

Bertus Engelbrecht presents



**HARNESS THE EXTREME  
MARKETING POWER OF FACEBOOK  
TO MAKE MASSIVE ONLINE PROFITS**

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## **Introduction**

Facebook is one of the sites that has shown the fastest growth over the last few years and has become the biggest social networking site on the internet. It even outranks Google these days in terms of traffic received.

Currently there are more than 400 million active Facebook users and more than 50% of these active users log on to Facebook in any given day. That is a big chunk of people to market to!

If you are not using Facebook to it's full potential to market your online business, you are leaving a lot of money on the table.

There are many ways to market with Facebook. Most of these ways are totally free and some ways are paid forms of advertising.

In the first part of this special report I am going to show you step by step how you can use all my top free marketing methods to drive traffic on Facebook. After that I am going to discuss how you can market effectively with Facebook Ads, which is probably the most targeted form of traffic on the Internet currently.

I hope you find this special report very useful and that you take action with it so that you also harness the awesome power of Facebook to skyrocket your online business.

## **Section 1: The Free Traffic Power Of Facebook**



I will jump right into this chapter and tell you the most effective ways to go about getting hordes of free traffic with Facebook.

## **How to get targeted Facebook friends quickly.**

After you created a free account at [Facebook](#) your number 1 mission should be to get as many friends as possible, preferably targeted to your niche.

If you want untargeted friends, just search for “more Facebook friends” in the groups. ([This is a good group to get more friends](#)) Now join some of these groups. People here have only one purpose and that is to build a huge friend list. Post your name on the wall and discussion boards a few times, asking people to become your friend. In the discussion board there should be posts with hundreds of emails. When you go to “invite new friends” you can insert an unlimited amount of emails, to invite these people. People from these kind of groups, will accept you, because they want extra friends. If you add your email as well, you will get more friends invites almost virally.

If you want targeted friends, search and join groups in your niche. Start inviting people from here, make some good informative posts and comments

on the groups and people will start following you if they see you share the same interests. Only join groups that are active and are getting new members all the time. Post regularly on these groups and you will see how your friends multiply. I get almost 25 friend requests each day this way. You can also search for events in your niche and do the same.

### **You have the friends, now what?**

Now you can start building a relationship with them. Message them occasionally and start posting status updates of your day to day life. (not in your niche) People will realize that you are a real person and are not just there to market. As soon as you have built some credibility with your friends, you can start marketing.

### **Ways to get free traffic with Facebook:**

There are a bunch of ways to get traffic to your sites, blogs and links. Here are my top ones.

#### **Status updates:**

Update your status regularly, and posts some links to your new posts, web pages or new links occasionally. Your niche posts should be in a 1:3 ratio to your "normal" status updates. Make sure there is a picture on the page you are linking to, because then you can select the picture to be shown in your status update as well. People will see your status updates on their homepage of Facebook when they look through the news and you will generate some nice click to your links this way. (TIP: Don't spam them)

#### **Post links in groups:**

Join a lot of popular groups in your niche and make useful posts on the wall (with your links) and in the discussion boards (insert your links). Posts will stay on some discussion boards for quite a while, and lots of people will see your posts with your links and this will generate good traffic to your sites.

### ***Create your own groups:***

And this is where the POWER of Facebook marketing comes in. Create your own groups in your niche and invite all your friends. Post the link of your groups in all the other related groups on facebook regularly to get people to join your group. Mail your facebook group link to your list, put it in your forum signatures, blog posts etc. to get a good following. You could have hundreds of members in days, and thousands in a few weeks if you are lucky.

These groups will be like your own personal lists that you have and you should manage them just like you would your email autoresponder lists. You can also mass message everyone in your group. Send them useful information with lots of freebies to get them to trust you and open the messages every time. Then slowly start messaging them with amazing offers which links to your sites or affiliate links.

Also remember to put in all your webpage links in your group description, because this will count as valuable back links. Put up photos and videos with links and also post links to your offers in your group. People who join your group for years to come, will see them and click on them.

You can build huge lists with groups like these and message them at will with your offers. This will bring in a huge amount of free targeted traffic to your sites, if you do it right.

### ***Facebook Fan pages***

This is another method that is becoming more popular by the day. It is very similar to Facebook groups and you can create a Facebook fan page just like you do a group, but it has some distinct differences.

Fan pages are used to promote people, celebrities, groups of people, businesses & more. They are created to increase promotion, attract supporters, and generally increase awareness & online presence and of course interaction with customers and potential customers. The 'Marketing' of the person or group being promoted through a Fan page happens in a variety of ways.

1. When a person 'likes' a fan page, that connection is posted on their wall and then shown in the Home Page feed for others to see. Then friends of that person click on the page just connected with...and so the number of followers grows.
2. You do not need to be a Facebook user to view a Fan Page. A person may follow a link from somewhere eg. a website and look you up on Facebook from anywhere in the world.
3. These pages are not private pages...so anyone can access the information on a particular page even if they haven't 'liked' it as such. (If you aren't sure what all this 'liking' is its Facebook's new way of 'becoming a fan' of a page. Where a person once became a 'fan' they now become a 'liker').
4. Its easy to post a link to a fan page across other Facebook pages...putting the pages name in front of different groups of people.

