Get Paid For Building Your List**  
Instantly start getting laser targeted leads for your business

✓ Mobile News Feed

Remove



**Pallab Ghosal**  
Sponsored · 



Dirty little hidden secret system helps building a never ending list for free



**Get Paid For Building Your List**  
[www.pallabghosal.com](http://www.pallabghosal.com)

Learn More

 Like

 Comment

 Share

✓ Desktop Right Column

Remove

An advertisement for 'INSTANT CASH MACHINE' featuring a laptop screen displaying a safe with a keyhole and several gold coins. The text 'INSTANT CASH MACHINE' is written in bold, black, capital letters across the bottom of the laptop screen.

**Get Paid For Building Your List**  
[www.pallabghosal.com](http://www.pallabghosal.com)  
Dirty little hidden secret system helps building  
a never ending list for free

### **Step #11: Place order**

You're done, but not quite yet.

Now, you can go further by creating other versions of your ad for split tests.



# CHAPTER 12

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**FACEBOOK RETARGETING  
PROFIT MAXIMIZER**

# *Chapter 12: Facebook Retargeting*

## *Profit Maximizer*

Retargeting simply means the action of re-marketing or re-engaging your visitors (or traffic) with highly targeted ads based on their recent interaction with your product or service when they leave your web site without buying (or taking any desired action) from you.



**Facebook Retargeting** is simply retargeting those visitors (or traffic) and potential customers who have shown some interest in your product or service by using the Facebook advertising platform.

Statistics tell that about 2% people buy in the first exposure while 98% visitors need at least 3-4 exposures before they make a purchasing decision.

Fair enough you can capture about 30% - 40% visitors by using your squeeze (capture) page and follow up with them with an email sequence. Still you are wasting more than 58% - 68% traffic hence money.

Another fact is that multiple repeat exposures of your product position your brand at the top of your potential customer's mind.

Therefore Facebook retargeting not only helps you to convert your 98% potential customers who leave your site without buying but also to save you money towards your marketing budget by offering optimum conversions.



**Here are some of the facts about Facebook retargeting:**

- Increases your brand awareness by positioning your brand on top of prospect's mind almost like magic (43% companies use retargeting for brand building).
- Converts visitors who leave your web site and never comes back (98% visitors leave your web site without taking any action; new visitors at least require 2-4 exposure before they actually make a purchase).
- 11% brands use retargeting to hijack their competitor's traffic and sales.
- 57% Facebook retargeted emails get opened and clicked (thus leading to sales)
- 2 of out 5 leading marketers in the industry have dedicated budget every month for retargeting and use this strategy aggressively.



**1. Customer List:** This process works by uploading a file where the information inside matches with the people on Facebook (matches email, phone number, Facebook user id or mobile user id to people on Facebook) to create a target audience.

**2. Website Traffic:** This is the most commonly used set up for retargeting. Here you set up your audience to include everyone who visits your specific web site.

You may also create separate custom audiences for people who visit specific pages of your web site.

You need install a custom audience pixel on your website to start building your audience automatically.

**3. App Activity:** Create a custom audience to reach people who take specific actions in your app – like reaching specific level in a game, rating your app etc.



**4. Lookalike Audiences:** Here you can target audiences similar to the ones you have already created.

You can create a lookalike audience based on people who like your page, visit your site or any of your existing custom audiences.

**5. Saved Target Group:** You can create a custom audience based on commonly used targeting options for easy reuse.

Choose your audiences, demographics, interests and behaviors, then save them to reuse in future ads.



# CHAPTER 13

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**WHY FACEBOOK RETARGETING**

# *Chapter 13: Why Facebook Retargeting*

Being the world's 2<sup>nd</sup> most visited site, we can almost guarantee that people who visited your website are already socializing on Facebook.

And with Facebook retargeting it is easy to reach out to them as many times as you want, increasing your conversions and ROI like never before.

