

# Facebook Authority — Secrets —

Create Authority.  
Attract Followers. Close Sales.  
All On Your Facebook Profile!



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# Table Of Contents

Introduction .....	5
Chapter 1: Building Your FACEBOOK Authority .....	6
Chapter 2: Building Your FACEBOOK Page .....	12
Chapter 3: Building Followers and Increase Engagement .....	24
Chapter 4: Maintaining Your FACEBOOK Profile .....	27
Chapter 5: FACEBOOK Scheduling and Automating .....	32
Chapter 6: Tips for FACEBOOK Authority .....	36
Wrapping Up .....	45

# FACEBOOK Authority Secrets

# Introduction

Whether you are an individual or own a business, it is important to establish a social media presence online. This book is designed to provide you with the steps that you need to take in order to establish yourself on the different social media outlets that are popular today.

The main purpose of establishing yourself on social media is to provide you with more exposure. On top of that a positive social media presence can help you can credibility in your industry and become the expert in your field. In addition, social media provides an excellent way to engage with prospective clients. It is also a great way to engage with your current customers, providing them with excellent customer service so that they will return to your business again and again.

This book will be your guide for building up your social media authority with FACEBOOK the most popular social media platform. You will learn how to set up your pages and increase your online presence throughout these platforms.

Once you have established yourself on these platforms you will then learn how to automate posts so that you can spend less time working on your social media network and more time on the content and other strategies that are necessary for improving your online presence.

# Chapter 1: Building Your FACEBOOK

## Authority

There are various ways that you can catch the attention of people to your website or blog, but a lot of of these ways are beyond your control, except for social media. Search Engine Optimization is obviously significant, but it is a game of chance as you never really are familiar with how or when the search engines will move slowly to your site. Word of mouth is a great way to gain exposure, but it is not something within your control. Social media can be controlled if you are all set to put in some time and a little bit of effort, it is possible to build a large social media presence in a short amount of time. Throughout this eBook you will discover various strategies that you can use within the most popular social media networks in order to develop your social media authority and presence.

### **What Countless People Do Not Familiarize With Social Media**

When it comes to social media there are no new fancy tricks to learn, social media is all about engendering communication. Using social media is about compelling people constantly to interact with you and then share your content. This is the main function of social media and it applies across every network. There is no secret formula needed in order to become a social media success story, all you need is compelling human interaction.

What does compelling human interaction mean? The exact definition depends on your website or blog, but generally speaking it means that you want to engage people in a conversation that is associated to your subject. It is really nothing more complex than this. The key to social media is being social. By exact definition, social media should be a two way communication. If someone is commenting on your posts, take the time to comment back. You should be having conversations with the people who are following you.

Numerous social media enthusiasts are simply infatuated with the number of followers or likes that they get on their posts as much as they are with the amount of traffic their website or blog receives. In actual fact, these numbers do not have much to do with the true value of being successful. Instead of emphasizing only on the number of fresh likes that you get, you should focus on the number of people who are commenting on and then sharing your content. This is the true measure of engagement. When more people are engaging with your content the more likely they are to share it, which will increase your exposure.

### **Knowing What to Post**

It is essential to attempt new things all the time. Once you settle on what posts are gaining high volumes of interaction and engagement you can repeat them. The key is to always be trying and noting the things that work best. You can read all sorts of information about what has worked for others, but you would really be missing the point of social media because in reality social media offers a personal way of communicating with your audience and what works for another business or blogger may not work for you and what works for your audience may not work for them.

No matter how much insight you read about engaging your users, it will pale in comparison to the value of doing what you think is right for your readers, measuring how impactful it is and then adjusting your methods accordingly.

### **What is the Purpose of Social Media?**

Majority of the people end up wasting a lot of energy on social media and they will try to drive their readers and consumers to their social media profiles, which is the opposite of what you want. The main goal of a social media profile is to drive people from them to your website or blog and not the other way

around. Social media profiles should be used as outposts for attracting people to your website or blog. Your website or blog should not focus on sending individuals to the outposts. Social media profiles need to stand firmly on their own.

## **Making Your Social Media Profiles**

As stated before, and as will be discussed in further detail in later chapters, the best way to build your social media profile is to develop compelling content on a regular basis. However, this is not going to build an audience. If no one is reading the content that you write then no one is going to be sharing them. To get the best leverage through social media you will need to get to the point where the number of followers that you have is sufficient to provide you with development through sharing. That being said getting to this point is easier said than done.

Directing people from your email list to your social media sites is vital. Nevertheless, if you are not getting a large number of new email subscribers every day, this is not going to help you gain more than a few new fans and followers. If you have had an email list for quite a while, take the time to ask existing subscribers to join you on your social media sites. Beyond this you will need to tap into the current social media networks in order to get new subscribers and followers.

## **Benefits of Social Media**

You may be a bit hesitant of getting into social media for your business. That's understandable. Anything new and different can be a bit frightening. It is a technological world, however, and if you want to keep up with the times, you need to begin using social media networking for your business. If you are deciding whether or not to do it, you should look at a few of the benefits you

would get from using social media marketing that you may not have considered. Here are a few of the benefit.

### **1. Brand-Building Tool**

This is a powerful way to use social media. Brand recognition allows you to use social media to determine how you want your company to be positioned, and what you tell people about what your business does. You can build a good brand reputation if you use a little effort and have great content which shows your company's benefits, advantages, and values.

### **2. Cultivating a Community**

Social media is all about relationships, and it is a great way for your business to cultivate a community. You obtain instant access to your followers who become members of your community. Through social media, you can find out what they like about what your company has to offer, and what they don't like. You can also find out what it is that your customers need. This communication with your customers can be more valuable than market research you would spend a lot of money for.