A page is easier to manage and has less limitations & more options to customise & increase functionality than a group. A page is run by 'admins' who can be changed when required, and allows those who've been added as an admin to make changes and post on the wall of the page & generally manage the page and its happenings.

### **The Facebook marketplace**

Go to applications and search for Marketplace and join this application. You can now post for free. Give away free reports, and advertise your business opportunities or whatever you like. These advertisements can be targeted

to geo location and stay for a long time so it can generate incoming traffic for quite a while if you keep on posting ads every few days. Focus on giving away branded eBooks, because this will generate viral traffic.

### **Facebook Videos and Photos**

This is a very good way to get your name out there and to get opt ins to your list. Posts loads of videos of yourself introducing your business and tag all your friends in them. Put a niche keyword rich description of your video or photo too. Make sure to give a link to your opt in page. People will see they are tagged in a video or photo and view it. They will see your link and click on it, and will get sent right to your opt in page. This is a very effective tactic that not many marketers are using.

### **Create events:**

People love joining events and search events to see what is going on the Facebook world. Create an event of a product or squeeze page launch or a webinar. People will join and see your links.

If you use all these tactics you will get great traffic from Facebook and with groups etc. you can build quality targeted viral traffic for FREE this way.

### **Invite all Facebook friends Secret**

The new Facebook won't let you invite all your friends with one click, but I have found a little snippet of Java code that will let you do this. This could be very useful if you have hundreds of friends and don't want to click on everyone, one by one, to invite them to a new group of yours.

### **Select and copy this code:**

```
javascript:elms=document.getElementById('friends').getElementsByTagName('li');for(var fid in elms){if(typeof elms[fid] === 'object'){fs.click(elms[fid]);}}
```

Go to your event/group/page, click invite people and then paste this snippet in the URL field of your browser.

Left-click the mouse in the URL field and hit Enter. Your invitations will not be sent yet, but all your friends will be selected. Click the "Invite" or "Send" button on the Facebook page to finally send the invites.

### **Underground tip (Use at own risk):**

If you can manage it, start more than one profile. Be careful that you don't get caught out. You can have a different Facebook profile for each niche that you target. For instance – one for internet marketing niche, one for health and fitness, one for gaming. This way you can make your status updates and profiles even more targeted.

## **Section 2: Facebook Social Ads Exposed**

In this section I am going to explain how you can use Facebook Social ads to drive insane amounts of highly targeted traffic to your websites and make a lot of money online. Read this section very carefully, because Facebook ads are a form of paid advertising, which means that you can lose a lot of money if you are not careful and if you don't know what you are doing.

Facebook Social Ads work virally, but rather than being spread in a random fashion, they are placed on Facebook members' pages, based on their profile data – which can make them a powerful sales aid for marketers – especially in this current decade, where mobile devices are now replacing personal computers at the rate of 4 – 1.

However, like any data system spread via the net, there are rules, restrictions and random factors that can greatly inhibit or enhance their success. In this Special Report, we will explore the ins – and outs – of Facebook Social Ads.

**What this Report is Not...**

It is not a complete guide to Facebook Ad Creation. Instead, it focuses more on the nuances you will not pick up from Facebook's easy "Advertising Creation" walk-through... and drawbacks to watch out for.

### ***How Facebook Social Ads Work***

Marion loves horseback riding, and publicly says so in her Facebook profile.

A successful Equestrian Center wants to promote its children's summer camp, so it purchases a Facebook Ad.

Facebook uses Insight, a powerful demographics tool, to place the Ad via a feed on Marion's profile, after extracting the information that she has 3 children, is passionate about all things equestrian and lives within a close geographical radius of the Equestrian Center, so is a likely candidate to view the ad.

Since it's her passion, Marion always pays attention whenever there's a picture of a horse in an ad – and she also notices the Equestrian Center provides riding for those with Special Needs (a cause dear to her heart) so she clicks the "Like This" button and views the Ad.

Facebook then finds more ads using this specialized search data – voluntarily provided by Marion – to place other equestrian offerings in her Ad feed. (It also adds special needs-related ads, since this was one of the keywords the ad used.)

But there's more: Marion has 97 friends on Facebook. 23 of these friends are also connected to her via equestrian activities. They read that Marion

“likes” our mythical Equestrian Center and has become its Facebook Fan. Trusting her judgment and recommendation, they click on the link...

You can see instantly by this example that the combination of becoming a fan and having ads served by profile-targeted feed considerably increases your chances, as an Advertiser, of having your ads read by the right people.

Furthermore, assuming that a percentage of Marion’s 23 equestrian friends do read the **geo-targeted**<sup>1</sup> Ad, 8 of them not only send their children to the summer camp but 18 (each of whom has anywhere from 9-30 equestrian friends) also select “become a fan”. Even with this hypothetical example, you can instantly see the potential for our mythical but well-marketed equestrian center to spread virally... all within a highly focused group *more likely to buy*.

Before you know it, our mythical equestrian center has a real following.