Facebook retargeting is the most sought after method to increase lead list, sales and brand awareness.

And the best part is that Facebook has made the process completely newbie friendly and easy. In fact you do not need to have any technical background to set up the process.

Here is the list of...



**Instant Increase of Sales:** Facebook retargeting improves your ads efficiency and effectiveness in such a way that your potential customers will be compelled to buy from you.

**Brand Exposure:** Facebook retargeting is a great tool to position your brand at the top of your prospect's mind. Retargeting your potential customers in Facebook helps them to recall your brand and what they liked in your web site.

The more potential customers are exposed to your brand the more they are likely to buy from you.

**Reduce Loss:** The salient feature of Facebook retargeting is that it allows your brand to re-engage your past visitors who have left your web site. This will reduce your cost as those customers will have more potential than the first time visitors.

**Improve at least 200% Efficiency of Your Ads:** Facebook remarketing works as it gives you the opportunity to deliver ads according to your potential customer's behaviour, action and interest level.

**Cost Effective:** Facebook remarketing is very cost effective as you need to pay when customer's click on your particular ad. And they will only click if they are interested to revisit as they have already been exposed to the same product or site before.

**Motivate Upsells:** The best time to sell someone is immediately after they have purchased something from you. If you already know your customer's buying behaviour then you can offer them other similar kind of products or services.

This mechanism can easily be achieved through Facebook retargeting which will increase your ROI through the roof.

It's like when you buy a chicken burger at McDonald's you are immediately asked for a combo meal (pack of french fries and a cold drinks).

**Reach/ Spy where your customers are:** One of the hidden benefits of Facebook advertisement is that you can reach your potential customers at their favourite online destination.

And they do not have to click on any new website to get targeted. People love to be engaged in Facebook through desktop or mobile devices, and can be targeted on both.



# CHAPTER 14

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REAL LIVE EXAMPLE  
(YOU WILL LOVE THIS)

## *Chapter 14: Real LIVE Example (You Will Love This)*

Let me show you some Facebook retargeting as I write this guide for you. I am showing you 3 live examples as it happens right here right now.

I visited three Facebook right side ads and got retargeted immediately.

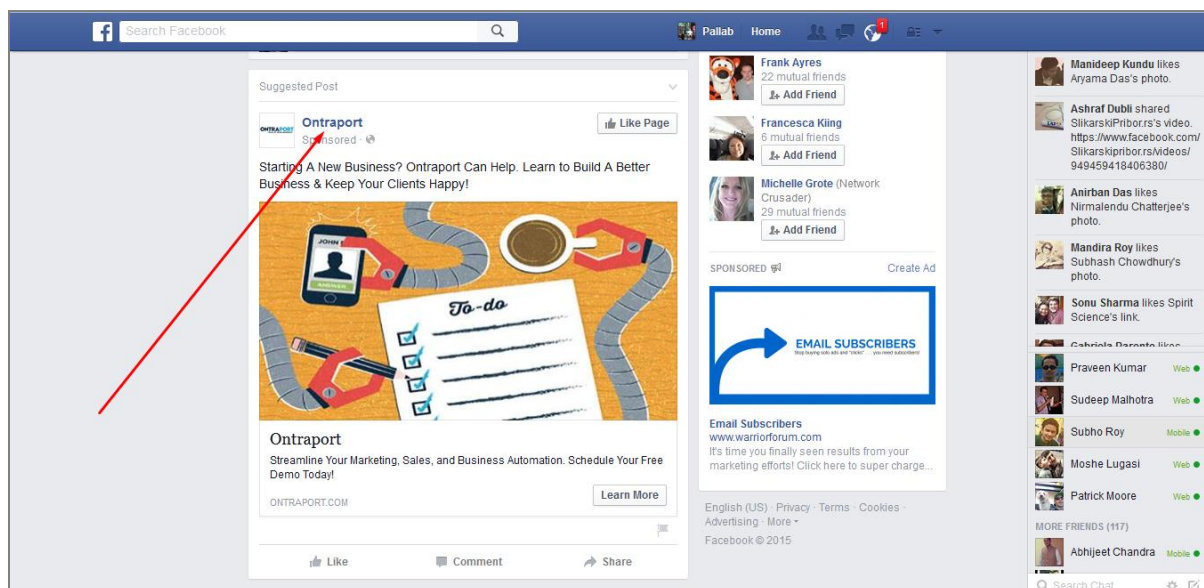
Case study no. 1: **Ontraport**

I visited Ontraport...