### **3. Exposure**

It has been said that before a customer decides to buy from you, they need to be exposed to you six to eight times. Through social media, you can get a lot of repeat exposure. You can shorten your sales cycle by being able to let the customer know over and over what your company has to offer them. Each time you do, you'll be increasing your exposure. Not only that, but they may decide to share the information with their friends. If they do, then the exposure could increase by double, triple, or even more

### **4. Establishing Authority**

If you want to establish that you are an authority in any given area or on any subject, social media can be a great way to help you do it. It works well if you

are a coach, consultant, author, speaker, and other service-based business. Through social media networking, you can let your audience know that you are the “go-to” resource for whatever it is you’re offering. You can build a strong fan base. People will know to come to you if you have good content, answer questions, and give your audience what they need.

## **5. Growth of Influence**

Your influence will grow as the number of your followers you get on your social media sites grows. You can attract new customers, have media interview you, and create Joint Venture partnerships, etc. if you have a substantial social media audience. Think about how people are when they see an accident on the side of the road. It’s the same way when you see a fire.

The crowd seems to be drawn to it and gathers around it. It’s the same affect you can have on your social media sites. When you begin to build a big audience, people will want to see what’s going on. They’ll be drawn to your pages, and get to know you and your business. If they like what they see, they’ll return again and again. When they’re looking for what you offer, chances are, they’ll get it from you.

## **6. Traffic Generator**

Social media can increase your traffic to your website. Social media consists of sharing information. You give visitors a reason to want to visit your site when you share things such as: blogs posts, videos, or other content. When you get them to your site, you have a chance to make them want to take action such as join your mailing list, buying something you have to offer, retain you for their services, etc. It won’t happen overnight, but you will be able to see that social media generates traffic if you commit yourself to your efforts. Once the traffic gets to your site, you can convert that traffic into business if you give them a clear call to action.

## **7. Competitive Advantage**

Not every business takes the advantages of social media seriously. A lot of companies think social media is a fad, and it will go away. Because they feel this way, their pages aren't updated regularly and they don't acknowledge comments or answer messages. If you do take it seriously and put forth the effort if your competitors aren't doing a good job, this gives you an advantage and a chance to stand out. If, on the other hand, you don't participate in social media, you're giving that advantage to your competitor who does.

As you can see, social media can make things happen for you and your business. If you're hesitant at all, remember it is well worth the time, effort, and cost your business puts forth on the social media sites.

Without further ado, here are the steps you need to take in order to successfully use social media in your marketing.

# Chapter 2: Building Your FACEBOOK Page

Some people think of social sites for young people to chat, but it's much, much more. FACEBOOK can be a strong marketing tool and it reaches a world-wide audience. It's also really easy even for beginners who may be "technologically challenged" to use.

## Setting Up Your FACEBOOK Page

Your FACEBOOK page is where you can grow your business. It can help you build your brand and establish relationships with potential customers. It is free to set up, and can be done quickly. The basic steps of setting up a page are:

1. Go to the FACEBOOK webpage
2. Select a category and Page name for your business
3. Select a logo or image can be associated with your business and use it as your profile picture.
4. Let people know about your business and what you do by writing a sentence about it.
5. Create a web address for your page that is memorable and can be used on your marketing material. This will help you promote your FACEBOOK presence.
6. The first thing people will see when they go to your FACEBOOK page is your cover photo. Select one or create one that best represents your business.

Once you've developed your page, you can reach out to not only your current customers but also to other users on FACEBOOK. You want to keep your posts as high quality and post regularly

## **Posting**

Posting quality, relevant content regularly, keeps viewers interested in your business and what's going on. If they are interested, you'll know, because they'll "like" your site. Quality information will keep them returning to your site and sharing it with others. Writing quality posts really isn't difficult. Here are a few tips to help you:

1. Keep them relevant to your business and your audience. They come to you for a reason. If you start posting things that aren't relevant, you may lose them.
2. Make it concise, sociable and write in a conversational manner. This will help you build a relationship with your customers.
3. People like to see photos and videos. If you share these with your viewers, they seem to be more appealing. It gives your customers a face-to-face meeting with you and lets them see who you are. It makes them feel closer to you.
4. Ask questions from your viewers and request that they give you input. If they think you value their input, they will give it to you. Be prepared...not all of it will be good. If it isn't, you can use the negative comments to learn what is wrong and correct it.
5. If you want your viewers to feel special, it pays to let them know information those who don't view your page won't know. You can also offer them special deals and/or discounts. They will want to share the offer with their friends.

6. Post your events in the appropriate time period. Be current and up-to-date with your postings.

You can organize your posts to help your viewers identify the ones that are most important. Here are three ways to do that:

### **1. Pin**

You can use this to take your most important posts and cause them to remain at the top of your page for a week. This will be sure all your viewers get to see it and don't miss it.

### **2. Star**

By using this, you can highlight stories you post. It will make them larger, so they will be more easily seen by your viewers. Sometimes, regular posts may be missed for some reason. This will increase your chances of being seen.

### **3. Hide**

Once your posts aren't relevant any longer, or if they aren't engaging your audience, you can hide them so they don't show on your site. It doesn't do anyone any good to have posts up that no one is reading. By hiding them, you keep the posts that your viewers like in the limelight.

To keep your posts current and make your viewers want to return to your page, it is generally a good practice to post at least one to two times per week. It is also a good practice to do it on the same days each week so your viewers will know when the best time to look for your post will be. Things like, "See you next Friday with more on..." let them know when they'll get your next post.

