

FACEBOOK DOMINATION



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By Michael Burns



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About The Author

Here's a little about me. I was born and raised in Nova Scotia, Canada in a small village by the Bay of Fundy (Morden, Nova Scotia), which had a population of about 500 at the time. At the age of 17, I joined the army where I spent a few years of my life. While in the army, I went on to specialize as a Reconnaissance Patrolman.

After leaving the Army, I wandered from one dead end job to another for a few years.

In 2001, I suffered a work place accident that required surgery and left me on workmen's compensation for nearly 8 months of therapy and recovery.

This is where I got my first taste of online marketing in the paid-to-read email industry. I went on to create one of the largest ever paid-to-read email sites online (MikesPaid4Email.com), which made me over \$2000 a day profit and had an Alexa ranking in the top 700 websites for over 18 months.

Due to over saturation of that industry, a 20x surge in competition, and a few technological issues that were out of my control, that business went belly up by the end of year 4.

I went back to work again. 😞

Things went really bad for me for a spell after that. Maybe someday I'll tell you about that also.

In 2007, I found myself working in the Northern Alberta oil patch as part of a frac crew. I was making decent money, \$500 to \$800 every single day. But, it was an exhausting schedule full of 12 – 14 hour days (not including the driving time) and I was absolutely miserable and exhausted.



I ended up quitting that job and going back to Internet Marketing to replace that income, because it is one of my very few real passions. So, needless to say, I was still working a job.

It didn't happen quickly. It took a couple of years to do it. After trying many online network marketing opportunities. Just about every method you can think of, and after a few more hurdles, I eventually made it to where I am today.

Introduction

Whether you own a business or are an individual, establishing a Facebook presence is highly important. This guide was written to provide

you with the steps you need to take in order to establish yourself or your business as an authority on Facebook.

The main purpose of establishing yourself on Facebook is to provide you with more exposure, and also to increase credibility (your credibility in your industry) and establish yourself as the expert in your field.

Facebook provides an excellent way to engage with prospective team members and recruit prospective clients. It is also a great way to engage with your current team members, prospects or clients, providing them with excellent customer service so that they will continue to return to your business over and over 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 increase your online presence with the Facebook platform.

Although this guide focuses on Facebook, these strategies can easily be adapted to other social media networks. (The occasional tip for other social media networks has been included).

Chapter 1: Building Your Authority

There are a number of ways that you can get the attention of people to your website, blog, landing page or whatever website you wish. Many of them, however, are beyond your control ... except for social media.

Search Engine Optimization (SEO) is obviously one way to do so. But, SEO can be a game of chance as you never really know how or when the search engines will find your site. Word of mouth is a great way to gain exposure, but once again, it is not something within your control.

Social media can be controlled if you put in some time and a little bit of effort. It is possible to build quite a large social media presence in a relatively short amount of time.

Throughout this book you will discover various strategies that you can use with Facebook in order to develop your Facebook authority and dominate it.

When it comes to Facebook, there are no new fancy tricks to learn. Facebook is all about communication. Using Facebook is about compelling people constantly to interact with you and then share your content.

This is the main function of Facebook and it applies across every social media network. There is no secret formula needed in order to become a Facebook success story. All you need is compelling human interaction.

What does compelling human interaction mean? The exact definition depends on your website or blog. Generally speaking, it means that you engage people in a conversation that is associated to your subject. It is really nothing more complex than this. The key to Facebook 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 Facebook enthusiasts are simply infatuated with the number of friends and followers that they have or how many 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 on Facebook. Instead of focusing only on the number of fresh likes that you get, you should focus on the number of people who are commenting on your Facebook posts 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 thus increasing your exposure. It is also what Facebook is looking for. More comments and shares mean more content for Facebook, and Facebook likes that because Facebook is a content driven platform.

Provide Value

Here is the single most important thing you must know about thriving and dominating on Facebook: it is an absolute necessity that you are providing value.

What does this mean?

It means that you're going to be offering something concrete and tangible to your audience and giving them something that they can benefit from.

Think of your Facebook much like a product or a service in its own right and NOT just a means to get as many people to your website as possible.

This simple little mindset shift is the difference between being successful or unsuccessful on Facebook. You need to give people a reason to follow you, a reason to share your content, and a reason to keep checking back. Don't just expect people to follow you on Facebook or any other social media network because they 'like your brand'! It simply won't happen that way.

So how does one go about providing value on Facebook?

