



1

Subject line: First Lesson - Facebook Marketing Tips

Hello "autoresponder code here",

Welcome to the first lesson in the Facebook Marketing Tips Crash Course. Over the next few days, you will receive several lessons that will help you learn how you can build your business and increase your profits using Facebook.

In this first lesson, we are going to talk a little bit about the benefits of using Facebook marketing for your business.

Facebook marketing is unlike any other form of advertising, especially for those who are new to it. What this means to most business owners is that almost everything they've learned about marketing doesn't apply to a Facebook campaign.

Many business owners make the move to Facebook with high hopes of making their business a household name but then end up lost, confused and disappointed when they don't start seeing results right away.

One of the first mistakes many business owners make is confusing their personal account with setting up a business page. They are two completely different things and should be treated as such. However, you do need a personal profile before you can set up a business page. To set up a business page you must first login and then go to <https://www.facebook.com/pages/create>. From there you can choose the type of page to suit your business needs.

If you need help getting started, I suggest checking out their help files: <https://www.facebook.com/business/products/pages>

When it comes to marketing your wares on this massive network, it's important to remember that Facebook is social by nature and as such quality is always more important than quantity when using it to get more attention for your business.

Your audience will be more satisfied with fewer posts if they are receiving useful information. Posting all day every day is useless if the information you are posting isn't relevant to your readers. In fact, posting too much can actually hurt your business more than help it because your followers will get annoyed and stop paying attention, hide you, unfollow you or worse report you as a spammer!

The best approach is to make regular posts several times a week on your Facebook page. Setting up a page, putting in multiple posts on the first day, and then ignoring it for several months won't do anything to improve your business. So make sure you set up a

<http://offlineplrvideos.com>

schedule for posting that serves the purpose of your business and stick to it. This will help ensure your followers stick around.

When you are first getting started, it's a good idea to brainstorm a list of good reasons why people should become a fan of your business. When you can answer the "why", you will be better prepared to deliver content that will keep your followers coming back for more. It will also help them become more engaged with you and your brand, which is what social marketing, is all about.

On Facebook, public perception is everything. Hence, the cover image you choose for your Facebook page is very important because it's the first thing people will notice after they find you. If it doesn't capture their attention they may not even bother reading your posts or following your page.

While it may not seem like a big deal, it can have a big impact on your success, so make sure you use a picture that looks good and conveys what your business is all about. Don't use grainy, stretched out or irrelevant images (we've all seen them) and they don't look good. If that's all you have it's almost better not to use anything because they can have a negative impact on your campaign.

If you don't have a good image or you're unfamiliar with graphic editing software you may want to consider hiring someone to design your cover image. Often you can find a good designer who will do the job for a few dollars especially on sites like Fiverr, eLance or Freelancer.com.

The most important thing to remember when it comes marketing on Facebook is to be social. That's what people expect and if they have taken the time to find you on the network then it's your job and opportunity to connect with them, so don't blow it by making the mistake of thinking that traditional marketing rules apply.

We have a lot to go over in the next few days if you want to learn how to Facebook marketing for your business, so make sure you look for your next lesson soon. We will be talking about how to make the most out of your social marketing campaign on Facebook.

Thank you again for joining,
"add your name here"

"your email address"

"your URL here"

P.S. If you have questions or need assistance please feel free to contact me at any time I will be happy to help!

<http://offlineplrvideos.com>

2

Subject line: Second Lesson - Facebook Marketing Tips

Hello "autoresponder code here",

It's time for your second lesson in the Facebook Marketing Tips Crash Course. I hope you found lesson one informative. In this lesson, we are going to go over some more tips that you can use to make the most out of your social marketing campaign Facebook.

It's important to remember that most people use Facebook for fun, entertainment or personal reasons like keeping in touch with family and friends. However, that shouldn't stop you from taking advantage of everything it has to offer your business.

When it comes to running a successful campaign, you have to take the time to get to know how your target audience uses it. Do they follow certain brands; do they share pictures of funny animals, do they like political pages? Once you know, what they like to do on Facebook you will be better able to post content that will grab their attention and keep them coming back for more.

Since the ultimate goal is for people to find your business, it's very important to make your profile professional. Often the "About" page is where they look first and you want to make a good first impression so fill it out and provide them with enough information about your business so that they know what you do and how they can contact you.

If you are going to post any links on your page, make sure that they are relevant and they are accompanied by description. This can be a good way to engage your readers, encourage them to leave comments and possibly start a discussion, which leads to people having something new to share with their friends.

Don't think of Facebook like the classified ad section newspaper. It's not about pushing your products on people. It's about communicating and building strong relationships. If you just use it to sell instead of communicate, then you'll only end up alienating a lot of your followers. Remember it's a social network so talk with them, not at them.

Share other content from other platforms on your Facebook page. Does your business have a website, blog or YouTube channel? Any time you upload new content related to your business, make sure you share it on Facebook as well. People are much more

<http://offlineplrvideos.com>

likely to keep up with their Facebook status during the day than they are other sites so use that to your advantage.