It is easy to promote your posts, and promoting them is important. When you do promote them, it will bump your post higher in your viewer's news

feed than it normally would appear. This can be very beneficial, because you can increase the chance that more people will see your posts, and learn about your business. It will also cause them to want to take action on your page by responding to any offers you have on your page or leave comments for you. These things all help you in the rankings of the major search engines.

Page insights will help you see an overview of who is linked to your business through social media. They also let you know which of your posts are effective. By knowing which ones are effective, you can give them more posts like that. This will keep the current viewers happy, and help draw in more traffic. All you have to have is 30 people to click “like” on your page and the insights will be available for you. Through Page Insights you can check:

### **1. Likes**

This will tell you who like your FACEBOOK page and how those people found your page. When you know where they found it, you’ll know where to focus your areas.

### **2. Reach**

This is the demographic information regarding your page. It tells you location, age, gender, and more.

### **3. Talking about this**

This lets you know who has created a story about your page. It includes posts, likes, comments and/or shares of the posts on your page. It gives you a good idea of who likes/dislikes your posts and what is being said about it.

#### **4. Performance metrics**

This is the size of your FACEBOOK audience, and the engagement of the audience. Remember, your audience will engage with you the more you engage with them or ask them to engage. By asking questions for audience the feel free to comment, you can build your metrics.

Responding to your audience keeps them your audience. You always want to respond to your comments/messages sent to your page. This helps you build that relationship that is so important on social media sites. Maybe a lot of people comment. If so, and you want to address one, just tag them by typing @ in front of their name. Responding to comments and messages let your audience know you are paying attention to them. It makes them feel special. Everyone likes to feel special now and then. This will help your business grow.

#### **Setting up a FACEBOOK Fan Page**

In the world of online work, social media marketing has exploded due to the demand for search engine optimization, and internet marketing skills. Because of the internet, there is a low-cost way to get information about your company to the public worldwide. You can also do it in many different formats such as: still images, videos, audio, interactive games, text, etc.

One of the great examples of this type of marketing ability is the FACEBOOK Fan Page. These pages have been redesigned and are easier than ever to use, because they are designed to be close to the design of user profile pages. They are similar in both look and the way they function.

Like profile pages, they have a wall that has a news feed. It also lists user comments, it has an info tab, a photos tab, and many other tabs that are self-explanatory and easy to use. There are also custom application tabs you can set up yourself and customize the way you want them. This can help make your tabs unique and stand out from the tabs of other companies.

The majority of businesses and services have Fan Pages now. If you don't have a Fan Page yet, you should definitely be making the move to establish one. If you take the time to develop a good specialized Fan Page, it can give you many awesome qualities that would be a benefit of any entrepreneur, large business or even corporation. Here are a few of the benefits you can get from creating a FACEBOOK Fan Page:

### **1. Building a community**

The word "social" in social media lets you know how important community is. Building a community is important. It's a place where your followers can come together using this platform for your product/service. They can do this by utilizing the Wall feature or other applications they can find available on the Fan Page.

Users increase and support the growth of your community by submitting testimonials, posting pictures, creating videos, or by having discussions online with each other. Having a relationship with your customers is crucial for your social media sites, and there's no better way to begin to build one than by having a FACEBOOK Fan Page.

### **2. Search Engine Optimization**

Search engine rankings can be greatly boosted by creating a Fan Page. You can receive bonus points in search engine optimization by having a FACEBOOK Fan Page that has your business name in the title and by publishing back links to your business pages. Every link, post, or comment made about your company will increase its chances of being ranked higher in search engines. By using a few keywords that people use to search for things online in your posts, you can help direct traffic from search engines to your website.

### **3. Viewer Insights**

When you become a FACEBOOK Fan Page owner, you will be able to access a lot of really good analytic tools. They can give you valuable insight into your viewers. You can track how many interactions your page has with your fans. In addition, you'll be able to know the demographics of your fans. You can learn their e sex, age, and location, and many more important facts. This will help you be better prepared to meet their needs.

#### **4. Communicating with your fan base**

You can communicate with your fans by using a variety of customization options. Using the information you gained from the viewer insights, you can target information to match the specific age, gender, and location of your fan base. That way when you send update notifications on your homepages, you will get a better response.

It is important to remember that you'll be able to publish into the "stream." This makes it possible for you to communicate directly into the homepages of your fans by using messages and posts. Don't forget to encourage them to communicate back in some way, because the more they communicate with you, the closer they will feel to you, and you will increase the chance of having them as a customer.

#### **5. Cost effective**

A lot of advertising is expensive, but you can save your company a lot of money by using a FACEBOOK Fan Page. The cost is perfect for even the smallest business or service, because it is absolutely FREE! I don't know anyone who doesn't want something valuable for free. When it comes to value, social media marketing is the best deal on the market. In a matter of minutes, you can up a Fan Page, and get off to a great start in the world of social media marketing with very little effort.

No matter what your business or service is, it is clear that you can benefit from creating a FACEBOOK Fan Page. You can build awareness for important

causes and you can promote your company, or even help to build fans for your band or act. Creating a FACEBOOK Fan Page is fast and easy if you follow a few simple steps:

### **1. Go FACEBOOK and log in to your FACEBOOK account**

If you haven't yet set up a FACEBOOK account, it will be necessary for you to do so if you want to have a FACEBOOK Fan Page. If you do have an account, it will be very helpful. You'll already know about FACEBOOK, you'll understand how it works, and know about friends you can ask to be fans on your Fan Page.

