

Facebook Marketing Launch Pad



Discover The Essentials For Marketing
Your Brand And Driving Massive Traffic
Entirely Using **Facebook Marketing...**

Check List

Mark every step of the process as you consider / complete them. That will help you to keep track of things you need to do. Include additional steps if necessary.

☐ **Maximizing Facebook's Potential**

- ☐ Create a Facebook page or group that will truly represent your brand
- ☐ Optimize all parts of your page (and your content)
- ☐ Post about relevant topics and subjects
- ☐ Remember that visual content outshines the non-visual content
- ☐ Fire up your exposure by giving away incentives
- ☐ Start a forum and engage in discussions on your Facebook page
- ☐ Be active and visible in relevant Facebook groups for your topic and niche
- ☐ Use Facebook Tabs to keep users in the Facebook platform for authority

☐ **Mistakes To Avoid With Your Facebook Posts**

- ☐ Don't use too much text, a good rule of thumb is 300 characters MAX
- ☐ Avoid posting the entire article or post's content, leave a teaser for clicking
- ☐ Never use multiple links in one post or it creates distraction
- ☐ Steer away from direct and blatant promotion without adding value
- ☐ Not keeping your audience engaged regularly with good discussion
- ☐ Begging for likes and shares, which can end up having Facebook hide your post

☐ **The Basics of Facebook Posting**

- ☐ Incorporate diversification in your content and posts
- ☐ Repost content from other relevant blogs, pages, or websites
- ☐ Share content that relates to the trending topics in your industry.
- ☐ Ask questions to spawn discussion and debate, but avoid being aggressive

Resources List

☐ **Facebook Resources**

- ⤴ LiveLeap
- ⤴ Facebook Live Engagenator
- ⤴ SocialX
- ⤴ OctoSuite
- ⤴ LeadsTunnel
- ⤴ WP Fan Machine 2.0
- ⤴ DarkPost Engine
- ⤴ Social KickStart (Monthly)
- ⤴ Social Autobots