

# 9 Ingredients For Dominating facebook's news feed

*Without giving them a penny...shhhh!*



Kim Garst

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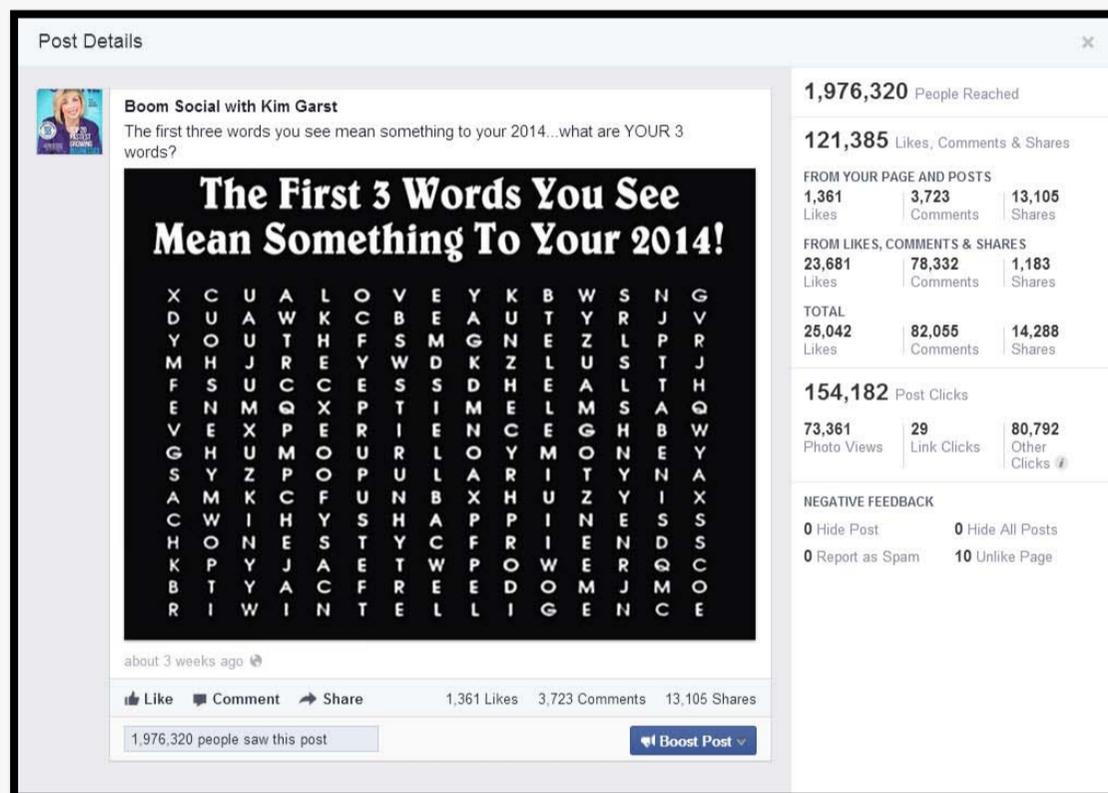
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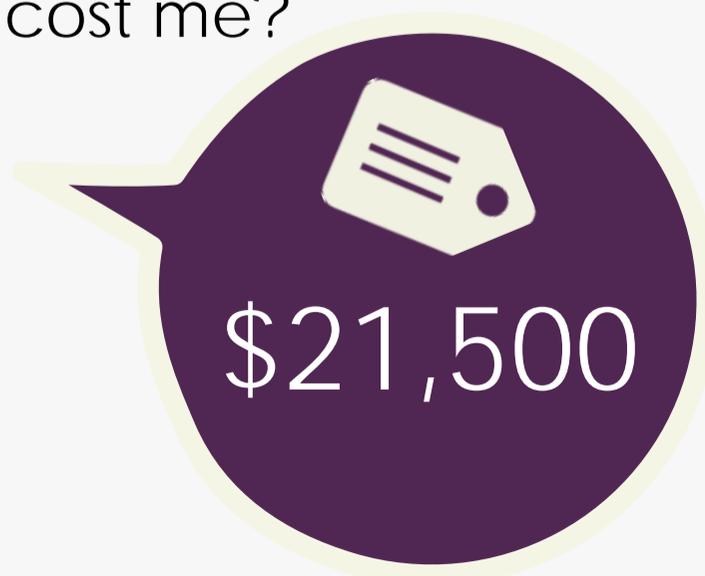
Are you hearing this A LOT lately? "

**"Facebook is making it impossible to get my content into people's News Feeds anymore unless I pay them money!"**

I disagree. My post below reached nearly 2 MILLION people and got 121,000+ total "Likes", "Comments" and "Shares".