### **2. Find the settings gear and click on it**

It is located in the top of the page in the right corner. After you click on it, you will see "Advertising." You need to click on it and look for the first step which will be labeled "Build Your FACEBOOK Page." You can find it in the middle of the screen. Just click on "Create a Page."

### **3. You will see six categories to select from. They include:**

- Local business or place: Under this choice, you'll select which category your business is and type in the business address.
- Company, organization or institution: Under this choice you select which category your business is, institution or organization and then simply type in your company's name.
- Brand or product: For this choice, you'll select the category of product and then type in the name of the product.

- Artist, band, or public figure: Under this choice, simply select the type that best describes you and that you wish to promote and then type in their name.
  - Entertainment: Here, just type in the type entertainment you are and then the name of the entertainer.
  - Cause or community name: Just type in the community or cause name.
  - For each category above, you need to click on the “Agree to FACEBOOK Pages Terms” before you’ll be able to move on and continue setting up the page.
4. Once you’ve selected the correct category and given all of the basic information, you’ll be able to begin adding information to your page. You simply need to find “Get Started” and click on it to begin
  5. Now you need to select a profile picture to upload. You can select a photo from either your computer or your website to upload. When you are choosing your picture to upload, you’ll want to find one that represents the person/place you want to promote. Once you select it, simply click on the tab that says “Save Photo.”

## **6. The next section is labeled “About”**

You need to give information about your company or information about your cause. You’ll want to include both a description of your business/cause and a website. This will help people learn about you, and increase your search rankings. Then you should provide additional links such as: Twitter, LinkedIn, Google+, etc, for your business/organization. Indicate on the page if it represents a famous person/celebrity. Then simply click on “Save Info.”

## 7. Enabling Ads

You need to choose if you want to allow ads on your page. This can sometimes be a difficult decision. Advertising will allow you get in touch with many people. It does, however, cost and you'll have to give them the information from your credit card to pay for it. When you decide, either click on "Enable Ads" or "Skip" to go to the next step.

After your page is set up, there are several things you can do to help improve your age:

1. Give additional information, once your page is created and you should add as much information as you can on the page. This will help you to build a lot of support. Here are a few things you can do that will build support on your page:

- **C**l i c k "Like" on your page
- Prepare a status update and post it. This will give your followers more knowledge of you. Just type your comment in the box. When you're finished, post it by clicking "Post."
- A picture speaks a thousand words. You can give people a lot more information about your company by upload more photos. To do this, just click on "Photos" and then "Add Photos." Select the photos you want to upload from your computer.
- Select a cover photo—to upload a cover photo, you need to click on "Add a Cover." You'll find it on the right-hand side. Look for "Upload Photo" and

click on it. Then simply select the picture you want to upload as your cover page.

2. The next thing you'll want to do is to find the admin panel. You can use it to edit your page, build your audience, and seek help. Here's what each involves:

- Edit Page—this allows you to update your page, manage permissions and notifications, add administrators, use the activity log, or see banned users.

- Build Audience—this tab allows you to invite both email contacts and FACEBOOK friends to your page. You can also use it to share the page or prepare an ad to advertise your page. You should only use this option once you've filled out the basic information and are familiar with how everything works. Knowing how everything works will impress your audience, so you'll want to be familiar with everything before you try to build an audience.

- Help—Help is provided if you have any difficulty preparing your page. By clicking "Help" you can go to the help center and find tips for starting your page

3. Maintain your FACEBOOK Fan Page—managing your page means that you have to be active on the page. You'll want to keep your friends interested in you by providing current information about your organization and what it's doing. To manage the page, you should:

- Post information to your timeline every time there is something new about your company to let your fans know. Posting a few times a week keeps your fans interested.

- When you have new photos that let your fans know what your business is doing, upload them and post them to your FACEBOOK Fan Page.
- Invite all of your new FACEBOOK friends to follow your page.
- Adding your FACEBOOK Fan Page link to your business card is also a good idea.

# Chapter 3: Building Followers and Increase Engagement

Most people will approach social media marketing with a step by step progression that has to be carried out each day. For this manner, you will see various webmasters posting a set number of status updates and sharing a set number of articles every day. Social media is more about interacting with your followers to generate lifelong customers. It is also an approach to gather market research that is vital for keeping your products and services new and fresh. Here are a few methods that you can use your social media accounts to gain more followers and increase your engagement on each site.

## **Publish featured stories to the timeline of your company on FACEBOOK**

The stories that move across the width of your profile's timeline tend to create more interest and engagement than a usual post. This is a great way to underline the achievements of your company.

## **Offer Incentives for Likes**

Build a mobile application that will direct your visitors to a special discount code or a free product in exchange for liking your page on FACEBOOK.

## **Rotate your Ads**

When you are advertising the same FACEBOOK ad day in and day out, people will get bored of seeing it. Make sure that you create numerous diverse ads that can be switched in and out regularly to avoid burnout.

### **Customize your graphics**

Adding your own images to your FACEBOOK Timeline will build a consistent brand image for your company. Make sure that you use these same images across your social media accounts to guarantee brand recognition.

### **Reply to Comments**

Show your customers that you are listening to what they say. Try to respond to all of the comments that are left on your page in a timely fashion. Host question and answer sessions on FACEBOOK or create an event and invite your followers to join in.

### **Follow new people daily**

On twitter you should use authority figure follower lists and choose new people to follow in your industry daily.

### **Pre-Load Posts**

Even if you cannot be on your social media account each day, you should pre-load posts so that you keep your engagement on the networks high. The Buffer App as well as several others can help you schedule these posts to occur when you want them to.