Offering value can mean offering:

- Entertainment
- Information
- Discounts and offers
- Inspiration

Great examples of this are any of the thousands of successful accounts on Instagram that post pictures of healthy lifestyles. There are a lot of great Instagram accounts run by fitness experts and enthusiasts that include images of people working hard in the gym, looking great topless on the beach, or downing protein shakes.

People find this inspiring in helping them move toward their goals. If the images are well composed and well designed, then they are providing value in that way. People know by following that account, they'll get updated regularly with new inspiring pictures to help drive them further in their own training.

Another example might be to share links to informative posts on a Facebook account. If you have a blog about online business, then you can post links to news stories regarding SEO, tips and ideas for creating content, MLM recruiting strategies, closing tips for affiliate marketers, etc.

Don't solely post your own content – find and share the kind of exciting content that your audience can benefit from! (Note that this is all much easier if you are genuinely passionate about the subject matter). This way, you can simply share the things you're reading anyway!

But perhaps the best example of 'social media as product' would be one of the many boards on Pinterest. These tend to act as collections of ideas for interior design, for weddings, for personal style, etc.

Thus, many people will head to these pages whenever they need ideas. Some brands that have come up with related boards have been able to garner huge followings.

How do you know if you're doing this right? Ask yourself this simple question: if your Facebook account or other social media account were to shut down today, would your followers be disappointed?

If the answer is yes, then congratulations! You are officially providing value.

Don't Just Promote All the Time

That's what you need to do, but just as important is what you need to avoid doing.

What is the polar opposite of providing value?

The answer is simply promoting your business, and nothing else. This is precisely what too many misguided small businesses and people actually use their Facebook and social media to do. These tend to be the kinds of people that feel a little stuffy and out of touch to the user, or are just plain desperate.

These are the people that will use their social media to post things like 'Visit my site and see why we're the best at what we do!'. Or, 'Our software solutions are second to none!'

This is literally just advertising and it completely misses the point of social media.

I am not saying to never do this, but make sure it is not all you do. If these types of posts are all people ever see from you, they will get tired of you quickly and move on to someone else.

It is best to stick to what is called the 80/20 rule. (80% of your posts being value based and 20% being promotional). However, I have found that the 40/40/20 rule works better for me. (40% Value, 40% Lifestyle, and 20% Promotional).

You can try both of these and see which works best for you. Over time, you will develop your own style.

Knowing What to Post

It is essential to attempt new things all the time. Once you settle on which types of posts are gaining a high volume 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 endlessly about what has worked for others, but you would really be missing the point of Facebook. In reality, Facebook offers a personal way of communicating with your audience. What works for another person, business, or blogger may not work for you. What works for your audience may not work for them.

No matter how much information you read about engagement, it will pale in comparison to the value of doing what you think is right for your audience, measuring how impactful it is, then adjusting your methods accordingly.

Don't Be Negative

Being negative on Facebook is one of the easiest and fastest ways to shut your engagement down cold. If you are having a bad day, you're better off not to post anything at all rather than tell your audience about it.

Yes, it is important to be real, but not in a self-sabotaging manner.

I have seen people's engagement go from hundreds of comments and dozens of shares of great Facebook content to having absolutely zero engagement after just one negative post on Facebook.

It will kill your engagement and your business. No one wants to read negativity.

We are all human and we all have negative thoughts from time to time. But, let's do our best to keep them to ourselves.

What is the Purpose of Social Media?

A great majority of people end up wasting a lot of energy on Facebook and other social media. 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 there 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.

The problem is this: As soon as you post a link directly to your website or blog on a site like Facebook, your post gets suppressed because Facebook wants to keep people on Facebook. The same goes for you when people are on your website or blog. You want to keep them on your website.

So what is the solution? The easiest solution is Facebook ads, but most people have no budget for Facebook ads. So, what you need to do is make sure you have your website listed publicly on your profile page and be providing massive value daily. People that want to do business with you will find your website on their own. Trust me, they will!

The other option is to let people ask for your website info in the comments of a post. I wouldn't just go about making all your posts asking for likes and comments as it makes you look spammy, and Facebook will suppress that also. But, not as bad as if you post a link to an external site.

Making Your Social Media Profiles

As stated before, the best way to build your Facebook 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 it. To get the best leverage through Facebook, 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 Using Facebook

Facebook is the #1 social media platform used by businesses. With over 2.5 billion active users each month, it isn't hard to imagine why so many entrepreneurs and businesses, large and small, have chosen to use Facebook as a means of interacting and engaging with their customers.