### *A Case Study: Zynga’s “Farmville”*

Now the previous example dealt with a highly specialized niche. It might have been a broad one, but the mention in the ad of riding for special needs people and equestrian summer camp in a specific geographic area narrowed it down to reach its ideal target market – Marion and her friends.

But if you have a site that has the potential to go viral on a more global basis – such as Zynga network’s “Farmville” game – your success might be capable of reaping in millions of dollars, in a comparatively short time.

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<sup>1</sup> “geographically-targeted” to a highly specific location – town, state, country

Let's look at how Zynga did it...

1. Created a simple but addictive game
2. Included an application for retrieving game components (animals, flowers, vehicles, buildings, etc.)
3. Included both free and paid options (a "market" in which you purchase items either with game-supplied free coins or literally purchasing special "Farmville Dollars" via credit card or PayPal. This allowed players to buy limited-time specialty virtual items; or send them to friends)
4. Allowed an option for others to "Add Neighbors" – and "invite" them to Farmville
5. Made sure neighbor interactivity was an almost-essential component of the game

But note what they *didn't* do...

When Farmville initially placed their Ads via Facebook Ads, they said nothing about purchasing actual Farmville Dollars via credit card or PayPal: They just invited people whose profiles indicated they liked online games (or farming, or graphics puzzles) to play the game. The initial core group who tried it loved it so much, they had no hesitation splurging on actual Farmville dollars to purchase the virtual highly-prized items obtainable only through real-world payment.

In addition, players were able to eagerly invite Farmville "neighbors" from their own select group of friends – neighbors these players themselves automatically pre-screened for Zynga – and these neighbors all enjoyed

sending each other “gifts”; some “free”, some purchased with Farmville dollars.

One reason Farmville has caught on so firmly? Its **interactivity**, a huge component in creating loyalty and a sense of community on Facebook pages. Today, as of this writing, Farmville has 23,029,163 fans.

23 million... That’s a lot of “fans”!

Zynga didn’t stop there in their game development, however: They made sure that those who did not have a lot of friends, or who had ethical objections to spreading items virally, would be unable to expand without either (a) inviting friends to be their “Farmville neighbor” or (b) literally purchasing “Farmville Dollars”. Either way, Zynga wins!

(Paying hard cash for virtual items has caught on like wildfire, all across the net. PayPal processed “about \$500 million in virtual goods payments last year”, according to Citi analyst Mark Mahaney’s estimate.<sup>2</sup> And, according to: [Inside Facebook](#), Zynga was “PayPal’s second largest merchant in 2009”!)

Note that, as part of their Facebook game page, Zynga provides links to:

- A **Farmville blog**
- A weekly **Podcast**
- A steady stream of **limited time “special items”**
- A **forum**
- A **press release** campaign
- **Interviews** granted to magazines and websites

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<sup>2</sup>

<http://www.insidefacebook.com/2010/03/22/zynga-paypal's-second-largest-merchant-in-2009/>

- Entries in **contests** such as Escapist Magazine's yearly game development competition
- **Special, additional "Farmville Fan" feed**, so that the games players will be aware of its promotions, and take actions such as voting for them in website competitions
- **Tips**
- **Alternate web access information**, in case Facebook is down... and to convert hard-core players over to their own dedicated website, which provides even more neighbor feed
- Promotional information to create a buzz about **"new" animals and features** about to be introduced
- **Multiple areas you can click** to access all of the above

But make no mistake – Zynga's multi-million-dollar success all started with one simple little game... initially helped to spread by a well-written, inexpensive Facebook Social Ad!

### **The Importance of Planning... and Facebook Users**

Zynga's Farmville (and its wildly-popular subsequent offerings) could serve as the ultimate model for using Facebook Social Ads to the max. It's not enough just to create and pay for the actual Ad, of course – you have to thoroughly research your competition and your market, plan for expansion and publicity, and maximize every advantage sitting waiting for you on Facebook's powerful social-oriented platform.

You also have to realize that people are finding these type of products not by typing a long-tailed key phrase into Google's search engine... but by going

onto Facebook and waiting to see what Facebook serves up specially suited to their preferences.

Facebook users could go to the application directory, but when it comes to something like a game, 18 Farmville players admitted during a “spot” survey conducted prior to this report being written that they started playing Farmville only one of two ways:

1. They were “invited” by friends to become Farmville neighbors
2. They “finally” succumbed to repeated Facebook Ads

Not one of them said they went out and deliberately looked for a farming game to play.

(That’s the difference between your Facebook users and Google searchers.)

Okay: We’ve finished with our case study... let’s have a look at Facebook Ads – the good, the bad, and the downright ugly...

## Section 3: Getting Down to Business

### *The Facebook Platform*

Facebook's platform allows almost anyone to develop widgets and applications, which are placed in the Applications directory, where anyone can grab an App and "place" it on their Profile page. It also gives "click and point" ability for people to include or exclude things on their profile (including Ads they like – or **don't** like!)

Facebook users report liking the feel of control they have over Ads that appear in their right-hand sidebar. If a particular subject or Ad annoys them, they can choose not receive similar ones.

They can "Like" your Ad (leading to more – and to its repetition)... or "Report" it, if they deem it misleading or inappropriate (or even if they're just in a cranky mood that day!)

Remembering this should help you target your audience even more carefully.