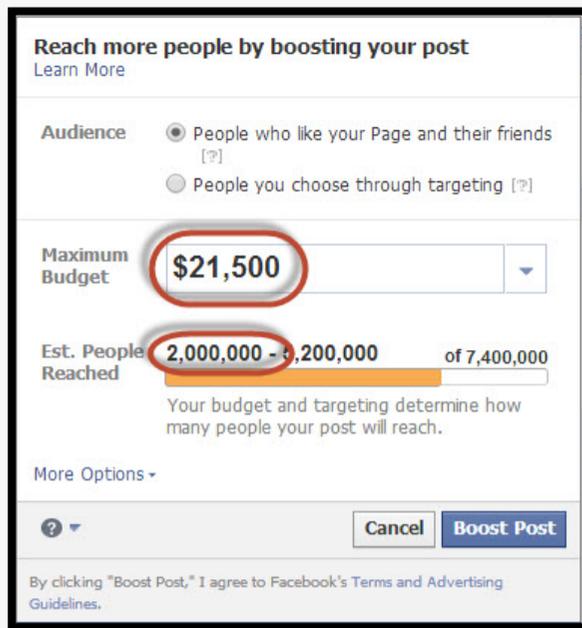


The best part is, **I did not pay a single penny to Facebook or anybody else.** Is that a big deal? I could have used Facebook advertising to get the same reach. Guess how much that would have cost me?



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Let me say that again slowly – twenty-one thousand five hundred dollars!

Think that was a fluke? Nope, check out my Fan Page. On a daily basis I post updates that get 500 “likes”, or 100 “shares”. My average engagement rate is always at least 15 times the Facebook average.

I am truly not bragging. I am just saying I have learned a thing or two about writing content that my fans (and their fans) want to see and that Facebook wants to put in front of them, and I am going to share a few of my secrets with you.

But first.....

To understand how I do it you first need to know a little about Facebook and how content selection works.

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Did you know that Facebook now has **1.26 BILLION overall users with a staggering 757 million active daily, 138 million active daily in the US alone?**

Each user has, on average, just over 300 "Facebook Friends". Facebook's "Like" button is clicked **4.5 billion times a day**. 350 million photos are uploaded and **4.8 billion items are "Shared" daily**.

Did you know that only 6% of people ever return directly to your Facebook Profile or Fan Page once they "Like" it?



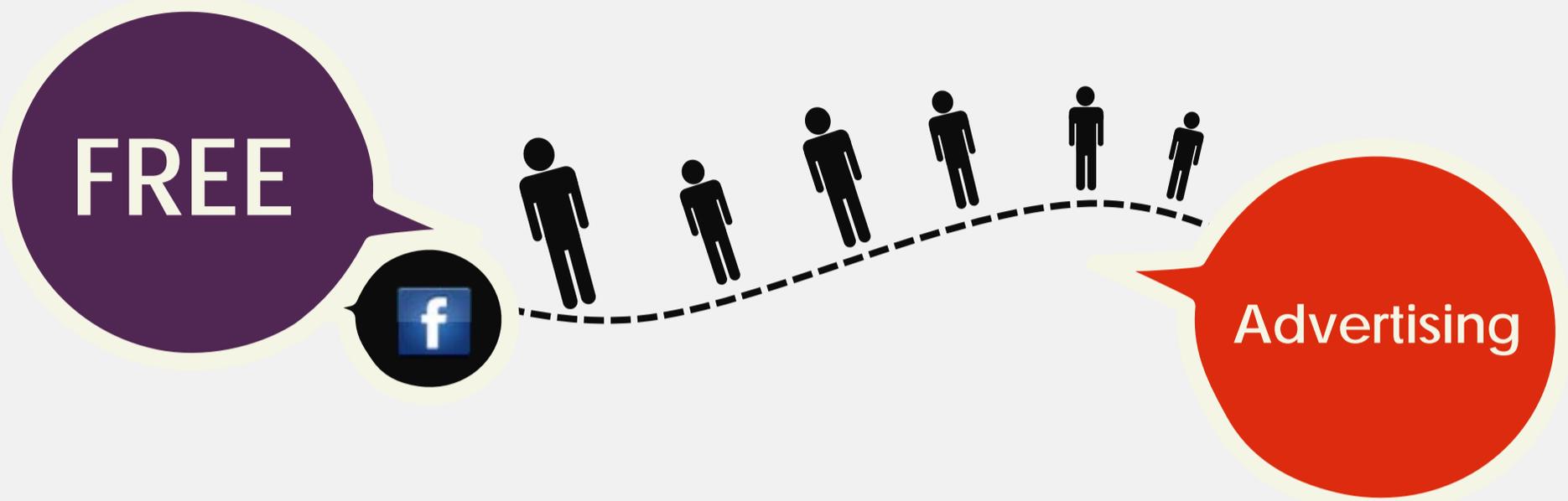
Nearly all interaction on Facebook happens through the Facebook News Feed. Bottom line, **if your content doesn't make it into the News Feed, for discussion purposes, your page doesn't exist!**