Facebook is a Brand-Building Tool:

This is a powerful way to use Facebook. 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.

Cultivating a Community:

Facebook 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.

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 Facebook and other 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.

Establishing Authority:

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

Growth of Influence:

Your influence will grow as the number of followers on your social media sites grows. If you have a substantial Facebook and social media audience ... you can attract new customers, have media interview you, and create joint venture partnerships, etc.

Think about how people react when they see a fire or an accident on the side of the road. 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.

Traffic Generator:

Facebook can increase your traffic to your website. Facebook and other social media consists of sharing information. You give visitors a reason and desire 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 Facebook and other social media generate 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.

Competitive Advantage:

Not every business takes the advantages of Facebook and other 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 while 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 Facebook and other social media, you're giving that advantage to your competitor who does.

As you can see, Facebook 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.

[**CLICK HERE TO CHECK OUT MY #1 RECOMMENDED PROGRAM!**](#)

Chapter 2: Building Followers and Increasing Engagement

Most people will approach Facebook marketing with a step-by-step progression that has to be carried out each day. For example, you will see some people posting a set number of status updates and sharing a set number of posts every day.

I have, for example, one guy on my friends list who makes 4 status updates a day, all at exactly the same times of every day. This should be fine, but the problem is that he never engages with those people that engage with him. He makes his post and then he's gone for 3 hours, until he comes back to post again.

Social media is more about interacting with your followers to generate connections and relationships. 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 with your Facebook and other social media accounts to gain more followers and increase your engagement.

Make Your Followers Feel Important

If you are successfully able to make your followers important to you and you are glad to be connected with them, you will instantly be better than a huge percentage of what's out there at the moment marketing on Facebook. But, it won't be perfect.

Why?

If you look at Facebook as a place for only posting ads, then you're missing out on a very big part of it. Simply put, Facebook is a social tool. It's intended for communication and that's a two-way thing.

Even with the best content in the world, if that's all you're doing then it will still feel like a one-way bombardment that will quickly become frustrating for your following.

Instead, you need to focus on that social aspect by actually engaging with your audience and communicating with them rather than making this a one-way thing.

This starts by treating your visitors like true VIPs.

This is a small and simple difference, but it's one that can have a huge impact on your success.

The key is to make following you on Facebook seem like an exciting lifestyle change and the first step on a great journey.

If you have a Facebook business page that is about fitness for example, try to create an environment where simply liking your page makes people feel like they have already taken the first step toward the body and health they want. The same basic concept could be done with your personal profile on Facebook.

Did you know that over 75% of people who tell others about their plans to get into shape fail to do so? The primary reason for this is that telling other people about your plans to lose weight or build muscle relieves some of the psychological tension of wanting to achieve that goal. When we tell people, it becomes a part of our identity and that means we sometimes feel as though we don't have to work so hard and we get lazy!

This is not a good thing, of course. What it does show, is how making a social step like this can actually feel like positive progress or an achievement in and of itself.

When someone clicks on your 'follow' or 'like' button, you can make them feel like they've taken the first step to a new them, and that makes them feel great about themselves, which is excellent feedback!

Your job is to encourage this feeling of change and excitement by positioning your Facebook as some kind of movement, some kind of culture, some kind of community, or some kind of statement. This is why many of the most successful online brands will tell people to 'Follow and take part in the new fitness revolution!' or 'Join a community of elite money makers!', etc.

This also has another advantage because it makes your followers feel like they're a part of a community, which creates social pressure to join.

Everyone who is anyone is following you, and it makes them feel that they may be missing out by not following you. People hate missing out but they love being a part of something and if you can combine these two feelings, then you win!

You can carry on making your followers feel like VIPs by the way you continue to speak to them. Such as, you might refer to them using a group name, or you might offer them special discounts, or you might tell them how they are receiving early access or restricted information. Do anything that makes them feel excited to be connected with you.

What's in a Brand?

A big part of this will come automatically from building your brand in the right way to begin with. A brand is much more than simply a logo you see. A brand is a lot more about your value proposition and what you bring to the table ... and of course your 'why'.

There is an idea brought forth by Simon Sinek that you need to understand: the three 'rings' of your business.

- The outer ring is 'What', which is the service or product you create.
- Ring two is 'How', which is how you make it different and how you achieve it at all.
- The inner circle is 'Why'. Why do you do what you do? What is it that you want your business to achieve? How do you want to make your mark on the world?

Emphasizing this 'why' over the 'what' or 'how', is the driver that creates a brand that people are excited to get behind.