Keep 3 things always in mind, however, when you prepare to create your Ads...

Social **relevance**

Social **enjoyment**

Social **interest**

Facebook also allows you to announce and promote events, create a Group Page or create a company, business or personal Fan Page.

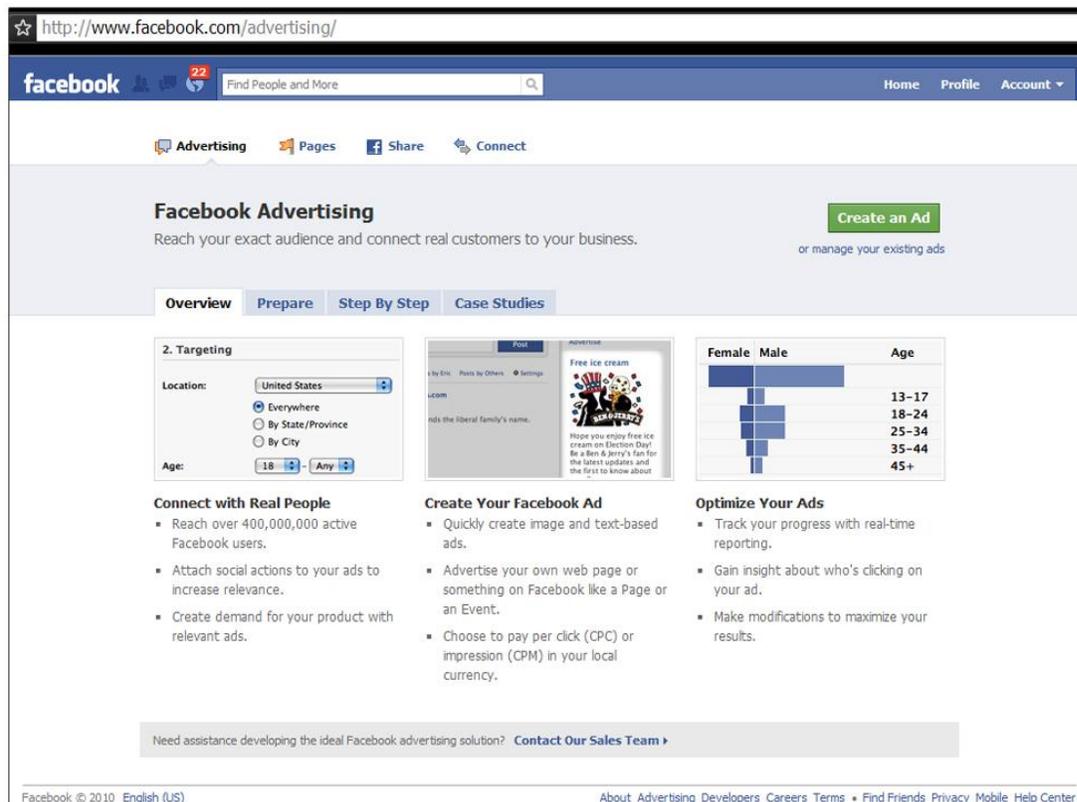
You can link your Facebook Ads very easily to any of the above – and therein lies one of Facebook Ads' biggest advantages!

And now let's have a quick look at the process...

## Facebook Ad Creation – The Process

The actual ad creation itself is an incredibly simple, 3-step process. Facebook virtually walks you through it every step of the way, and even a beginner can quickly get the hang of it: However, it always pays to know how Facebook ads work in the real world, as well as familiarizing yourself with all the factors that affect Facebook Advertising success or failure, so you can plan your Advertising campaign wisely, well in advance.

The basic process runs like this: You either visit [Facebook Advertising](#) directly – or click on the “Create an Ad” link that will appear regularly in your Facebook page right-hand sidebar (along with all the other Ads targeted to your preference that you usually see). Once you click on the link, you are taken to [this page](#):



The screenshot shows the Facebook Advertising page with the following content:

- Facebook Advertising**: Reach your exact audience and connect real customers to your business. [Create an Ad](#) or manage your existing ads.
- Navigation Tabs**: Overview, Prepare, Step By Step, Case Studies.
- 2. Targeting**: Location (United States), Age (18-24), and options for Everywhere, By State/Province, and By City.
- Create Your Facebook Ad**: Quickly create image and text-based ads. Advertise your own web page or something on Facebook like a Page or an Event. Choose to pay per click (CPC) or impression (CPM) in your local currency.
- Optimize Your Ads**: Track your progress with real-time reporting. Gain insight about who's clicking on your ad. Make modifications to maximize your results.
- Demographic Chart**: A bar chart showing the distribution of users by gender (Female, Male) and age group (13-17, 18-24, 25-34, 35-44, 45+).
- Footer**: Facebook © 2010 English (US) About Advertising Developers Careers Terms Find Friends Privacy Mobile Help Center

You click on each of the 4 tabs in turn (and there are additional links, if you need more in-depth information; as well as – you’ll notice – a “Contact Our Sales Team” link in the bottom bar).

It's so simple that it would be redundant to repeat the whole process here, but it helps to know some additional factors affecting the Ads, as well as tips for producing the best-converting ones.