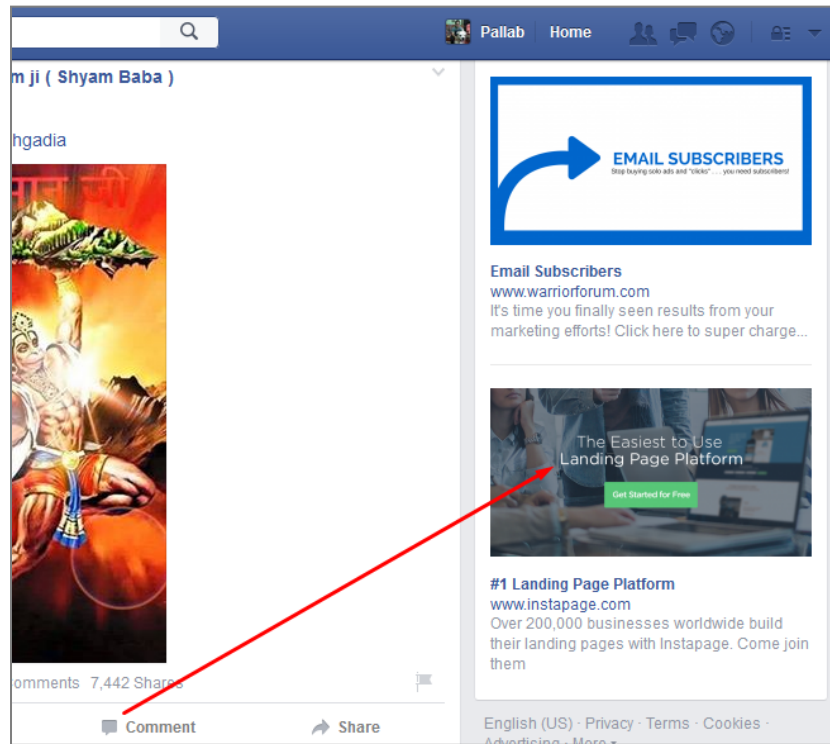


...and got retargeted immediately.