We've already seen that the best way to market your social media channel is to create real value. But, you also need to have a motivating force and a vision behind the products or services themselves.

Look at Apple. Apple didn't create a computer and then try to find a purpose for it. Jobs and Wozniak began with their 'why'. Their reason for existing was to make computers fun, personal and creative. They wanted to overturn the idea that computers were for businesses only, and they wanted to empower people to be creative and expressive.

That is what enabled Apple to thrive. That is why people responded to their products. That is why there are still so many fervent Apple fans today – despite the hardware being technically inferior and no longer quite so ground breaking.

Other companies aim to give people more personal freedom, to make the planet a cleaner place to live, to help us see the world in a particular light, or to achieve financial independence.

What is it that makes you wake up in the morning? What is it that led to your business?

Focus on that, because that is a movement and a vision and is massively more motivating, engaging, and exciting than 'We Sell Washing Machines'.

Plus, once you find the reason for your brand's existence, then you can start to look into other ways of expressing it such that you can find ways to deliver value through your social media channels or to generally be more inventive and creative with your marketing, etc.

Give Back To the Community

As you're hopefully starting learn, being a 'good business' is good for business. Putting your viewers first, delivering value and not just spamming ... these all lead to real engagement and following. It can take a little longer, but in time, it's a much better strategy that will yield far greater results.

Another example of this is just how beneficial it is to give back to the community. By that, I don't mean doing community service and washing graffiti off of the walls! (Although, that would likely be good for PR...).

Instead, I'm talking about giving back to the community in your niche by actively taking part in posts and discussions that have no bearing on your brand and nothing to do with self-promotion. With no ulterior motive at all, comment on the posts others share, answer questions, and generally help out in the community.

Why is this important?

Well, for starters, it helps to get your name known. If you post regularly on Reddit for instance, then over time, people will start to recognize your name or profile and thus they'll be more likely to trust you and to respond well when you post in future. This will help you to build trust. More importantly, you'll gain contacts and even friends in the community.

This is what can help you to start to build true fans – because if you have been communicating as contemporaries in the past and you then come out with some new content, you'll find that the community will work hard to support and promote you. Compare this with landing in the community and instantly trying to sell something. You'll find that the result is hugely more positive.

To demonstrate just how powerful this concept is, imagine two scenarios and two approaches to selling an eBook.

Approach number one is that you find a Subreddit that's all about your chosen niche, whether that be fitness, style, dating, or something else.

You then sign up for a new profile and post a link there to your new eBook on the subject or just to your site.

What do you think happens?

Best case scenario, your post gets deleted.

Worst case scenario, your post gets absolutely taken apart with angry criticisms and people telling you that you are quite clearly not welcome in their community if all you're going to do is promote yourself. This is not a good start!

Now imagine approach number two.

This time, you create your profile first ... weeks, months, or even years before you have anything to promote. You then engage in conversation, answer questions, help people out, and become a trusted and liked member of the community. People know you, they joke around with you, and they like you.

Then, you post one day to announce that you have a new eBook or website you've been working on.

This time, you'll get a ton of praise and support because these guys are now your friends! The link might be promoted by the moderators (if you aren't already a moderator yourself!) and you'll find that the members of the community actually help you to spread the word and build even more links and followers.

All this will make an absolutely massive difference to the impact that your post eventually goes on to have and it can transform the way you make your entry.

Countless massive brands actually started this way. Online communities can really help to elevate their individual members and lead to great things.

It's a random example, but consider the Sonic Fangame community. This was such a big movement that received so much support that eventually, one of the prominent members ended up developing the new official Sonic game. SEGA saw the huge amount of praise and support

from the community and heard their petitions – and it led to an amazing business opportunity.

So ... give back to the community, take part, and try to make genuine friends. This will give you an army of followers to help push you to amazing heights!

Be Personal (Where Appropriate)

Often, businesses will use their Facebook and other social media accounts in a very detached and corporate manner. We've seen this with the very bland and official sounding promotional posts that we discussed earlier in this guide.

The unfortunate part is that often the companies are very well intentioned. Frequently, the aim behind this is to create posts that will sound official and professional and they hope that they will be able to gain more followers as a result.

However, the web is forcing businesses to adapt and today's customers often don't want to buy from businesses that attempt to be detached or corporate. Instead, they want companies that are exciting, youthful, and personable.

This is why more and more successful businesses online use what is called a 'personal brand'. A personal brand is essentially a brand that uses your name instead of a generic company name and that incorporates your own personality and lifestyle into the promotional and marketing material.