### **Use follower lists**

Segmenting your followers into various lists is a great way to be able to send out unique messages to each of the groups. This can lead to higher levels of engagement on your social media sites.

### **Customize a Landing Page**

Your FACEBOOK account should lead to a customized landing page on your website. This page can give offers, deals, discounts, etc. to the consumer for following the link from your social media site to your website. This is also a great way to get followers to sign up for your mailing list.

### **Industry Hangouts**

On FACEBOOK make sure that you are participating in hangouts that are hosted by others in your industry. Engage with new people during these events. You can even host your own hangouts to provide followers access to your experience and knowledge in the industry.

### **Live streaming**

To build your following on FACEBOOK consider trying out live streaming. This will allow you to stream relevant footage using FACEBOOK. This is a quick and easy way to get some videos on FACEBOOK.

### **Content Recommendations**

Glance through the content that is being recommended on your social media sites and share them on your profile. Sharing unique, quality content with your followers is a great way to engage with them and can also help increase your credibility.

### **Comment on Content**

Not only should you share content with your followers, but you should also make sure to comment on other people content. You can also link to your information in your comments.

### **Monitor Activity**

This is perhaps one of the most significant aspects that you should do when it comes to your FACEBOOK account. You will want to closely monitor your activity on your FACEBOOK site to learn more about what is effective with your target audience and what is not. You should always be shifting things to make it more engaging for your consumers. Moreover, these analytics can offer you with fresh and interesting ways to interact with your consumers.

# Chapter 4: Maintaining Your FACEBOOK Profile

After you have your FACEBOOK profile up and running, most people forget to pay attention to their profiles. It is simple to do as you are emphasized on posting and sharing contents. However, in order to maintain a good image on social media networks a bit of maintenance is necessary. You need to make sure that you keep your FACEBOOK profile up to date at all times.

## **Adhere to Image Size Requirements**

If your customer comes to your FACEBOOK and sees a profile picture that is too large, too small, or out of focus, they are going to get a quick first impression that is poor image presentation. Most people will instantaneously think that if they cannot get their profile picture right, what else are they going to mess up? Always check the size requirements for each page and keep your photos at that size so they look at their best and you make a good first impression.

## **Social Share Buttons**

There is no valid way to know the preference of our consumers for sharing content. For this reason, you want to make it as easy as possible for your consumers to share your content on whatever platform that they prefer.

Use the buttons for the different social media sites so that if your customer likes FACEBOOK they can share it there, if they want to share to other social media sites, they can do so easily. Remember, you want them to share your information and in order for them to do this, you will need to make it as straightforward for them as possible.

## **Details for Upcoming Event**

When a person hears about your event on a social network it is significant for them to know how to purchase tickets or register. When you are creating descriptions for your event make sure that it is clear where the official registration for the event will occur.

## **Keywords**

Despite what you may have heard, SEO is not outdated and keywords are not a thing of the past. Social profiles are included in search engine results, which mean that your profile should include keyword rich text. The more that a keyword is used in your profile; the more likely you are going to be related with that keyword on the social media platform. Make sure to use a keyword tool such as Google's in order to make sure that your business is related with the fitting industry keywords.

## **Encourage Reviews**

Remember, social media is all about engaging your consumers. You will want to make sure that you are encouraging your customers to leave reviews about their experiences with your business. They may leave reviews directly on your FACEBOOK page or on other review sites.

## **Feature Hashtags**

Hashtags, phrases or words that are prefixed with the # symbol present a way to group messages on social media sites. This is a great way to formulate your content or even stand out. Your Hashtags can be anything from the name of your event to a special promotion to something straightforward. Make sure that your Hashtags is descriptive so that it will keep your followers interested.

## **Be Genuine**

As your social network communities begin to develop it is easy for your customers to begin to feel as though they have been lost in the crowd. One way

to prevent having your consumer's feel this way is to use their names when you are responding to their comments or questions.

## **Meta Descriptions and Title Tags**

The Title tag and Meta description of your blog or business needs to take account of your business name. If you do not include your name, a person that is searching for you may have trouble finding you. Take for example the Losing Weight has a blog called Losing Weight 101. This is a catchy title for their blog, but a person that is searching for it may have difficulty finding it as they do not know to search for that name. To avoid these problems make sure that your company name is a part of the meta description and title tag for your blog so people that are searching for your business can find it easily.

## **Optimizing Your Presence on Social Media**

Just as you optimize your website for your business, you also need to optimize your FACEBOOK site. Businesses may add new social profiles at different times, which make it easy to create different profiles that are not cohesive. It is important to make sure that your social media presence is optimized. If you are just starting out, focus on one social media outlet at a time. FACEBOOK is typically one of the easier social media sites to set up. When you are ready to move on to one of the others, make sure that the information that you are providing is similar in style and format on all of the other platforms that you create.

Your bios and profiles should be kept up to date at all times. Make sure that you complete each of the profiles and clean them up as necessary. A clear and concise description of your business, your logo, and the URL of your website should always be included. Put a regular housekeeping check on your calendar. Once a month or so make sure that you check all of your social media profiles to keep the logos, images, and information up to date.

## **TYPES OF THINGS YOU CAN POST TO YOUR SOCIAL**

### **PROFILES**

You've got all your sites set up, so what now? Knowing what you want to post is important to growing your following. Remember, your followers will want relative, up-to-date information. Here are a few things you can post to your social profiles:

#### **What you're currently doing**

Let your followers know about new things your company is doing and what they're currently working on. This will keep them well-informed about your business with up-to-date information.