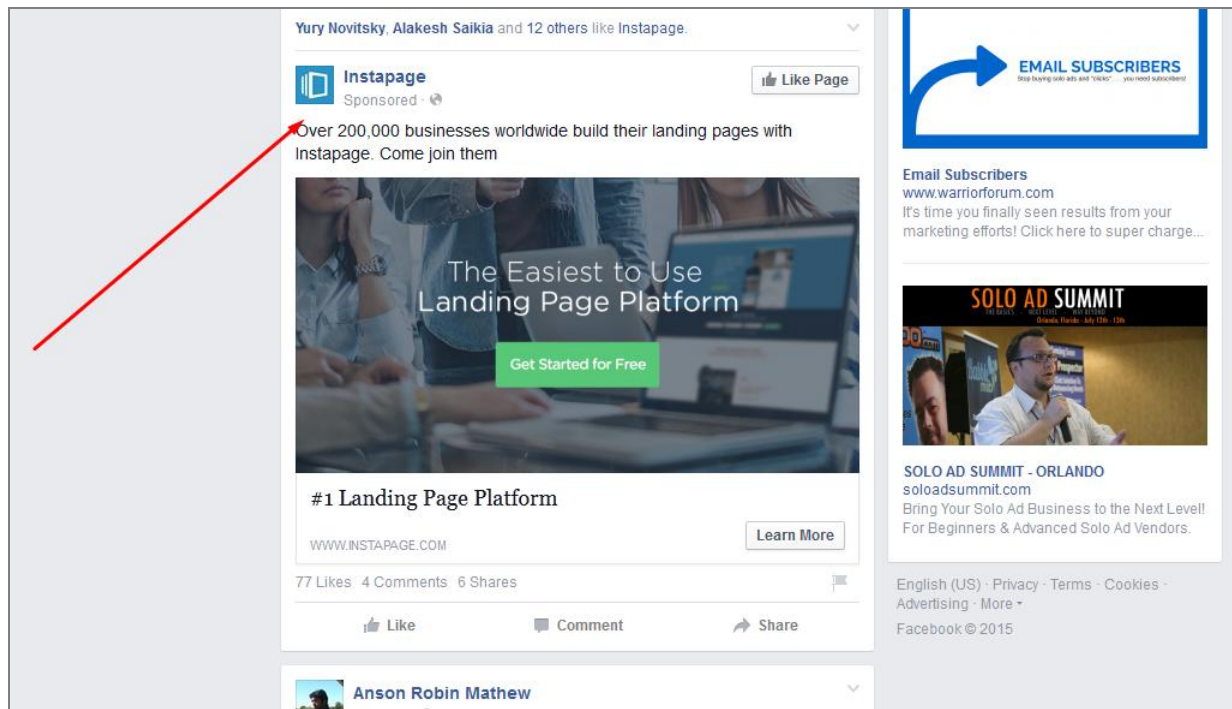


Case study no. 2: **Instapage**

Wanted to check out their product features and closed the web site without taking any action.



This is what happened next...



Yury Novitsky, Alakesh Saikia and 12 others like Instapage.

**Instapage**  
Sponsored · 🌐

Over 200,000 businesses worldwide build their landing pages with Instapage. Come join them

The Easiest to Use Landing Page Platform

Get Started for Free

#1 Landing Page Platform

WWW.INSTAPAGE.COM

Learn More

77 Likes · 4 Comments · 6 Shares

Like · Comment · Share

Anson Robin Mathew

**EMAIL SUBSCRIBERS**  
Stop leaving solo ads and "SOLAD" - you need subscribers!

Email Subscribers  
www.warriorforum.com  
It's time you finally seen results from your marketing efforts! Click here to super charge...

**SOLO AD SUMMIT**  
THE GRADY · JULY 10th - 11th · 9am - 12pm  
Orlando, Florida · July 10th - 11th

SOLO AD SUMMIT - ORLANDO  
soloadsummit.com  
Bring Your Solo Ad Business to the Next Level!  
For Beginners & Advanced Solo Ad Vendors.

English (US) · Privacy · Terms · Cookies · Advertising · More ·  
Facebook © 2015

These are evidences that support why Facebook Retargeting could be a good idea for your advertising campaigns as well.



# CHAPTER 15

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LET'S CREATE AN AD  
CAMPAIGN TOGETHER