Let's answer some common (and not-so-common) questions...

## ***Are They Free?***

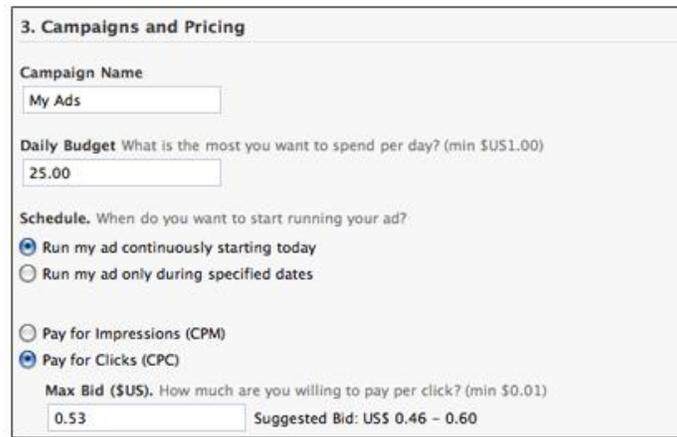
No. But Facebook Social Ads are a less expensive option than Google AdWords – and if you want to reach that segment of your potential niche market who operate solely on mobiles, or who spend all their days on Facebook, they are essential. (Don't forget that Facebook Mobile is going to play a huge part in displaying your ads!) You can choose either pay-per-click (PPC) or pay-per-impression (PPM).

You are charged a pre-arranged amount for your PPC ad every time someone clicks on it.

With PPM, you are charged per impression (an 'impression' being the number of times your ad appears).

You pay lump sums in advance by purchasing "credits". Your clicks or impressions are then deducted from these credits. (You can purchase credits in as small an increment as \$20.) Your ad will run as long as you still have credits remaining. You can top up your credits to keep it running, or let it run out and edit/tweak your Ad further.

There are no fixed costs for Ads, but Facebook actually helps you determine what a good rate to set would be, based on criteria you enter in their targeting formula. (You can also set your Ad to end at a specific point... or run continuously.)



The image shows a screenshot of the Facebook Ads interface, specifically the '3. Campaigns and Pricing' section. It contains several input fields and radio button options. The 'Campaign Name' field is filled with 'My Ads'. The 'Daily Budget' field is filled with '25.00'. Under the 'Schedule' section, the radio button for 'Run my ad continuously starting today' is selected. Under the 'Pay for Clicks (CPC)' section, the radio button for 'Pay for Clicks (CPC)' is selected. The 'Max Bid (\$US)' field is filled with '0.53', and a 'Suggested Bid' range of 'US\$ 0.46 - 0.60' is displayed next to it.

When calculating your ROI (return on investment) on your Facebook Ads, you would do it the same way as for any other advertising venue.

### ***How Do You Track Your Facebook Social Ads?***

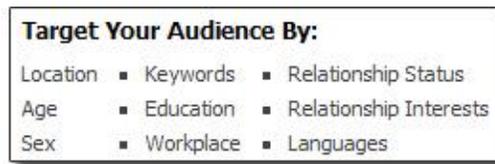
Without the ability to track an Ad, its effectiveness drops dramatically.

Fortunately, Facebook has a platform named [Facebook Insights](#), which allows you to view the number of clicks and impressions your Ad receives in real time.

### ***How Should I Target my Facebook Ads?***

There's no cut-and-dried answer to this, except to make sure your keywords are actually suited for the way Facebook operates... and the way it dispenses ads (based on keywords in user profiles).

Here are some solid elements to start with, directly from Facebook's Ad creation site...



Start with targeting by country – other options will be presented to you, based on the country you select (and you can actually select up to 25, though this will preclude you from being specific as to city).

You always have to keep in mind that this is a social network: Find Groups or Fan Pages similar to your own interests, and see what keywords they seem to be using... But remember, above all, Facebook for its users is all about easy entertainment – not concentrated searches.

### ***Are Facebook Ads Automatically Approved?***

No. All Ads have to be submitted for approval. Facebook states: “We do reserve the right to choose what advertising we accept, and may prohibit additional content from being advertised on the site based on user feedback or other information.”

If your Ad is not approved, not only will you receive an official “Disapproval Email”, but you’ll also be able to see this information in your Ads Manager, beside a copy of the disapproved Ad.

### ***What's the Deal with Facebook Beacon?***

In 2007, Facebook launched "Beacon", a program that tracked Facebook users (even when they weren't logged in) and published user activity, without permission, as part of deals with Advertisers.

What it meant, in real world terms, was that you could find your online purchases and activities publicized on Facebook for all to see – and you had no say in the matter.

A class action lawsuit was launched against Facebook and other major companies participating in this type of activity, and in 2009 Facebook yielded to pressure and shut Beacon down, allocating \$9.5 million dollars to settlement fees. Prior to that, however, Beacon partners such as The New York Times and Coca-Cola had already voluntarily dropped Beacon, because their own users' information was appearing on the pages of "controversial individuals and groups", according to Wikipedia.<sup>3</sup>

Beacon was a complete fiasco – for Facebook and Advertisers alike. Perhaps it's a stretch to say it's been "replaced" by Facebook Fans, but that too places user photos and information on Facebook, without specifically asking permission. Facebook has learned from Beacon, however, and now as a user, you have to specifically opt-in before any data is used.