This works particularly well when you are selling some kind of lifestyle, such as fitness or money making. Then, you can address your followers using your own name, talk personally about how the product or information you're selling worked for you, and meanwhile try to develop what will feel like a real relationship with your followers.

Let them share insights into your daily routine, see your lifestyle, and generally enjoy being a part of your lifestyle every day.

This is a great way to use social media. What works especially well about it is that your audience can feel as though they almost know you. This, in turn, will make them considerably more trusting and thereby more inclined to be interested in buying from you.

The key to developing personal brands is to make sure that your niche and your industry is suited to this type of promotion. For example, if your business is a B2B company, such as an accounting or consulting firm, then having a chatty 'personal brand' where you post pictures of your morning cereal or amusing thoughts might not be terribly appropriate.

However, for marketing to individuals and where building trust and familiarity can be an asset, this becomes a much better strategy. It's entertaining and engaging while creating lots of opportunities for new posts.

Promote Your Social Media On Your Website

Here's a very simple principle that nevertheless gets overlooked a lot. Always promote your social media channels on your blogs. Too often, companies and marketers will think of their social media as a tool to promote their website only, not realizing that this actually can work both ways.

In fact, promoting your social media on your blog is a great way to promote both aspects of your business and to capture your visitors and turn them into warm leads.

This way, if someone should land on your website for the first time and find they enjoy your brand, then they might decide that they want to follow you and learn more. Once they've seen your logo right there on the page and read some of your posts, they will have a much better idea of what you're all about.

If you have social media buttons right there – and you draw attention to them in your content – your new visitors can opt to follow you and stay updated (and this is easier than capturing email addresses).

Now you have direct contact with your audience and you can promote to them in the future. That means they're more likely to come back to your blog and it means that they're more likely to share your blog posts with their connections on social media.

This creates something of a 'virtuous cycle' (the opposite of a vicious cycle!). Everything you do to promote your social media will now better promote your blog and everything that promotes your blog will lead to more traffic on your social media! This also establishes that clear link and ensures that it's very obvious that you are one brand that has multiple social media channels. The whole thing becomes a self-sustaining loop!

Of course, this also goes for social sharing buttons. Make sure it's easy for people visiting your site to share your content on their social media pages by liking it or Tweeting it. This is a great way to get more exposure for your blog posts.

Learn to Sell the Lifestyle

Ever heard of Instagram stunting? To the uninitiated, it might seem really rather strange and that's because ... it is! The basic idea here is that people on Instagram pose as being rich. To do this, they will post pictures of themselves doing things like eating dinner in front of large piles of money, or holding a steering wheel with their hand in just the right angle to show off their Rolexes. You know, just like real rich people would (hmm...).

Of course, the reality is that these people very often actually aren't rich but their channel is all about promoting the 'lifestyle'. Sound ostentatious

and crass? Be that as it may, it is something that certain people enjoy and as such, these accounts have thousands of followers.

Then, there are the women who make most of their money from fashion sponsors. These Instagram stars will post heavily Photoshopped images of themselves looking stunning and immaculate, with impossible proportions while laughing at the sunset.

It's again all very staged, but it sells a lifestyle and allows their followers to live vicariously. At the same time, this also promotes the products they're wearing and therefore, it's a perfect match between the product and the account.

Now, I'm not saying you should do either of these things. But, understanding that key element of promoting a lifestyle with your posts really can help – especially for those personal brands. The key is to make everything look desirable and just perfectly poised.

Again ... it is vital to understand the wants of your audience (and persona) and to try and tell a story with your images. Try to inspire and create photos that are artistic and polished and you'll find people can't get enough of it.

There are legions of photos of people's work setups in fact!

Customize Your Own Facebook Graphics

Have you ever posted a graphic to Facebook and absolutely nailed it?

High engagement, lots of comments and shares. Wouldn't it be amazing if you could get that same effect every time you posted online?

Graphics are hot stuff on social media. The best brands understand how to use visuals with their Facebook posts. More than 60% of social media is now made up of pictures.

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.

Just as you need to focus on the social element by encouraging people to feel like a part of a movement, it's also important to emphasize two-way communication by actually chatting with your visitors and engaging with them.

Don't underestimate the value of a single connection. That one fan or follower could end up being the person who promotes your post on a forum somewhere that leads to your big break out event. Answer questions, respond to compliments, and let your audience feel like they can talk directly to you.