#### **Quotes**

Find quotes you think your followers will like and post them to your social profiles. You can find many quotes online to choose from. Inspirational quotes will often inspire your followers and in turn, will get you a lot of "likes" or responses for your posts. There are other types of quote as well. Find what works best for your followers and post them regularly. You'll find your followers will look forward to seeing them.

#### **Ask a question**

This is a great way to involve your followers. Getting them engaged by asking them a question they can answer is always a good idea. It will help build your relationship with your followers, and in turn, help lead to more followers.

#### **Give a tip**

Tips are always welcome, after all, everyone loves tips that will help them to learn something, perform a task easier, etc. Keep in mind, that your followers will want relevant tips, so by giving them advice and/or method that has

helped you will also help them and probably make them want to share with new potential followers.

### **Post links**

As you become more and more familiar with your social media sites, you will come across links, other sites, videos, and/or tools that are useful to you. Posting links to these things that your followers can easily click on to find them will be appreciated. If they find them useful, they'll want to share them with their friends, who will share them with their friends, and so on and so on...you get the picture.

# Chapter 5: FACEBOOK Scheduling and Automating

Once you have created your FACEBOOK page you will begin to recognize how much time it will take to keep them updated with new information. Luckily, there is a method to make this progression a lot easier and less time consuming. Social media management companies such as Hootsuite will allow you to schedule FACEBOOK posts and, monitor your conversations, and even more. This can save you hours of time each week.

There are a number of efficiencies accessible to unlock for your FACEBOOK site. The problem is, how do you automate your FACEBOOK, but still remain present with your audience? The answer is to make sure that you do automation properly. You should not have a social media marketing campaign that begins and ends with automation.

Social media should not be treated like a skewer oven where you set it up and forget about it. Instead, think about your social media presence to be more like baking cookies. When you put the cookies in the oven your job is not over, you will prepare the next batch, check in on the process, and make sure that they are cooking the right way.

Instead of forgetting about your social media sites when you set up automation, you need to automate what you can and still remain occupied constantly.

## **Work Smarter Not Harder**

The point of automation is to help you work more proficiently. Automation can help you take your daily work time from several hours to 30 minutes or less. This can

allow you to use your time more wisely. Once you understand that conversion and automation go hand in hand, you can work to create a more efficient process.

## **Understanding when to Engage and when to Automate**

When you first begin to use automation program such as the one offered by Hootsuite, it is easy to become obsessed. Once you have become more proficient in one area it is easy to keep going until you have mastered your entire amount of work. When it comes to social media it is important to refuse to give in to this temptation. There are certain aspects that should be automated while others should not.

One handy way to make your brand is by finding and sharing quality content. Automation can assist this development as it will present a way to post these updates during the best times for your audience even if you are not around and it will free you up to find more great content to share.

A good rule of thumb to follow when it comes to sharing content is the 5-3-2 rule. Five of your posts should be content from others that are relevant for your audience. Three of the posts should come directly from you and not be a sales pitch. The other 2 posts should be personal and not related to work. This will help cultivate your brand. Maintaining a schedule like this will allow you to emphasize on your audience and helps you stay on point with your marketing plan.

Non urgent social media posts can be automated as well. Most social media users find that they share quotes, tweets, thoughts, and other items through their social media accounts. If these posts are not time sensitive they are perfect for automation. Your RSS feed can be automated as well. This will allow you to share your posts across many platforms all at once. It is a good idea to check the formatting of each site before you set up this process.

## **Picking Your Automation Tools**

Hootsuite is a great resource and works with many of the top social media management tools including YouTube, Tumblr, WordPress, and Instagram. You can easily install the program within your website so sharing your content across all media platforms becomes automatic.

You can set up releases any way that you want by choosing the content that gets shared as well as the times of your posts. Using these tools can be extremely useful as you will be able to place everything that you find within a queue so that it will be sorted and ready to go when you are.

## **Determining the Ideal Posting Schedule**

The next step is to create an ideal posting schedule. Most of the tools such as Hootsuite will allow you to put all of your great information into a queue so that you will be able to space out the times of your posts throughout the day or week. You should try to hit your audience at sensible times during the day. However, if you want to be specific about the times that you post there are certain criteria that you may consider:

- The time where most of your fans are located
- The times when your posts are most often clicked and shared
- The time you are available to respond to interactions

When it comes to setting up times to be able to respond it is really up to you. When you are scheduling you want to consider that it is not fun to miss out on conversations that are relevant to the content that you are posting because you are sleeping. Schedule times that not only have a higher user rate, but also correspond with when you will be able to respond.

## **Have a System for Staying Involved**

As mentioned time and time again, social media is all about interaction. Even if you are setting up automation it is still important to make sure that you stay involved. It will be quite easy to just let things go once you have set up posts and tweets for automation. One way to stay in touch is to use Google Alerts. This will provide you with an updated email every time you receive a mention. You can then respond as necessary. You can receive daily updates to show you who are saying what about your brand.

You should keep your notifications on so that you are aware of any opportunities for engagement as they occur. You do not need to opt in to every email from your social media channels, but you should definitely take the time to look at what notifications and alerts would be helpful. Most importantly, set aside a time each day or at least a few times each week to visit each of your social media profiles and engage with your audience. You can use this time anyway that you see fit.