So here is the problem. Facebook controls which content of yours ends up in other people's News Feeds. You can use advertising and **PAY Facebook money to put your stuff there....or, if you are savvy, you can follow the tips, tricks and techniques below to increase your organic (another name for FREE!) News Feed traffic.**

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Who doesn't **want FREE advertising**, right?



The News Feed was invented by Facebook in late 2006 as a way to keep up with what your friends (and customers, and prospects!) were doing without having to go to each of their pages.

Even if they were to put every post from every friend you had in your News Feed, they still needed to figure out which order to put them in. So, they created an algorithm called "Edgerank".

Smart people quickly figured out what to do to beat the algorithm and get more of their content higher up in the News Feed so Facebook kept making the formula more complex.

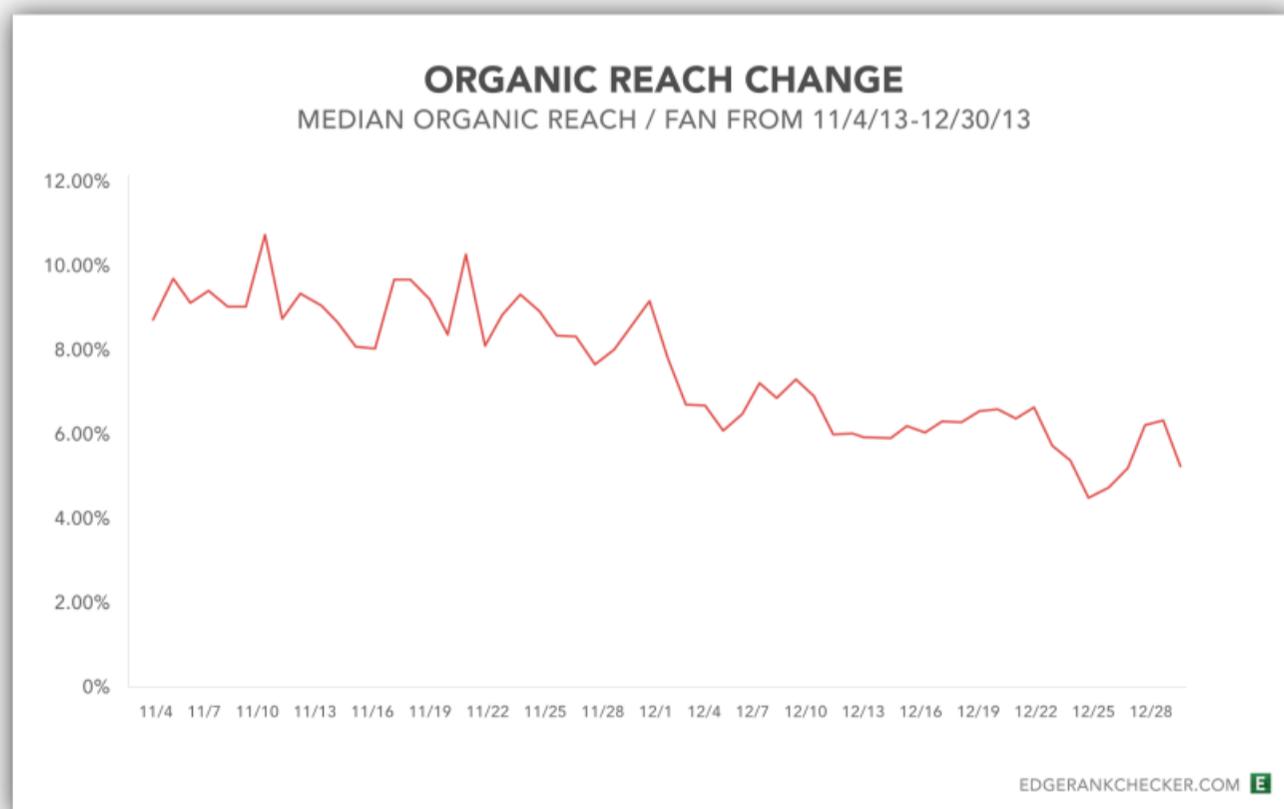
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Long story short, in December 2013 Facebook announced the latest changes to the algorithm (no longer called Edgerank). There are now 100,000 “weight factors” in the model and a News Feed limit of 1,500 entries.