Don't think that you necessarily have to always wait for them to make the first move. There's nothing wrong with reaching out to someone by liking one of their posts, or by commenting on something they've done. This is a great feeling for someone who is a fan or follower and can create a feeling of gratitude.

It might also interest you at this point to know that whenever we feel in debt, that feeling doesn't go away unless we give something back of greater value. So, if you like someone's post, it's actually not out of the question that they might feel moved to repay your kindness by buying your product!

You can also invite communication by asking questions and remember that this is actually a whole secondary usage for your social media, too. You can use your social media as a way to survey your audience and to get their advice and opinions on matters.

Be Consistent

At this point in the guide, we have learned an awful lot. You now know how to write great content, how to keep people coming back to your site, and how to engage your audience so that they feel like part of an exciting VIP community. This is all going to put you on track to a fantastic and highly successful social media account that is only likely to grow with time!

In order for your account to be successful, you need to keep doing the right thing over and over again. Once you've established a pattern, you need to stick with it.

For starters, posting regularly and engaging regularly is the only way to slowly grow your followers. This can be tiring and disheartening at first, as it will always start with a very slow trickle of new fans. Over time, however, you will find you're able to build momentum and eventually you will start to see exponential growth.

Exponential growth didn't begin to happen for me for almost 8 months.

The key is to stick with it until then, and while you do, to make sure that you're following the same blueprint. One important reason for this is that any big pause in content or any sudden change in what you post can very quickly lead to a loss of fans or followers.

This is a danger when it comes to creating a personal brand. If you build yourself a personal brand that is tied to your business, it can end up creating a scenario where half of your posts are about your business or your chosen niche and half of them are about your cereal, getting stuck in traffic, or something you're enjoying on TV.

If someone followed you because they wanted to learn more about their favorite subject and they keep getting updated with inane posts about your day, then eventually they might end up becoming bored with your random content and thus stop following you.

This is of course the situation you want to avoid, which is why it's so important that you set a very clear tone and subject matter for your content before you begin. If you're going to be posting on your lifestyle and tying that to your niche, then keep it loosely related to selling the dream and make sure that your audience knows what to expect. That way, they will get what they came for and that will ensure that they feel as though they're getting the value they were promised!

Follow New People Daily

You should look at who's connected with top leaders in your niche and reach out to those people. Follow them or send them a friend request (especially if you have a new Facebook account).

There are a lot of people that won't accept friend requests from newer accounts. That's ok, some also will. If you like, you can also send them a message and say hello and start a conversation.

Pre-Load Posts

If you cannot be on your Facebook account each day, you could pre-load posts so that you keep your engagement on the networks high. There are plenty of third party apps for this. Buffer, Hootsuite, etc.

I personally do not schedule posts. Between my PC and my mobile, I manage to do without. But, there are many people that do and there is nothing wrong with it. It may be necessary if you have a day job and can't be on Facebook at 9am or 1pm, for example.

Use Friend Lists

Most people are not aware that Facebook also has customizable lists that you can create. You can post status updates that are only viewable by people you have added to that particular list. (For example, post something directly to all friends living in a particular location).

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 Facebook posts.

Use Groups

On Facebook, make sure that you are participating in groups that are hosted by others in your industry. Engage with people in these groups. By being a productive and valuable member of the group, people will begin reaching out to you. (Being productive and valuable does not mean spamming your link in 200 groups a day).

You can even host your own group to provide followers access to your experience and knowledge in the industry.

Facebook Messenger

I have heard Facebook messenger referred to by some as "the money zone" when it comes to marketing on Facebook.

This is by far the best spot to build closer relationships with people on Facebook. Also, people are far more likely to drop any fake persona they may hide behind or fake lifestyle that they portray. Once they open up to you on a real and truthful level, you can begin to help them or point them to the right person.

Also, much like commenting on someone's post, the moment you and another person chat in messenger, Facebook sees you both as engaging with each other and starts showing you more of one another's content.

Do not just message people with the intention to pitch or spam them. Build the relationship.

Live Streaming

To build your following on Facebook, consider trying out live videos. This will allow you to stream relevant footage using Facebook. This is a quick and easy way to get some videos on Facebook. (Live streaming has quickly become the most engaging type of content on the entire Facebook platform).

Content Recommendations & Sharing

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.

Not only should you share content with your followers, but you should also make sure to comment on other people's 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 attend to when it comes to your Facebook account. You will want to closely monitor your activity on Facebook 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 followers. Moreover, these analytics can offer you fresh and interesting ways to interact with your followers.