# Chapter 15: Let's Create an Ad Campaign Together

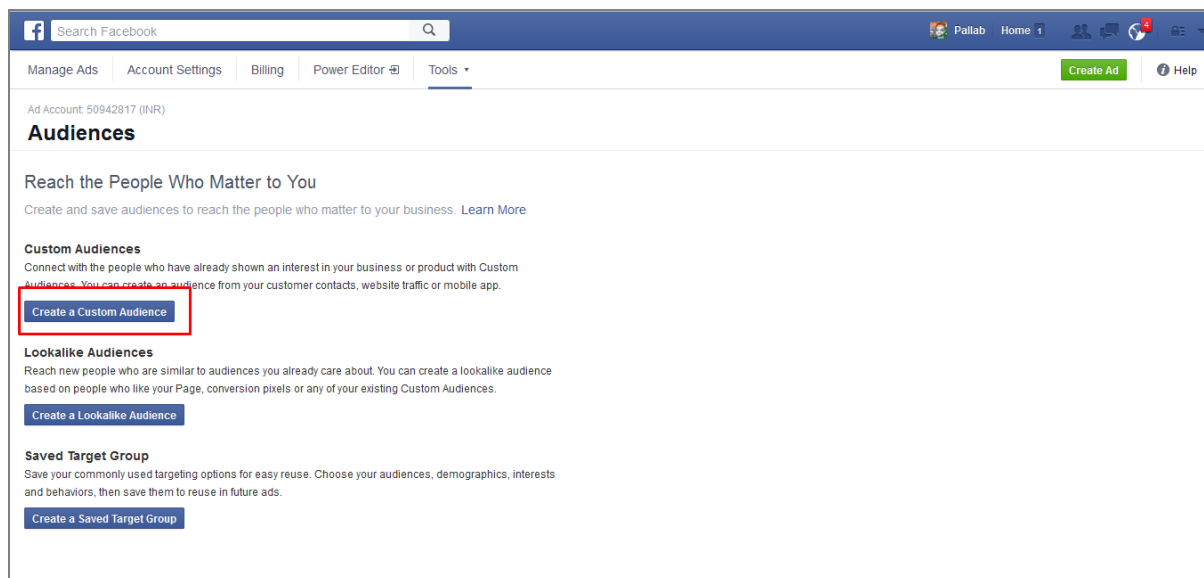
## Step 1: Creating the Audience

Though there are many ways (as discussed above) to create custom audience but we will be using the most commonly used strategy i.e. website traffic

Once you logged inside Facebook, you need go to:

[www.Facebook.com/ads/manage/audiences.php](https://www.Facebook.com/ads/manage/audiences.php)

Once you are here, you will see three different Facebook retargeting options:




Click on the first option (rectangle by red) and you will be able to see this page:

Create a Custom Audience


Choose the type of audience you want to create on Facebook.

This process is secure and the details about your customers will be kept private.




Customer List

Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook



Website Traffic

Create a list of people who visit your website or view specific web pages



App Activity

Create a list of people who have taken a specific action in your app or game

Cancel

Specify website traffic to be tracked, period and audience name

### Create Audience

Pixel ● **Default Pixel**

Pixel ID: 1514845268805540

Website Traffic

Anyone who visits your website ▼

In the Last

30

days

Audience Name

Retargeter Profit Maximiser

Description

Visit to capture page|

Cancel

Create Audience

Install a snippet of code inside your website. It's recommended to place the code immediately before the closing html tag `</head>`.

### View Pixel Code

**Add Pixel Code (Required)**

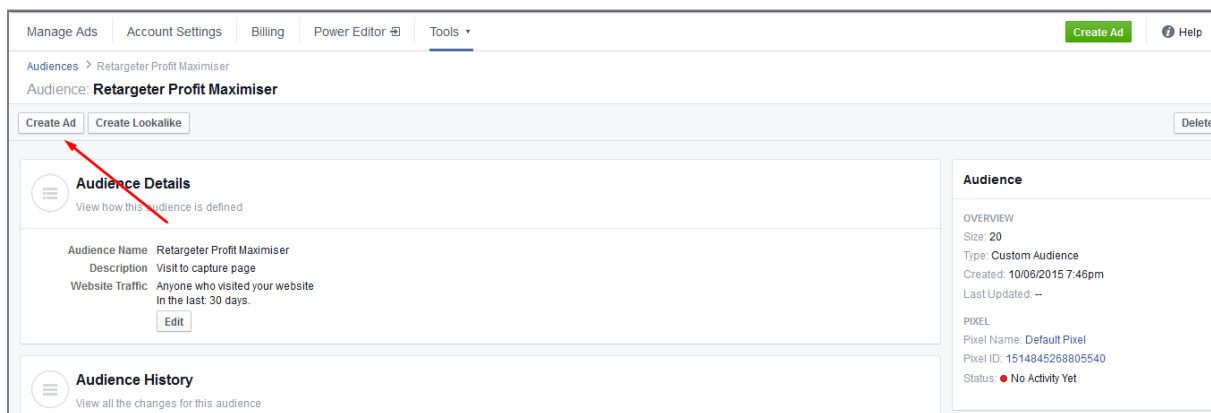
Copy the code below and paste it between the `<head>` and `</head>` in your website code. The pixel will track visits to every page of your website. [Get help installing your pixel.](#)