Even more alarming, **Facebook knows the value of this ranking system and that millions of people are willing to pay money for “head of the line privileges”.**

Translation – you have to pay Facebook money for more people to see your updates in their News Feeds. Yes, some traffic still gets there for free.

This is called “organic” traffic. However, you’ll see below the dramatic drop-off in average organic reach in the period right after the launch of the new algorithm:



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So, quick review, you really have a few choices.

You can:

1

### Quit Facebook

Not a smart  
business move  
IMHO

2

### Pay to Play

Facebook ads to  
get more of your  
content in more  
people's News  
Feeds – can be  
PRICEY!

3

### Knowledge Is Power

Learn some  
tips, tricks and  
techniques to  
increase your  
organic (FREE!)  
reach – **BRILLIANT!**

I "LIKE"  
(pun intended ☺)  
#3!

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So, without further ado, here are “9 Ingredients to Dominating Facebook’s News Feed (Without giving them a penny.....shhh!!!)”:

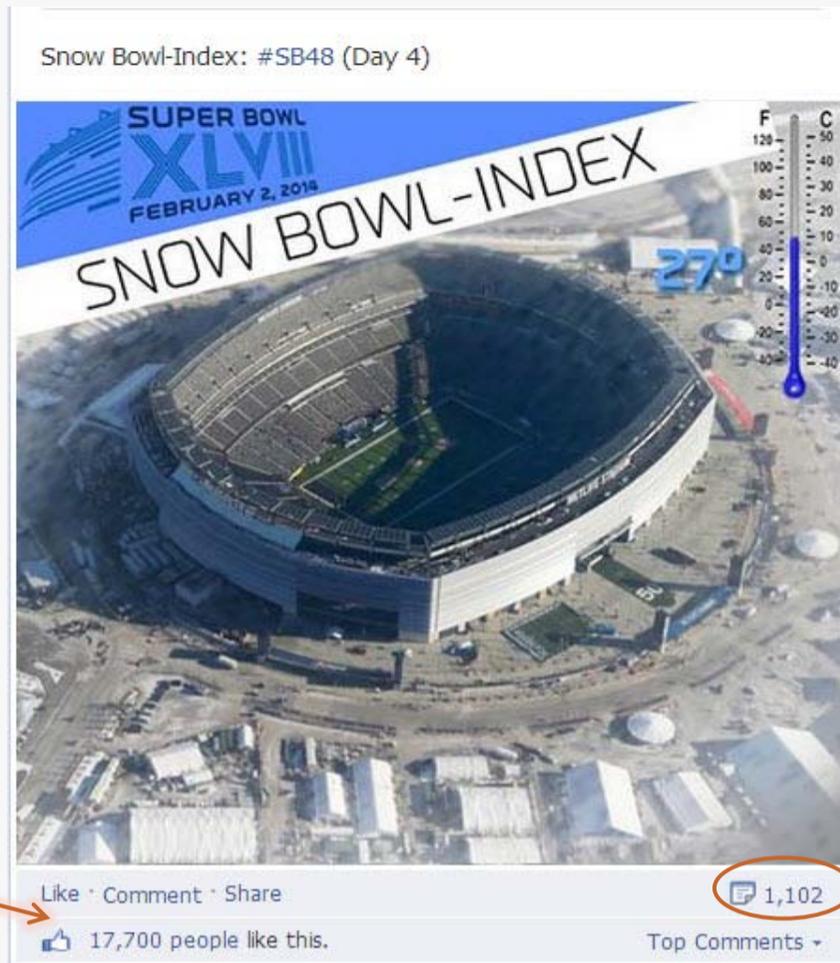