This brings us to...

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<sup>3</sup>

[http://en.wikipedia.org/wiki/Criticism\\_of\\_Facebook](http://en.wikipedia.org/wiki/Criticism_of_Facebook)

## ***Facebook Fans***

Involuntary user endorsement is now strictly an opt-in procedure, via Facebook Fans. For example, Farmville users who click “become a fan” can expect to occasionally see their name and photograph published in Farmville’s feed (along with a random daily sampling of other fans)... unless they specifically veto this in their Settings.

Usually, people aren’t bothered by seeing their photos appear within select groups because:

1. That user chose to “become a fan”
2. The information typically appears within the Farmville “group” only

Where it gets really sticky: When your users’ photos appear on “outside” sites – though a major portion of this problem has been corrected. (More on privacy, later.)

## ***Do Keywords Still Matter?***

Yes. Not in the traditional SEO sense, but for targeting Facebook user profiles. A good way to get a feel for this is to survey the Facebook profiles of people who like similar sites, products or pages to yours.

If your business is a physical location you want people in your area to visit, you will particularly want to make sure you include your **city** and **state/province** in your Ad text.

You can also find and research more targeted keywords by studying those Facebook profiles and seeing **which keywords they have in common that relate to your potential Ad.**

## ***What Type of Events or Items Can I Advertise?***

You can Advertise:

- Web pages
- Facebook pages created by you
- Facebook groups which you administrate
- Applications
- Events publicized on Facebook

Facebook Ads probably should not be your first choice for straight business advertising or direct product promotion – Google SEO is better for that purpose – but yes, you can use Facebook Ads to help promote your business indirectly and definitely for creating a buzz about it (for example, promoting a Facebook Page that popularizes some aspect of your business, to help you firmly establish a branded presence).

(An ideal combination for many businesses would be a “double whammy” sandwich of both Facebook Social Ads and traditional Google SEO-based ones.)

When deciding how to use Facebook Ads for your business, just think “social” and “random entertainment”, and if you can see a way to make your business fit, you’re on the right track.

***Can I Advertise an Affiliate Product with Facebook?***

If you are creative and read the guidelines thoroughly – yes, you can promote an affiliate product. Just keep in mind that any link you provide has to go directly to the destination URL.

Your Ad should not be a direct sales pitch for that product (remember, “social”) but should provide incentive for the user to visit the site.

## ***Should Facebook Ads Replace Google AdWords?***

We've already dealt with the whole business-versus-social issue between Google SEO and Facebook: The same principles apply for Google AdWords.

If you want to aggressively promote a product or business directly, use AdWords. If you want to expand it's popularity, create a buzz or you feel it's particularly suited to Facebook's resources, use Facebook Ads.

One thing you can do with Facebook Ads that makes it a good choice for beginners wary of losing major money on AdWords: You can easily set the Ad to terminate after the amount of credits you purchase is depleted. This makes it a safer bet than finding yourself with a massive credit card bill at the end of the month (something beginners often get caught by with AdWords).

The bottom line, however, should be related to the best use of your Ad dollars. If Facebook Ads is your choice solely because you are seriously strapped for cash, don't expect over-the-moon results, since you're operating with only a small part of the whole picture.

## Section 4: Maximizing your Facebook Exposure

It's not enough just to create Ads for a webpage. You want to make sure you get the most out of your Advertising dollars by maximizing Facebook's platform in as many diverse areas as possible (just as we've seen Zynga do, in our case study).

Here are some ideas, and some extra Facebook-related resources to consider...

### *Sweepstakes and Contests*

Ads for contests and sweepstakes are generally not allowed... unless you first obtain permission from Facebook.

There are a number of other restrictions that are ironclad and will never garner that coveted permission if you ignore them; and you need to be aware of these.

For example, you may not create promotions marketed for:

- People who are under 18 years of age
- Countries currently under U.S. embargo
- The promotion of prescription drugs, gambling, firearms, tobacco or gasoline
- The obtaining of a prize which includes or consists of prescription drugs, firearms, or tobacco

Sweepstakes too have highly specific rules applied. You are forbidden to run them via Facebook Social Ads if:

- Entry is dependent upon the purchase of a product or completion of a complex task

And you can specifically only promote one if:

- Your sweepstakes is open to “individuals residing in Belgium, Norway, Sweden, or India”

The long list of prohibitions at first looks daunting: However, one quickly realizes that Facebook is now attempting to weed out promotions that are shady, illegal or fraudulent. If yours is none of these things, and you adhere to delivery methods and ensure you are not inadvertently violating rules, Facebook will most likely be only too happy to grant you permission. So be sure to check out the [Facebook Promotions Guidelines](#) in advance for yourself, if you are hoping to hold a contest or sweepstakes – for any purpose (even charitable).

In the long run, these rules and prohibitions are just good business sense – for all!

### ***Facebook Social Ad Branding***

Facebook Social Ads are a quick way to help you brand your product or website. But exactly how do you do that?

