

Social Media Overdrive

Module 02: Facebook

Important Learning Advisory:

To experience better learning, it is recommended that you print and follow this transcript while listening to the MP3 audio. There is ample space at the bottom of every page for you to write your own notes and jolt down ideas. Happy learning!



Welcome to the second module on Social Media Overdrive and in this module, I'm going to discuss secrets and strategies on how you can use the Internet's leading social networking site to drive in massive targeted traffic to your own websites. It is none other than Facebook.com!

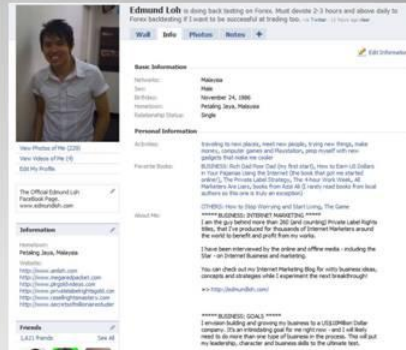
- More than 200 million users worldwide as of March 2009! (twice as many as MySpace.com in its prime!)
- The largest social networking site on the Internet
- For Internet Marketers: this means you can tap into a pool of hot prospects of any target you want!

Quick Facts About Facebook.com

Some quick facts on Facebook. Did you know more than 200 million users worldwide are using Facebook as of March 2009? This is twice as many as Myspace.com had in its prime and if Facebook were to be a country, it would be the 5th largest country in the world.

That being said, Facebook is easily the largest social networking site on the Internet and for Internet marketers, this means you can tap into a pool of hot prospects of any target that you want.

- Sign up for your account at Facebook.com
- The minimalist approach
- Prominent profile photos
- Info Ratio: 80% business
20% personal



Creating a Marketer's Profile

Now we're going to get down to the basics first before we discuss the steps on how to use Facebook to drive in massive traffic and build your presence online if you are a newbie today. So for starters, if you haven't just yet (although I think this is very unlikely), you should already sign up for a Facebook account right now at Facebook.com.

Signing up is free as with many other social media websites. Now you might get overwhelmed although there is really nothing much to signing up for a free account at Facebook. Basically, all you have to do is sign up for a free account and create your own personal profile. Make sure that it is after your real name and not a [1:40]name or alias. Remember though: Facebook is heavily populated with applications and gadgets. Most of which are actually useless for an Internet marketer. So remember to take the minimalist approach.

This means you should have less features and less applications on your Facebook profile unless necessary. So avoid installing useless applications like games or applications that do not make a difference to your marketing bottom line.

Also remember to use a clear profile photo that is big enough and also prominent. In other words, use a profile photo that is popular or something that you're using very commonly for your marketing purposes. Avoid using random profile photos especially if you're not photogenic.

As mentioned earlier, there's really nothing much to adding your profile to Facebook. However remember that information ratio must be 80% business related and 20% personal. This is because I have personally tested various approaches to using Facebook and connect with my target audience. I have used a fully business approach before and at the same time, I've also used a fully non-business approach before. And I found out the best ratio to have your profile tell 80% of about yourself on the business area and 20% on personal. This is the best balance you can achieve.

- Avoid cluttering your profile with irrelevant applications (99.9% of the time)
- Don't post immature or untargeted Facebook notes and status
- Don't spam and send mass messages from your personal profile to your friends list!

The Don't Dos on Facebook

Moving on, I want to remind you on the things that you shouldn't be doing on Facebook. For starters again, it's worth reminding you that you should avoid cluttering your profile with irrelevant applications which are usually 99.9% of the time.

Also, avoid posting immature or untargeted Facebook notes and status. And last but not least, do not spam or even send mass messages from your personal profile to your friend list. Nobody likes marketing messages and all the more, this is a no-no on a social networking website where people expect to connect on a more personal level.

This is just a quick sure-fire way to get your account band or suspended . So never ever spam!

- Start with adding people from your Email contacts (Gmail, Hotmail, Outlook)
- Join targeted groups of like minded people
- Look for friends' friends
- Once you achieve your first 500 friends, you will have a steady stream of people looking to add you too

How to Quickly Build Your Friends List

How to Quickly Build Your Friends List The next thing you should concern yourself with is how to quickly build your friends list. You can start with adding people that you already know by going through your email contacts. They can come from your Gmail, Hotmail or Outlook email account. But this just gets you started and this is not enough.

You're going to request to add friends on your list by joining targeted groups of likeminded people and these are the people that you'd want to reach. Once you join groups that are related to your business or your interest, you're going to start adding friends by asking for friends request through other members who are joining the same groups as you are.

And once they have approved you, you are going to go through their list of friends as well (which makes them your friends' friends) and repeat the process.

Now adding can be very manual and so far there is no known software that allows you to add friends automatically on Facebook however, it is always best to do it manually because you're going to build a personal solid relationship with as many people as you can.

So once you've achieved your first 500 friends added to your Facebook account, you will expect to have a steady stream of other people looking to add you as well and from here on, it's going to be downhill and auto-pilot so you can continuously build your list of Facebook friends.

- Facebook Ads
- Create your own group
- Create your own fan page
- Install these Facebook applications: Social RSS, Twitter

How to Use Facebook to Get Traffic To Your Websites

How to Use Facebook to Get Traffic to Your Websites. Now once you start having a Facebook profile that's attracting targeted audience in the form of Facebook friends, the next thing you'd want to learn is how to use Facebook to get traffic to your websites.

So if you're running one or multiple websites, it does not matter. I'm going to teach you how you can start using Facebook, using 4 easy ways to get traffic from Facebook to your websites.

For starters if you have some money in your budget, you can start spending on Facebook advertisements. You can target demographically by network, keywords or group of interest. I'm sure you've noticed advertisements that are appearing on the right of your Facebook profile by now and you can imagine your advertisement being listed there appearing in front of targeted audience of about 200 million people and of course while you're not targeting every single one of them, you can use your Facebook advertisements and manage to target targeted groups of your choice.

Now if you're not comfortable spending money on Facebook ads, there's another better way. You can create your own group or create your own fan page and start suggesting to your list of friends who might be interested to join your group or subscribe to your fan page.

This gives you a more convenient way to mass message members in your group or your fan page at the same time, having these people join your group or fan page lets you put a foot in the door. Therefore, you won't come across as a spammer. This is called 'Permission Marketing'.

Now if you run blogs and have a Twitter account, these are 2 very useful Facebook applications you should install; They are called Social RSS and Twitter. You can easily find and install applications by going to your search function in Facebook and install these applications.

Let me tell you about Social RSS: Like a typical RSS, Social RSS application lets you automatically publish your latest blog post into your Facebook note and it distributes to other friends in your Facebook list through the form of mini feeds. So this helps you get more targeted traffic to your blogs.

And also since Facebook lets you update your status based on question like what you're doing right now, Twitter comes hand-in-hand with this and by installing the Twitter application on Facebook, every time you update your status on Twitter, it automatically self-reflects on Facebook as well; saving you time by updating at only one place and it

reflects on your Facebook and Twitter account. And every time you publish a link on your Twitter account, the same link will also be published on Facebook therefore allowing to draw even more targeted traffic.