## #1: Touch on Current Events



This does NOT mean using tragic circumstances to sell your product! There have unfortunately been a few brands who have failed massively using this tactic.

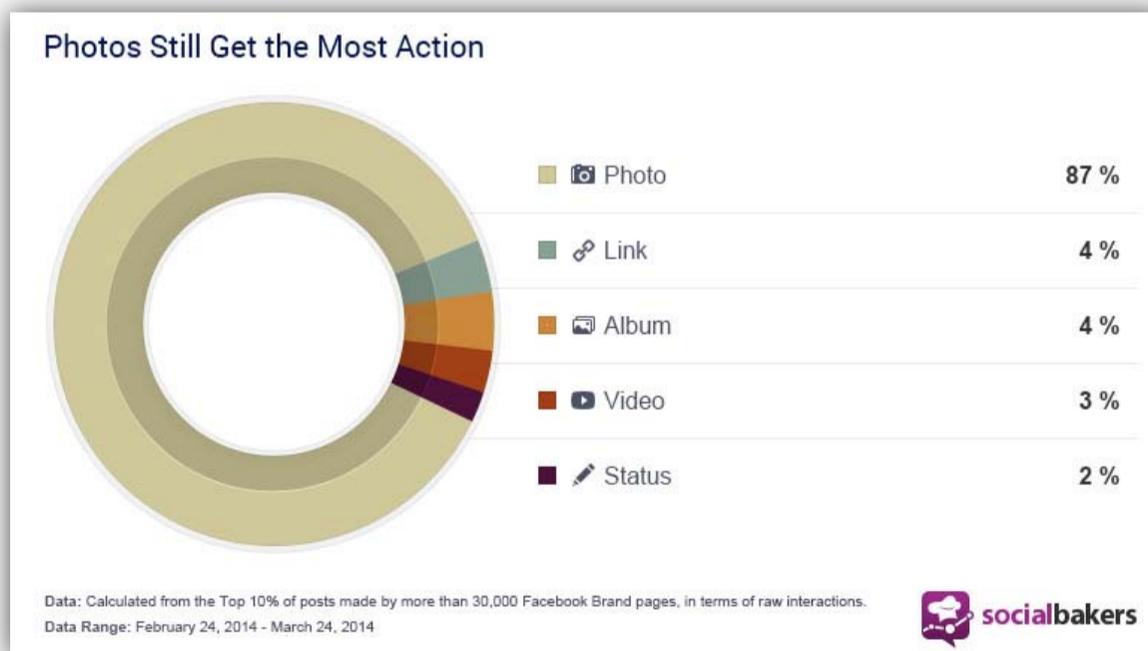
What it does mean is taking part in the excitement of a current event by subtly associating your brand with the event, and/or keeping your brand top of mind. For instance, the Super Bowl is the biggest sporting event on the planet, and a status update on the event fits into any content strategy and will likely get big results from both the Facebook News Feed algorithm and your community.

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## #2: Understand that Post “Type” Matters

There are 4 basic types of content posted on Facebook: text-only status updates, videos, photos and links. Even after the latest algorithm changes, photo status updates are the clear winner getting considerably more organic (FREE!) reach as posts with links.



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When you think about it, that kind of makes sense. People love info that they can consume quickly and visual content is processed 60,000x faster by the brain than text.