Here are some tips:

#### **1. Be authentic**

2. Be **transparent** (speak as openly to customers as you would to close friends)
3. **Build trust**
4. Remember it's all about the feeling of **connection** and **community**

### *Facebook Marketing Solutions*

One site you should bookmark and check daily, if you are considering advertising with Facebook, is [Facebook Marketing Solutions](#).

That's where you'll instantly see:

- What the "big guns" (with the big budgets) are doing
- What your competitors are doing
- The latest trends
- The latest Advertising news
- The latest "movements" (akin to promotions, but more socially-driven)
- Up-to-the-minute insider tips
- Marketing ideas

Facebook Solutions is actually run by Facebook employees. You can create movements yourself, and share information through Facebook. (Any content you submit should relate directly to marketing.)

You can submit:

- Links
- Photos
- Videos
- Posts

These should be geo-targeted, as well as geared to your fans.

### *Facebook Fan Pages*

When your reader clicks that “become a fan” button, that shouldn’t be the end of it! You need to provide her with a place to go, to reward her for taking that action.

Your Facebook Fan page is your public page for your business entity identity – the one you’re promoting in your Ads. Fan pages not only help you “brand” your business entity, but give you a reliable way to build your presence on Facebook.

**The main 2 points to remember: Keep it personal and keep it connected with your fans.**

Your fan page should be the place to go where your customers can go to read privileged information they won’t be able to find elsewhere – the latest news tidbits, the latest releases, pre-release information, tips, contests, fixes and bonuses.

It should be a place each fan is eager to visit.

Most of all, it should be a page where you actively engage your fans.

And you should have one because that’s where your Ad will link back to!

## *7 Tips for Making the Most of your Facebook Fan Page:*

1. Decide on **a tone for your page**. Is it going to be chatty? Young? Old? Humorous? "Up"? Reflective? Healing? Only you can answer that question... but your tone should be consistent with the "persona" you want your company (or you) to display
2. Use interactive media (reviews inviting reader opinion, videos inviting commentary, discussions, charming little graphic games, quizzes or puzzles).

(They tell you never to use humor in business... but Fan Pages are ideally suited to humor, as long as your business entity is also suited to it. You can use humorous games and videos to engage and entertain your viewer – and Facebook is all about the entertainment!)

3. Add a Facebook "Like" link so that people can judge your videos and puzzles. You might think that's risky... but notice there is no "DISlike" link provided!
4. Provide rewards for fans – especially if they help spread the word. This is not the same as providing an affiliate link: The "rewards" could be as small as free virtual gifts they can access.
5. If appropriate, provide real-time status updates – give people a reason to constantly refer to your fan page.
6. Consider displaying user-created content on your page. This can be risky, but monitoring it so you can quickly remove truly inappropriate

content will not only help keep things positive, but ensure your other fans don't get put off by unpleasant content.

7. Make sure you place your Fan Page under the best category – one with what Facebook likes to call “social relevance”.

The category in which potential fans are likely to visualize a business like yours (it may not be the most obvious!)

You might be asking yourself “what do Fan Pages have to do with Advertising?” The short answer is: “Everything!”

It all goes towards making sure people read your Ads and are reminded your business entity is wonderful, every time they see one. It ensures they'll press the “Like” button, increasing the likelihood of sending their friends to click on your ads and “become a fan” – and stay engaged with you and your products – too.

You can also do things such as tying advertising campaigns to special events – either “broad” ones such as the winter Olympics or the Super Bowl... or “local” ones such as your local Trillium-circuit horse show. (You can also ad to your company's positive image by tying advertising campaigns to causes: “for every virtual shamrock you send, \$1.00 will be donated to...”) But don't just stop there – reinforce your Ad campaigns by also publicize these special events and your offer on your Fan Page.

But the one thing never to lose sight of...

Your Facebook Fan Page should be fun, or at the very least, rewarding to visit.

Make them want to come back as eagerly as Farmville fans visit Farmville!

### *Facebook Groups*

If you don't link your Ad back to a Facebook page, your other option is to link it back to a group.

A Facebook group is basically one profile shared among multiple members.

It's divided into two vertical columns. The left column contains information about the members, a discussion board, a Facebook group Wall, updates on group news and videos. The right column contains the "extras" – pictures, related groups, links (including the option to join or leave the group), trivia sharing, and privacy information.

You can send messages directly to group members' inboxes, but you can't see your traffic stats, the way you can with Facebook Pages. You also cannot create new applications for your group (you can with a Facebook Page).

## **Section 5: The Down Side of Facebook Ads**

Like any system, Facebook Ads has its own drawbacks: Some of them the same drawbacks you'll find in any online advertising system, and some unique to Facebook. Let's take a detour and make sure our eyes are opened wide to the dangers.

While it's true that as a form of pay-per-click (PPC), a Facebook Ad can reach a more tightly-focused demographic and cost considerably less – partly because mainstream marketers haven't yet discovered the potential waiting to be mined – it is nevertheless possible to rack up costs pretty quickly! One way to combat this: Have a daily budget, and set limits.

There are also rules and restrictions you need to keep in mind, so before deciding to create your Facebook Ad, make sure you thoroughly read the [guidelines](#).