Be Everywhere

This ties in neatly with the advice that you should try to be everywhere.

In other words, don't focus all your attention on Facebook or on Twitter. Be on every type of social media under the sun, and use their different benefits and weaknesses to offer something really unique and interesting that others are not offering.

Meanwhile, being on multiple forms of social media makes your brand appear more professional and capable, as it shows that you've been able to invest into many different aspects of the web and that you've thought of every angle.

Finally, being on multiple different channels as far as social media is concerned allows you to corner each different part of the market.

On Facebook, for example, you'll be able to benefit from gaining access to the largest possible audience and give yourself plenty of options for communicating directly with your audience. On another social media channel however, you'll find you have a much smaller audience. However, this also means much less competition.

Being on a small social network then allows you to build a following in a place where there isn't much competition and then to bring that following over to the larger networks in order to get a leg up. This can help you to gain some real momentum and start to tap into that even bigger audience.

Finally, being on multiple channels just gives your fans lots of ways to interact with you. That means they can enjoy your content in different

formats, and they can choose the method of following you that best suits their particular preferences. Perhaps they like images and would rather follow you on Instagram? Or, maybe they're someone who likes to read in-depth posts, in which case they might benefit from following you on Facebook where they can see all your posts. By being on both, you can ensure that you won't miss out on anyone!

In 2010 the Rapper Lil Wayne was sent to prison for gun related charges from 2009. Leading up to his conviction, which he knew was coming, he started creating content (music, music videos, interviews, etc.) all scheduled to be released at different times during his stay in prison. As a result of him doing this, he was able to be everywhere all the time even though he was physically not in any of those places. Very few people even knew he was in prison until after he was released.

Closing People & Sales

When you understand what motivates most people to buy, recruiting and selling becomes a lot easier. I'm going to go ahead and assume you know the difference between a feature and a benefit.

Although there are many factors that come into play, the basic rule is that most people will make the decision to buy or not buy a product or service because of its benefits, and then later they will justify the purchase by listing off all the features.

For example, the "super duper 2 wide binary 1 up spinning matrix comp plan" is a feature ... the "lifestyle" they can have is a benefit.

They will make the decision to become a part of an MLM opportunity, for example, because they see other people living a lavish lifestyle or enjoying other benefits. Then, they will try to get people to join them by pushing the features (the super duper 2 wide binary 1 up spinning matrix comp plan). This is one of the main reasons most people can't recruit worth a damn. It's the same issue with selling.

This happens for one of two different reasons. Either they think they know how to recruit/sell, and they don't. Or, they don't have the results from the benefits themselves to share and talk about, so they try to push features instead.

What they should be doing is using other people's results until they have their own to share. Then, share their own progress along their journey.

This is known as leveraging the authority of others.

Furthermore (and the men won't like to hear this), woman make the majority of buying decisions in the vast majority of households. I have heard plenty of men say "I need to talk to my wife about this". I have never heard a woman say she had to talk to her husband first.

Sorry to burst your bubble guys and damage your egos, but it's the truth.

Chapter 3: 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 emphasizing posting and sharing content. 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 profile and sees a profile picture that is too large, too small, or out of focus, they are going to get a poor first impression. Most people will instantaneously think, "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.

Details for Upcoming Events

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 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.

Feature Hashtags

Hashtags, phrases or words that are prefixed with the # symbol, offer a way to send group messages on social media sites. It's 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 straight forward. Make sure that your hashtag 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 followers to begin to feel as though they have been lost in the crowd. One way to prevent having your followers feel this way is to use their names when you are responding to their comments or questions.

Optimizing Your Presence on Social Media

Just as you optimize your website for your business, you also need to optimize your Facebook profile. People may add new social profiles at different times, which makes 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 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 you are doing and what you're currently working on. This will keep them well informed about your business with up-to-date information.

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

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Chapter 4: Facebook Scheduling and Automating

Once you have created your Facebook profile, you will begin to recognize how much time it will take to keep it 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, monitor your conversations, and even more. This can save you hours of time each week.

The problem is, how do you automate your Facebook yet 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 conveyor belt where you set it up and forget about it. Instead, think about your social media presence more like baking cookies. When you put the cookies in the oven, your job is not over. You must 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 only what you can while still remaining engaged.

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 an 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 tempting 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 aforementioned 80/20 rule.

Eight of your posts should come directly from you. Six of your eight personal posts should not be a sales pitch, and something non-business related. Two of your eight personal posts can be business related. The other two posts should be content from others that are relevant for your audience. If you find nothing to share from others, you can just skip them or use whatever you like.

