



PLATFORM UNIVERSITY

MASTER CLASS
VOLUME SIX

Using Facebook to Create Massive Engagement

Guest Teacher: Amy Porterfield

What makes Facebook so attractive?

- Sheer numbers: over 1 billion users worldwide.
- Your audience is active multiple times a day on Facebook.
- It is a platform that provides a place for rich, three-dimensional one-on-one conversations.
- Conversations don't disappear which enhances the community experience.

Does Facebook work for all industries?

- Facebook works for *almost* all industries.
- It's a little more challenging with the real estate, law and financial services industries due to sensitive subject matters.
- For these niches, focus on a few fans and go deep with them to develop profitable relationships worth potentially hundreds of thousands of dollars. In this case, your fan numbers (likes) don't matter.
- Online marketing is just an extension of the offline world, so all your relationship skills cross over there.

- The more casual and friendly you are on Facebook, the further you get.
- Facebook is ideal for content-creators (bloggers) because you can use your content all over Facebook.

The difference between a personal profile and a fan page

- Your *Facebook Profile* is your personal persona.
- You can only have one profile and it should be your first and last name.
- The original purpose for profiles was to create a place where you could connect with your friends, family and acquaintances. Meant to be a social place of connection.
- *Fan Pages or Business Pages* are professional pages where your fans can click “like.” Here, you want to talk about your business more often than not.
- Promote your business and tell people who you are in a business sense.
- Sometimes there is crossover between personal profiles and business or fan pages. That is okay.

The new “Follow” feature

- Profile pages are limited to 5,000 friends.
- You can go to facebook.com/follow to add the “follow” button to your profile page.
- How it works: people come to your Facebook profile, they click the “follow” button to see your public posts in their news feeds, even though they may not be your “friend.”

The Facebook algorithm decoded

- You end up in people's news feeds when people comment, share or like your posts on a regular basis. The more engagement you have with your posts, the more often you end up in your friends'/fans' news feeds.
- This is true for both business/fan pages and personal profiles. There is no hierarchy.
- The Facebook algorithm is based on engagement. Facebook's goal is to make your experience a very personalized one so you are only seeing the posts that you care most about.

Recommendations for those just starting out

- Keep your personal profile for just your family and friends.
- This way, you get to use Facebook for its original, intended purpose.
- You will lose some exposure, so be very intentional about what you are doing on your business or fan page.

Is it possible to convert a personal profile to a fan page?

- Yes, but, if you do this, you will lose all of your content, image and posts if you try to convert to a fan/business page.
- Amy does not recommend this.
- Instead, post an invitation to your friends to "like" your new fan page (consider doing a quick 2 minute video).

Different kinds of Facebook posts

1. Status update (no image)

2. Status update with link or video.
3. Status update with an image (not a thumbnail)
 - Studies have shown that images create MUCH more engagement

Don't forget to add a call-to-action

- This drives engagement like nothing else.
- If you ask someone to “like” your post, you’ll get 3 times more engagement
- If you ask someone to “share” your post, you’ll get 7 times more engagement
- Asking people to take action will get you out into the news feed much more often.

Easy to answer questions get you massive engagement

- Don't ask questions that require a long answer (e.g., “Tell us your favorite story about your mom.”).
- Instead, ask easy to answer questions (e.g., “What is the one word that best describes your mom.”).
- People love to give you their feedback, but they are always multi-tasking while on Facebook, so they don't have time to write a novel. Make it easy for them to engage.

Likes

- Amy's Podcast, Episode 7 is a great resource on [How to Get More Facebook Fans](#).
- Likes are social proof which shows that people care about you and your content. This builds trust.

- Once you have a thousand fans/likes you reach your first inflection point and growth starts to speed up from there.
- However, you can't take your likes to the bank.
- A like is not really that valuable, but a lead is really valuable. So, think of getting likes as the first step to getting leads.