These guidelines are broken down into sections:

- **Accounts**
- **Landing pages/Destination URLs**
- **Facebook References**
- **Ad copy and Image Content**
- **Prohibited content (a large section!)**
- **Data and Privacy**
- **Targeting**
- **Prices, Discounts and Free Offers**
- **Subscription Services**

- **Ads for Alcoholic Beverages**
- **Copyrights and Trademarks**
- **Spam**
- **Incentives**
- **Downloads**

This page also contains a list of exclusions and formatting rules you need to observe, if you're using the Facebook Platform.

There are ways to legally and ethically work your way around some of the restrictions; others are absolute.

For example, one of the general restrictions is: "No contests or sweepstakes", but Zynga got around this by simply asking Facebook's permission, and following the [Promotion Guidelines](#) for permitted contests.

There are other rules in which you simply have to present your case to Facebook:

1. No multiple Facebook accounts for advertising purposes *unless given permission by Facebook*
2. Advertisers can't automate account or ad creation *unless given permission by Facebook*

And some that are absolute: For example...

1. Ads that contain a URL or domain in the body must link to that same URL or domain.
2. Ads must send users to the same landing page when the ad is clicked.

Do remember that if something is not self-evident, or your particular set of requirements goes outside the norm, you can always talk to the sales team in person, to see if there's a way you can both make what you want to do work. (After all – they want your money!)

## *9 Facebook Ad Mistakes*

There are definitely ways to reduce the effectiveness of your Ad on Facebook, and here we will take a look at 9 of the most common...

- 1. Assuming that all Ads are created equal.** Facebook selects Ads to repeat based on the best performers – the ones that generate the most click-throughs or impressions. That's why it's important to support your Ads with interactivity-promoting tactics such as having a Facebook Fan page, and making sure you really do target the right people.
- 2. Not tweaking your Ad as your campaign progresses.** Too many people create an Ad – and leave it. Even the best, most professionally optimized Ads go through a natural cycle of peaking and declining activity, so make sure you monitor this, and adjust your ads as needed. (Facebook is also more likely to keep displaying your Ad, if it sees you are keeping it current.)
- 3. Not putting your Ad in the best Facebook category.** To figure out the right one, you need to think like your viewer: How would she categorize your product? You may think of your custom-embroidered hemp pillows as “home décor accessories”... but your ideal customer might be looking for “green products”.
- 4. Picking too broad a category.** This is a mistake usually born of inexperience. No, it's not better to reach 1,000,000 readers in the

hope that a handful might actually be interested in your Ad subject: It's better to narrow your focus to an exact, small target group – one that will give you comparatively higher conversions (sales).

5. **Not reading all the guidelines and restrictions.** That one should be obvious, but still trips potential Advertisers up all the time. The best way not to “miss” something is not to rush through the process. Read the guidelines and restrictions first – do your homework!
6. **Rushing into Ad creation.** See # 4... and make sure you've thought of all the ways you can maximize your Ad dollars. Have a plan, don't just fire your canons off in all directions. Think through your campaign, and plan for the long term (and for modifications) too.
7. **Putting all your eggs in one basket.** Especially if it's the first time you've advertised on Facebook, it's best to start small. Don't commit your entire Advertising budget to it (unless your budget is miniscule – a tiny budget being another “mistake”, but sometimes, one that's unavoidable for new marketers.)

8. **Not realizing you need to link your Ad to page, event or group on Facebook.** The purpose of the Ads, as far as Facebook is concerned – publicizing and promoting *Facebook*. So even if it's your own website you want to promote, your Ad should to direct people to your Facebook page, event or group for your website.
9. **Not carefully checking formatting and spelling.** Make no mistake – you can easily get your Ad disapproved by using poor grammar, unprofessional formatting or having spelling mistakes.

### *The Privacy Issue*

We've already skirted around this by discussing the Beacon fiasco. Facebook has been criticized heavily for privacy infractions; not all of which are now corrected.<sup>4</sup>

The truth is, privacy is something you can't take for granted in any area of the internet, these days. Nor can you be responsible for people who don't take the time to check privacy settings on public sites, or take the time to institute any parameters they wish to set.

As long as you too create your Facebook groups, events, pages and ads in good faith, taking care to follow ethical and sensible practices (and pick your categories and target viewers carefully, after proper research) yours won't be one of the business to suffer from any lawsuits.

Speak to just about anyone you know (especially young women under 39) and you'll most likely find that **Facebook's popularity seems to outweigh**

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<sup>4</sup> You can read a comprehensive summary of Facebook's past privacy problems at Wikipedia: [http://en.wikipedia.org/wiki/Criticism\\_of\\_Facebook](http://en.wikipedia.org/wiki/Criticism_of_Facebook)

**its drawbacks.** This makes Facebook an important venue that should not be ignored, when planning your Advertising campaigns.

I hope that this guide was very useful to you and that you are ready to harness Facebook for your marketing campaigns. The most important step now is to take what you have learned from this guide and take action.

Go login to Facebook now and start implementing the free techniques that you learned and start building a few Facebook ads campaigns, I am sure that your online business will quickly pick up and fly through the roof.

I wish you all the best of luck with your Facebook marketing.