# Chapter 6: Tips for FACEBOOK Authority

## **Reaching out to the target group**

Do you know that with the ever-increasing FACEBOOK users, the 35-45 year demographic is the fastest growing one? One of the main strategies to be successful in FACEBOOK is to understand your target audience. It is not only easier, simpler and cost effective to use FACEBOOK to reach out to your customers but also easier to reach out to people with similar liking, thinking and interest. The key strategy to use FACEBOOK must include the following:

Create brand awareness,

Improve sales,

Provide a platform for your customers to communicate.

The last strategy of communicating with your customers is very important and has a direct bearing on the first and second strategy. Once you address your customers' complaints and implement their suggestions, you can see improvement in your sales revenue and improved brand image.

## **Find Fans for your FACEBOOK Page**

Potential to reach millions of people is made possible through FACEBOOK. You A page can have unlimited number of fans. When you start building your fan page, invite all your friends to be part of it. Once they add themselves to you fans list, this activity will be visible to their friends through the news feed. The main difference between FACEBOOK pages and FACEBOOK profiles is that the former is visible via Internet search engines. Once a member becomes a fan of your page, he/she can receive messages from your pages. Use the *share* option to share your page with

other members; this helps in bringing more people to your page. FACEBOOK has a flexible privacy model and you can share your page with only those you know or make it available on the Internet search engines.

### **Don't use traditional marketing strategies**

Implementing traditional marketing strategies doesn't attract customers on FACEBOOK and it might rather backfire on you. An example of traditional marketing is 'controlling' your customers. Indulging in intelligent conversation with the FACEBOOK members is a smart and productive strategy. Follow the four pillars of FACEBOOK marketing, which are:

Communication

Collaboration

Education

Entertainment

Intelligent communication is one that will assist you in generating revenue for your company and at the same time provide customer satisfaction and loyalty by implementing their suggestions.

Collaborating on FACEBOOK can be for various purposes such as viz., projects, events, exchange files and ideas. While project collaboration happens within the organization, events and exchange idea collaboration can be moderated to include the customers. This is a great place to build customer loyalty and brain storm for better product ideas. An *open event* on FACEBOOK is visible to everyone on the events page and anyone can add themselves to the guest list. However, if you want guests by invite only, change the event to 'secret events' category.

## **Use your skills to educate and entertain**

You can use FACEBOOK as a platform to educate your customers. There are many skills that people like to learn. It could be something as simple as mending a broken chair to fixing the computer. As an example, if you are trained in troubleshooting Windows 7 and have a license, you can post it on the FACEBOOK pages. You can post videos too, to make it entertaining. FACEBOOK is one of the best platforms to interact and reach out to your customers. Let us assume that you are a pastry shop owner who specializes in cakes and has a FACEBOOK page too.

Here is how you can market yourself on FACEBOOK: Create a page that provides the tips for cake baking; post videos showing the process and finally post pictures of pastry from your shop. When there is quality information available on your FACEBOOK page, many members will become a fan of your page and also recommend their friends to visit your page. The live feed model of FACEBOOK further makes it possible to share real-time conversation.

## **Establishing your presence**

It is an added advantage if you own a business where your employees are active members on FACEBOOK because you can develop your presence using your employees. However, certain precautions must be taken to ensure that this process doesn't turn into a fiasco. It is important for all your employees to use the same name of your company on their profile/pages. When you start to create the page for your company, classify it and choose to go public; it provides more visibility to your page.

Once you create a page under a particular name, you can't change it. The only way to get a new name is to create another page. Always remember to upload your logo since it represents your company and helps in branding.

## **Setup Communities**

What if you are working for a cause and do not want public access to your pages? Is there a way around in FACEBOOK to setup pages that have access for privileged members only? Of course, yes! These are known as 'FACEBOOK Groups.' Assume that you are involved in fund raising for battling 'cancer in kids' or 'feeding the malnourished' in the under developed countries, you can setup a FACEBOOK group. You can setup three different levels of access viz., open, closed and secret. Invite your family and friends to join your group. There are many ways you can market yourself to raise funds. One of the ways is to create group with the message, "For every person joining the group, \$2 dollars go to the Cardiac Care Centre." You can come up with any message of your choice. This is a proven strategy to raise funds and expand your group.

## **Track your Competitor's FACEBOOK participation**

It is important that you track and assess your competitors' performance on FACEBOOK. If you are in garment manufacturing business, you must be aware of the trendsetters in your business. You must know if your competitors are maintaining pages/profiles on FACEBOOK, and on other social networking sites, or blogs. You can trace the activities using the Internet search engine. The next step is to monitor the quality and quantity of interaction on social media. Make a note of how frequently they update their fan pages, provide useful information, interact with their customers and deal with negative feedback. This will help you in understanding if your competitor is genuinely involved in the social media or is experimenting with it. Your competitors' PR involvement in promoting the social media can be analyzed through articles, blogs, magazines etc.

## **Become a fan of other fan pages**

The number of fans on your fan page is a direct measure of the success of your page. However, there is another yardstick to measure your success – compare your fan page with another fan page in the same niche to measure your success. Assume you are an interior decorator with a huge clientele and you have most of them on your FACEBOOK fan page. Now, if you want to know how you are doing compared to your competitors, research about other interior decorators on FACEBOOK. Take a note of the number of fans they have and also their clients list. You must also research on: how do your competitors interact with the fans? Do they use the fan page as a means to sell their services? How creative are they with their page? What is it that attracts fans to their page? The best way to start your research is by becoming a fan on your competitors' pages. Interact with them; make a note of how soon they respond to your messages, the conversational tone, your eagerness to interact again, etc. Compare your fan page with your research; write down the pros and cons. Implement the necessary changes. You will see a big change in the way your fan page is received.