Tips to get to your first 1,000 likes

1. Add a "like box" to your blog, regardless of your traffic. This will give you a huge increase in quality fans. (Google "Facebook like box + Wordpress plugin" for some great options.)
2. Run a sponsored "like ad" once you get to about 500 fans. This will be shown to the friends of your fans, who are very likely your target market. This shows your timeline cover photo in the news feed with a like box next to it.
3. Getting active outside of Facebook will bring a ton of organic traffic to your Facebook page. So, begin checking your Facebook insights, look at the "reach" tab to see where your traffic is coming from. Find out what is working and do more of it (e.g., guest posting, webinars, guest podcasting, etc.).

Facebook comments

- When you add the [Facebook Comments](#) plugin to your blog, anytime someone comments on your blog it posts on your facebook page, so you can more exposure that way.
- Before Facebook as so ubiquitous, using their commenting system was a problem since not everyone was on Facebook. However, since virtually everyone is using Facebook now, it's not an issue.

- Now it features a threaded reply system within the last year or two, so you can easily follow the conversation, etc.
- The one negative is that you would lose the asset of comments from your prior commenting system, so this may be ideal for someone just starting out or someone doing a special promotion.

Things to check in the Insights (Statistics)

1. Where does your traffic come from (reach)?
2. Check to see what your most popular least popular posts were each week.
3. Do more of what's working.

Facebook ads demystified

- Don't be intimidated by Facebook ads. After all, Facebook wants small business and entrepreneurs to use them.
- You can run an ad on your Facebook page or outside of Facebook.
- The beauty of Facebook ads is the laser-targeting of your idea audience.
- The goal of using Facebook ads is to get more leads (for example, "Sign up for my webinar," etc.).
- You can also run ads to your existing fan base only. This is very inexpensive.
- Do a **page-post ad**. Post on your Facebook page, add great image and call-to-action, go into your dashboard and select the one that you want to make an ad.
- You're looking for click-thru rate. Average for righthand sidebar is about 0.04% average.
- You can now create ads for the news feed only. You have to use the [Power Editor](#), but this enables you to choose the placement of the ad.

- Amy recommends that you *only* use ads in the news feed. This gives you 6x more engagement because people aren't as sensitive to advertising when it looks like a regular page post.
- This goes back to the idea that content is the new marketing.
- The great thing about Facebook advertising is that it's has a really low entry point financially, and it allows you to make adjustments as you go.

How do you go from *likes* to *leads* to *sales*

- Facebook is a place where you can build your authority.
- Use video and images with great content so people get to know you, like you, and trust you.
- Then, create an opportunity to get the lead (e.g., an ebook, 3-part video series or webinar). This is exactly like what you would do on your home base to get email list subscriptions.
- The enticement is, "Give me your email address and I'll give you something even better outside of Facebook."
- From that point, you can communicate with them on your terms using email marketing.
- The goal of using Facebook professionally should be to build your list.
- Where are you sending people once they've clicked on your ad?
 - For newbies, use a [custom app](#) inside Facebook. Your prospects will trust Facebook more than an outside webpage if they don't know you that well.
 - If you have a larger platform with strong baseline of trust in the mix, use a custom landing page outside of Facebook.

How Michael (and the rest of our members) can improve his own fan page

- Create one lead opportunity for Facebook using custom apps.
- You can do that easily if you already have a squeeze page by using an app called [Thunder Penny](#).
- This allows you to pull your existing webpage into the Thunder Penny app, resize it a little, and boom, you have a lead page inside of Facebook.
- A squeeze page is a landing page that requires someone to give their name and email address before they can access whatever free content you are promoting.
- Amy recommends that you experiment with Facebook ads to drive traffic to these lead pages.
- Instead of using a thumbnail image, upload a real image. Over time, people will be able to choose to have a news feed of only images, so this is really important.
- Shoot for 403x403 to avoid having your images get cut off.
- Always use a call to action.
- Use an image with a little bit of text over it. Images with words really grab attention.
- The real lesson here is that a millimeter shift makes a huge difference.

How to get more from Amy

- Podcast: [Online Marketing Made Easy](#)
- Free [Webinar](#)
- [FB Influence](#)
- [Facebook Marketing Profit Lab](#): This is a quarterly small group coaching program.