This doesn't mean you have to post ten times a day. How many times a day you post is up to you of course. These ten posts may take place over a week, depending on how often you post.

This will help cultivate your brand. Maintaining a schedule like this will allow you to focus 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 zone where most of your followers are located, if you know.
- 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 is 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 5: 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 audience, 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, and 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.

Don't Use Traditional Marketing Strategies

Implementing traditional marketing strategies doesn't attract customers on Facebook and it might backfire on you. An example of traditional marketing is controlling your customers or your audience.

Indulging in intelligent conversation with the Facebook members is a smart and productive strategy. Follow the four pillars of Facebook marketing, which are:

1. Communication
2. Collaboration
3. Education
4. Entertainment

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

Collaborating on Facebook can be for various purposes such as joint venture launches, projects, events, or exchanging files and ideas. While project collaboration happens within the organization, events and idea exchange 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 audience. 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 10 and have a license, you can post it on Facebook.

You can also post videos to make it entertaining. Facebook is one of the best platforms to interact and reach out to your audience.

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 company name on their profile/pages. When you start to create the page for your company, classify it, and choose to go public. This provides more visibility to your page.

Track your Competitors Facebook Participation

It is important that you track and assess your competitors' performance on Facebook. If you are in the 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, 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 your competitors' 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 social media or is experimenting with it. Your competitors' PR involvement in promoting their social media can be analyzed through articles, blogs, magazines, etc.

Virally 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.

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 or person which can satisfy the expectations of everyone.

Positive comments and appreciation about your products with zero negative comments indicates two things: One, that all your customers are extremely happy with your products/services, which is impossible. Or 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 image in the process).

Choose comments that exhibit genuine concern or require immediate support.

Realistic Approach to Answering Negative Comments

When you decide to answer negative comments, there are a few points worth understanding. If you are in the 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 comments get abusive and spiral out of control.

If you are not able to help 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 other peoples' posts, be ready to face the same on your own.

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 a 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 or any other social media site for that matter.

Remember important events like your friends' and followers' birthdays and anniversaries. Send them a personalized message.

Be cautious about whom you add to your friends list and the language you use. If you are reported for offensive messages, you will lose your Facebook account.

Your wall reflects yourself. Make an effort to keep it clean by posting professionally crafted messages.

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Chapter 6: Facebook Reels

Why Should You Use Facebook Reels?

With Facebook Reels, you can reach new audiences, stand out from competitors, and even earn money from sharing Reel videos.

Grow Your Followers And Friends

Facebook Reels allow you to broaden your audience and Facebook community through accessible short-form videos. With the help of SEO descriptions, user tags, and hashtags, new friends and followers can quickly discover Reels on Facebook just by scrolling down the News Feed. Reels are a quick and effective way to reach a higher engagement rate and increase followers.

Earn More Money

With the Reels Play program, eligible you can earn money from Reels shared on Facebook and Instagram. Facebook Reel creators who receive 1000 views over 30 days can earn a bonus if they are in the invite-only program.

Stand Out In The News Feed

Whether you want to share a new recipe, organizational hack, funny skit, or promo video, Facebook Reels can help you stand out from your competitors. Sometimes viewers don't have time to watch a full-length Facebook video, making Reels the perfect solution to set you apart from other creators. You can share a 30-second video to interest your audience to learn or watch more on your Facebook page or direct them to your content on other platforms like YouTube.

Repurpose Existing Video Content

Don't have time to create new video content? Repurpose older videos from other platforms like Instagram Reels, Facebook Stories, and TikTok to retain views in a different format with Facebook Reels. Some viewers

might not know about your other social media platforms, so sharing the same content can save time, and broaden your audience. Make sure to batch create Reels to save time, then share them on Facebook, TikTok, and Instagram.

Where To Access Facebook Reels

Facebook Reels live in a dedicated Reels section in the News Feed. Whether you're on an iOS, Android, or desktop, just scroll on your News Feed, and a Reels and short videos section will appear. Swipe left and right on the Reels to view more previews without sound, or tap on the specific Reel you want to watch fullscreen and with sound.

Wrapping It 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 because it is the largest social media site.

While it is important to become established on more than one social media site, do not do so at the expense of another.

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.

Well, that's a wrap folks. I hope you enjoyed this guide and I hope you found it valuable. Thank you once again for purchasing it :)

Cheers,
Michael Burns

You can work with me directly at: <https://michaeljburns.ca/>

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