Don't focus on getting the most fans possible. Yes, everyone loves a big number, but if you've got 10,000 fans who never respond to you, then what's the benefit? Your goal should be to engage and communicate with your followers so that you can build a long and lasting relationship with them.

That's it for today's lesson. In your next lesson, we will be talking about make friends and influence customers with your campaign.

Until then,
"add your name here"

"your email address"

"your URL here"

P.S. I appreciate your joining me for this short course. Remember, if you have questions or need help please feel free to contact me. I'll be glad to help.

3

Subject line: Third Lesson - Facebook Marketing Tips

Hello "autoresponder code here",

It's "add your name here", with your third lesson in the Facebook Marketing Tips Crash Course. I hope you found lesson two informative. In today's lesson, we are going to go over some tips that will help you make friends and influence customers with your campaign.

Marketing your business through social media sites like Facebook is quickly becoming a necessity rather than an option. If you don't take the time to learn how you can use these popular online platforms your business could very well get left in the dust.

As we've discussed before, when it comes to marketing on social networks you have to do things a little different that you would with any other type of advertising if you want them to have a positive impact.

<http://offlineplrvideos.com>

It's very important to be interactive on your Facebook page. If all you ever do is post, post, and post some more, then people will get tired of you quickly. On the other hand, if you ask interesting questions, engage consumers in conversation, and respond to their posts, then your posts will become more appealing. The next thing you know they will start sharing them which introduces your business to even more people.

In your last lesson we talked about sharing information from other platforms on your Facebook page. You should also add social share buttons to your website and blog so that your visitors can find your social profile and follow you. It will also make it easier for them to share your content with their friends and on their own pages.

We also talked about how important it is not to use your page to post nothing but advertising. People are more likely to be interested in your product or services if you post items and events about your company in a friendly manner that doesn't make your "friends" feel like you are spamming them. Remember, they may be your future customers, but in the meantime, treat them like friends.

Use your hashtags. They are a great tool when used properly. By inserting the pound (#) sign, before any word or group of words it automatically turns them into a searchable link on the topic. You can use them to promote your conferences, special events, products, and brands. Not only will they allow you to market discreetly they will also let you listen to what others are saying about your business.

Here is a very nice article that will explain them even further:

<http://mashable.com/2013/10/08/what-is-hashtag>

If you are using Facebook for your business, it's important to understand the difference between your profile page and a business page. A profile page is for personal use and fan pages are for companies. If you fail to comply with the rules of business, you could risk the chance of Facebook shutting down your business page.

Here is the link to find out more:

<https://www.facebook.com/help/281592001947683>

Customize Your Page URL. Customizing your Facebook Page URL is essential for SEO in both Google and Facebook. If your URL has a bunch of numbers at the end, your page won't show when someone searches for it. It also makes your business page look more professional and easier for people to remember.

To do this login and go to your "Page Settings," click on "Edit Page" and then choose "Update Public Info." From there click on "Basic Information" and finally "Change Username."

That's it for today's lesson. In your next lesson we will be talking about some simple things you can do to improve your marketing results on Facebook

<http://offlineplrvideos.com>

Until then,
"add your name here"

"your email address"

"your URL here"

4

Subject line: Fourth Lesson - Facebook Marketing Tips

Hello "autoresponder code here",

How are you? We're winding down to the end of this short course. But we still need to go over a few things. Today we are going to jump right in talk about some things you can do to improve your marketing results on Facebook.

If Facebook marketing is still a mystery to you instead of guessing about what you need to do, slow down, learn the basics and make a plan. This way you can create a successful marketing campaign and improve your overall results.

I know in the last few lessons I've told you don't use your Facebook page strictly for advertising, but on the other hand self-promotion is important if you want your campaign to be successful, so how do you do both? You use the soft sell!

Mention your products and services in your posts without selling them and be sure to celebrate milestones and other big moments in your business with your followers. It's the human touch that really makes a difference.

You want to show people that you are a real person, so make sure that you link your Facebook business page to your profile. In the section where you are allowed to add administrator's information, place a link to your personal page. You don't have to accept anyone you don't feel comfortable adding, but it will let people know you are real.

Don't post just to post to post. If you post randomly with very little substance or too many times a day as I've mentioned before, then many people will look at your business and think all you do is spam their Facebook feed. Yes, you want to post as often as possible, but make sure the posts are quality.

<http://offlineplrvideos.com>

Encourage your followers to interact with you and each other, for instance by asking questions sharing trivia, holding contests or giveaways. Nothing will boost your efforts faster than freebies. Just make sure they are relevant to your business.

Keep in mind whenever you post something is that your intention should be to elicit responses from your community. So, think about each phrase of every post and write it so that people will want to comment. When it comes to achieving real results from Facebook the most important thing you can do is engage with your audience. If you can do that your business will reap the rewards.

Create infographics. Infographics are a step up from pictures, and include information and relevant information that can be useful to your target market. When you create an infographic, it is even more likely to be shared by others because the information is valuable. This raises your profile, but it also makes you look like an expert.