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n; n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');
```

Now Facebook will start tracking your web site visits and create your custom audience pool automatically.

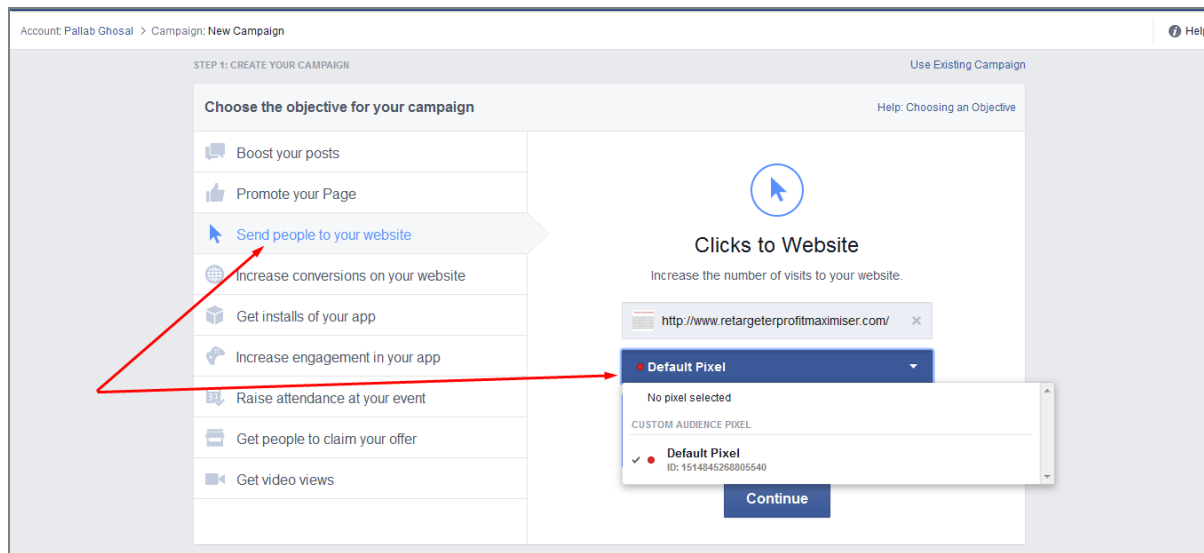
## Step 2: Creating the Ad

This process is similar to creating regular Facebook ads. First of all you need to click on “Create Ad” from the custom audience of your choice.



Choose **send people to your web site**, enter website URL and choose pixel:





There is no need to specify “interests” or “behaviors” (instead chose custom audience) as this ad will only be shown to audience who have already visited your site.

The rest is similar to creating a normal Facebook ad.

Choose your daily budget.

**Upload an image, give a headline, text, call to action button:**

**Pallab Ghosal** +

or Turn Off News Feed Ads

**Headline** ⓘ

Retargeter Profit Maximiser ⚠

**Text** ⓘ

Start making money from 98% visitors who leaves your web site

**Call-to-Action Button (optional)** ⓘ

Learn More ▾

Hide Advanced Options ▴

**News Feed Link Description** 142


Generate more leads and sales without doing anything extra

**Ad Preview**  
1 of 1

✓ **Desktop News Feed** Remove

**Pallab Ghosal** Sponsored · 🌐 Like Page

Start making money from 98% visitors who leaves your web site



**RETARGETER PROFIT MAXIMISER**  
LAUNCHING 10TH AUGUST 11 AM EST  
www.retargeterprofitmaximiser.com/jv-partner

Kevin Fahey

✓ **Mobile News Feed** Remove

✓ **Desktop Right Column** Remove

✓ **Audience Network** Remove

And your first Facebook retargeting ad is ready to roll:

**Pallab Ghosal** Sponsored · 🌐 Like Page

Start making money from 98% visitors who leaves your web site



**RETARGETER PROFIT MAXIMISER**  
LAUNCHING 10TH AUGUST 11 AM EST  
www.retargeterprofitmaximiser.com/jv-partner

Kevin Fahey

**Retargeter Profit Maximiser**  
Generate more leads and sales without doing anything extra





# CHAPTER 16

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**FACEBOOK RETARGETING BEST PRACTICES  
(FOR ADVANCED USERS)**

# *Chapter 16: Facebook Retargeting best Practices (for Advanced Users)*

**Selecting Your Target Market:** Selecting and segmenting your specific target market is the most basic and important criteria of running a successful retargeting campaign. Don't target everyone who visited your website with the same retargeting ad.

You should segment and group visitors who into the same category according to their behaviour , interest and actions taken.

You can segment your customers based on visitors who visit your page without taking any action, visitor who click but cancels shopping cart, visitors who purchase from you etc.

After you segment your audience, Facebook retargeting becomes easy as you can now create highly targeted ads for each of this group and re-engage them accordingly.