## **Viral market your FACEBOOK group**

Creating a FACEBOOK group is easy and adding members to your group is not. It needs strong leadership qualities and artistic ability to create a unique FACEBOOK group. To begin with, you need a title that reflects your group. For example: If you create a group for Joint Ventures, your title must reflect that the group is for JV and entrepreneurs looking for JV. Come up with catchy and easy to remember titles. Search for groups that have more than 1000 members and analyze their naming strategy. Come up with a strong graphic content that exudes the essence of your group. If your group is about caring for wildlife, the logo must capture it. Invite your friends to join your group; if the going gets tough, join hands with another friend and launch it together. Before you go ahead with your big launch, spread news

about the launch through word of mouth. An even better way to launch is by turning it into an event. Provide incentives for people to join your group. It is very important that you have at least 500 members on your group for it to grow.

### **Invest in FACEBOOK ads to promote your page**

Despite all efforts to promote your FACEBOOK page, you have to invest in FACEBOOK ads to grow and add members. If you don't want to invest, you must be a famous company like Microsoft, Apple or be a famous personality like Oprah, David Beckham who doesn't need an introduction or promotional ads. Their fame is their main promotional tool. Most of the times, people look at generating clicks; you must rather approach the ads as a strategy to brand yourself. You must constantly be in peoples' mind to influence them to try your products, which comes with the hurdle of spending money. However, on FACEBOOK, the users need not spend money to become a member or a fan. Assume that you are a photo studio owner specializing in infant pictures. Advertise your brand for people to relate your product. They might not know you but they will instantly relate good looking infant photos to your brand and eventually become your fan.

### **FACEBOOK Landing Page**

Landing page is very important to Internet marketers. This is the place you actually call your visitors to take action. Action can be anything like signing up for a newsletter, buying your product or becoming a fan of your FACEBOOK page. So, how do entice visitors to take action? Here are few points that every Landing page must include: Assume you run an online watch store. In your landing page, explain who you are and what your company stands for. The next step is to explain why the visitor must be interested in your company, or purchase your products, or become a fan of your page. In the final step, explain who is in your community and allow the visitors to browse through the fan list. Visitors are attracted to fan page that has ability to attract more fans.

## **Improving your Landing page**

As with any marketing and sales techniques, writing a landing page is an acquired art. Here are a few tips that will help you to write a strong landing page for your FACEBOOK page: When writing a landing page, use second person instead of first person; don't use words like I, Me, Our, We etc. Instead, use words like You, Yourself, Your etc. Provide the important info at the beginning and end of the page. Internet browsers do not have the time and patience to read long pages; most of them skim through pages. Your call for action must definitely be at either the beginning or end of your page. Providing links to other pages and websites is not a good idea; once your visitors go to other pages, the chance of converting them as your fan is minimal. Adjust your landing tab everyday and record the number of new fans you receive.

## **Dealing with negative comments on FACEBOOK**

When you decide to use FACEBOOK for marketing purposes, you must be ready to deal with negative comments. Negative comments on your page/profile are certainly an eye sore and you might just decide to delete the message and move on – not an intelligent strategy. There is no such business which can satisfy the expectations of all their customers. Positive comments and appreciation about your products with nil negative comments indicates two things: one, that all your customers are extremely happy with your products/services, which is impossible and two, you are deleting the negative remarks thereby establishing yourself as a non- professional. So, do you have to respond to every negative comment? The answer is No. You will sometimes see a comment being repeated many times to either stress the importance of the issue or to provoke you (Provocation leads to a vicious circle of replies damaging your company's image in the process). Choose comments that exhibit genuine concern or require immediate product support.



## **Realistic approach to answering negative comments**

When you decide to answer negative comments on your Fan page, there are few points worth understanding. If you are in service industry and the comment is about poor customer service, provide contact info for the customer complaint department and cheerfully accept the blame. If the comment is about a shortcoming in one of your products, accept the suggestion and thank the person. If a comment is based on wrong assumption, try to reason it out with the commenter. What you must not do is threaten with legal action or get personal with the commenter. When you get personal about a comment, the back and forth comment get abusive and spiral out of control. If you are not able to help your irate fan due to lack of knowledge, say so; don't try to bluff your way through. Lastly, if you have strong opinions and leave negative comments on others' pages, be ready to face the same on your page.

## **What to do and what not to do**

Your FACEBOOK page/profile might be perfect and successful. However, a small lapse from your side can prove disastrous for your reputation. So, here are a few tips to keep in mind to maintain your reputation. Assume it is weekend and you are just back from the weekend party; don't log into FACEBOOK and post comments that you might regret later. In simple words, don't mix alcohol and FACEBOOK. Remember important events like your fans birthdays and anniversaries; send them a gift or personalized message. Be cautious about whom you add to your page and the language you use. If you are reported for offensive messages, you will lose your FACEBOOK account. Find the right application for your business and use it in your page; don't overdo it (1 or 2 applications is enough). Your wall reflects yourself; take effort to keep it clean by posting professionally crafted messages. Finally, don't add random people to your profile to convert them as your fan.

# Wrapping Up

When it comes down to it, social media is here to stay and if you are going to establish any type of presence online you are going to need to be established on each of the main social media sites.

When first starting out, you may want to choose a favorite and create your page there. Once you have it running smoothly you can then go to the next social media site of your choosing.

Most people will typically start with FACEBOOK as these are two of the largest sites. While it is important to become established on both of these sites it is also important to not forget about the other social media sites as well.

Spending some time on each of your social media pages will ensure that in just a short amount of time you will be able to establish your authority for your niche, which can lead to higher profits for your company or brand.