Consider hiring a freelance writer to help you create interesting content for your page. This will allow you time to focus your energies on growing your business, and it is especially important if writing is not one of your strong suits. If you do decide hire someone to write for it's a good idea to provide them with topic ideas and be sure that you always proofread everything before it is posted.

Don't forget to keep an eye out for my next email. There will be some great stuff in your last lesson.

Until then,
"add your name here"

"your email address"

"your URL here"

5

Subject line: Fifth Lesson - Facebook Marketing Tips

Hello "autoresponder code here",

Well, we have come to the final lesson in the Facebook Marketing Tips Crash Course.

<http://offlineplrvideos.com>

I sure hope you have enjoyed your lessons and learned a lot about marketing your business on Facebook. In this last lesson, I am going to share a few more tips that will help you kick your campaign into high gear.

As we have covered over the last few lessons there's more to Facebook marketing than just creating a Facebook page and randomly posting occasionally. If you're new to Facebook or your campaign hasn't seen results yet, chances are that you just need to focus your efforts a bit more.

When creating content to share with your followers, make sure it is relevant to what is going on with your business or industry. I know I've said this before but it's so important that it's worth repeating. For instance, if your company sells fitness equipment, you could post about the latest workout trends or healthy eating tips. This way you can soft sell (as we talked about in your last lesson) your products with friendly in content recommendations.

If you are going to share images with your followers, make sure that you know exactly who or what is being portrayed. Don't waste your time or the time of your consumers posting photos of irrelevant topics and never share anything that is inappropriate, offensive or rude even if you think it's funny. It will only backfire and ensure that people unfollow your page.

Get faces to your business brand. Facebook is really about building relationships, and it's tough to build relationships around businesses or faceless brands. If you add some faces and names into the mix, it can do a lot for building brand engagement among your followers.

Use Facebook as a customer service tool. Invite customers to send you questions, comments or even complaints by commenting on your page. Answer questions in detail and always respond to posts politely even if you don't like what they say or they're rude.

This way you can use negative comments to your advantage and it's great to prove to your consumers that you care about them and your business provides excellent customer service. Although, in business there are some people that you can't make happy no matter what you do and they become belligerent. If this happens, the only thing you can do is block them from your timeline and if they continue to harass you then report them.

Never buy Facebook fans to make your business more popular than it is. It may be tempting to throw down some cash to buy your way in to big numbers, but it never turns out the way you want. Those hollow followers bring nothing to the table. Your real followers will see right through this and think your business is dishonest.

When you're working on growing your followers, consider using "Like Ads". They aren't very expensive and they include a clear call to action that encourages people who are just browsing your page to Like it right from the ad. They can be very effective.

<http://offlineplrvideos.com>

If you want to use Promoted Posts, only use them with your current followers. When a non-fan sees "Promoted", they think it's a "Sponsored Ad" and tend not to click on it. Your current followers won't see it that way because they already know who you are, what you do, and they already like you.

You can find out more about promoted post here:
<https://www.facebook.com/business/promoted-posts>

Of course, you can also try Facebook ads, which are a lot like Google AdSense just make sure you take the time to learn how to use them effectively. They have a bit of a learning curve and if you don't know what you're doing you can waste a lot of money quickly.

It's important to learn how to target your ads so you don't end up paying for ads that are shown to people who have no interest in what you have to offer. It's vital that you know how to target your audience and set your filters, so that you can target users by age, geography or gender or other characteristics. While Facebook makes the process fairly easy you will still need to test your ads to make sure they are pulling in good results.

There is so much information available on the topic of Facebook advertising so before you begin paying for ad make sure you do your research and start slow. A good place to start is on the Facebook advertising page. Here is that link:
<https://www.facebook.com/advertising>

As you can see, Facebook marketing does take a bit of effort, but now that you know how effective it can be and you've learned a few good tips you can tuck under your belt there is no reason why you can't take full advantage of everything it has to offer your business. So go get busy! The sooner you start the faster you'll reap the rewards.

As we close this final lesson, I would like to thank you again for joining me for this short course. I sincerely hope that you've learned a lot about how to use Facebook to market your business and just because this course has come to an end it doesn't mean that I'm no longer available, so please feel free to contact me if you have any questions. I'll be glad to help!

Until then,
"add your name here"

"your email address"

"your URL here"

=====

<http://offlineplrvideos.com>

Legal Notice

The Publisher has strived to be as accurate and complete as possible in the creation of this course, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

The Publisher will not be responsible for any losses or damages of any kind incurred by the reader whether directly or indirectly arising from the use of the information found in this course.

This course isn't intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

No guarantees of income are made. Reader assumes responsibility for use of information contained herein. The author reserves the right to make changes without notice. The Publisher assumes no responsibility or liability whatsoever on the behalf of the reader of this course.

This email may contain affiliate programs and advertisements for monetization, which can result in commissions or advertising fees being earned for purchases made by visitors that click through any of the advertisements and/or links included in this text.