**Maintain Symmetry Between Your Ad & Landing Page:** It's very important to maintain balance between the advertisement and the actual landing page. Whatever you offer should be present in the actual page. For example, if you offer a 10% flat discount

in the ad but if it's not present in the actual page the customer feels cheated and will never buy from you.

**Testing is the Key:** Like any other marketing field, you need to test your advertisement in the digital world. If you don't follow this rule and tweak your ads, you are sure to lose money and customers both.

Split testing is a must to monitor conversions and sales. You need to test your ad copy, images, target market. Landing pages until you hit the optimum.

**Retarget Mobile App Users On Desktop:** The mobile application market is growing @ 30% every year. You can target those visitors who are using mobile devices to search and then purchase products on their desktop.

For example, a visitor may search for his flight ticket on his mobile phone and purchase the ticket on his laptop.

**Exclude Buyers From The Target Pool:** Once a visitor purchases something from you, you need to stop showing same Facebook retargeting ads to them. This will not only waste your valuable impressions but also irritate the customers.

Once your visitors buy from you, they should be removed from your audience pool instantly so they are not shown the same ad again.

**Use Upselling:** This is a great way to boost your sales and sell similar products or services. A customer, who has already made a purchase from you, is likely to make a purchase from you again if targeted with the right product or services. For example, if someone buys a hotel ticket they are likely to book a hotel room also.

**Create Similar Audience:** You can extend your Facebook remarketing reach to target more audiences by generating audiences who are similar in behaviour to your custom audience.

If you optimize for similarity, Facebook will match the top 1% audiences who are most similar to your custom audience. But if you want greater reach, you can go for the reach that will match up to 5% of similar audiences.



# CHAPTER 17

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CONCLUSION



## *Chapter 17: Conclusion*

We are in last section of our course. Firstly congratulations for going through the whole course and I hope you enjoyed reading this course.

I wish you all the best. And I am going to again remind you – the key of success is taking action.

All successful marketers are action takers bar none.

So, whatever you learned today, do implement it and you will find success and money rolling in your account very soon.

Don't just jump from one method to another, stick to one method and keep working on it until you see good money.

I have shared you my complete working method and I hope you are going to work on it and make it happen for you.

And when you earn your first dollar don't forget to share it with me. I would be very happy to know if this course has helped to finally achieve your breakthrough 😊