## **Graphic content is simply killing it across multiple social media platforms!**

Personal interaction is solid gold and Facebook wants to foster more of that, so updates that contain visual content are more likely to hit your fans News Feed in the future.

**Bottom line...visual content** drives engagement and that's what you want as a fan page owner!

Photos generate  
53% more likes  
than an average  
post

People are more likely to comment or share on a photo than a text post. You want to build not just a large, but a highly engaged Facebook community.

So, while it is okay to mix in text-only posts, make sure you drive engagement with your audience with **graphic-based posts**.

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### #3: Be Relatable

Have you ever seen a post on Facebook and immediately thought, “YES! I know EXACTLY what he/she is talking about!”. This is what I mean by being relatable. Any time you can combine humor with an idea or experience that people can relate to, you have a winning combination.



### #4: Build STRONG Relationships NOW for Viral Growth Later

It's a simple fact. Your engagement rates, and likelihood of showing up in News Feeds, will increase if you take the time to be present on your page and consistently communicate with your EXISTING community (the people who have already “Liked” your page). Facebook

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magic happens when your friends and fans share your content with their friends and fans and so on and so on. Do that enough and you end up with a viral post.

I can't control who decides to share what with who after I write the post, but I can make sure more of my EXISTING FANS see and interact with an update by being present in the comments section frequently.



Okay, this post didn't go viral, but it did reach **6,000 people (for FREE!)** and is an example of something I do every day. It had 26 "Likes" and 36 "Comments". I asked a question using text only (see tip #2) and **was present to interact when people commented**. My commenting drives more commenting which drives more appearances in my fan's News Feeds which makes it more likely to end up in THEIR fan's News Feeds and the primer for viral magic is set!

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## #5: Draw on Emotions

Associating your brand or product with a strong emotion such as love or loyalty is a great way to bump up the virality-factor. You can do this through a photo, video or even just a plain old text post; the main ingredient is simply that people *feel something* when they see your post.



## #6 Use Data to Figure Out What's Working (...and Not Working)

Every Facebook Fan page has a built-in data and analytics system called "Insights"



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Click "See All" and then "Posts" from the main menu. From there you can sort your last 3 months of posts be either "Reach" or "Engagement" from highest to lowest. Do more of what is working and less of what is not.

		Reach: Organic / Paid		Post Clicks		Likes, Comments & Shares	
Published	Post	Type	Targeting	Reach	Engagement	Promote	
01/06/2014 4:01 pm	 The first three words you see mean something to your 2014...what are YOUR 3 words?			2m	154.3K 121.5K	Boost	
01/09/2014 4:59 pm	 Hmm...glad to know I am creative! I have three screens, 2 browsers and 52 tabs open! :-)			1.1m	14.2K 74.4K	Boost	
01/28/2014 4:16 pm	 Do you have any 'drama' in your Facebook newsfeed? Brings to mind the saying FACE your			112.3K	1.6K 9.5K	Boost	
01/29/2014 4:50 pm	 #FacebookTip Do not advertise your business on someone else's fan page or personal wall without			67.5K	1.8K 4.9K	Boost Again	
12/22/2013 2:24 pm	 Every family has at least one, right? :-)			58.5K	2.1K 4K	Boost	
12/03/2013 3:11 pm	 How about a little fun this afternoon? Pick your Snowman name...mine is Candy McSparkle LOL			45.5K	3.7K 3.2K	Boost	
12/23/2013 8:29 pm	 This is the first year ever that my son won't be home for Christmas. I sure do miss him! I know			36K	303 3K	Boost	
01/14/2014 10:18 am	 Successes come in ALL sizes and they happen one step at a time! Give yourself some grace today!			32.7K	711 2.3K	Boost	

## #7: Use Humor

You don't have to be a comic-genius to share or create humorous content! Take the example below: a fan sent in a photo of their baby wrapped up in a Subway sandwich wrapper. The company didn't even have to create the image; they simply had to share it. This picture is also super cute, which certainly doesn't hurt!

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## #8 Ask Questions People Can't Help but Answer

For whatever reason, we love simple, close-ended questions. Also, a lot like your smart phone, our brains rush to "auto-complete" things. Put those two together and you get something like this little piece of magic from Disney. So simple, but check out the numbers!

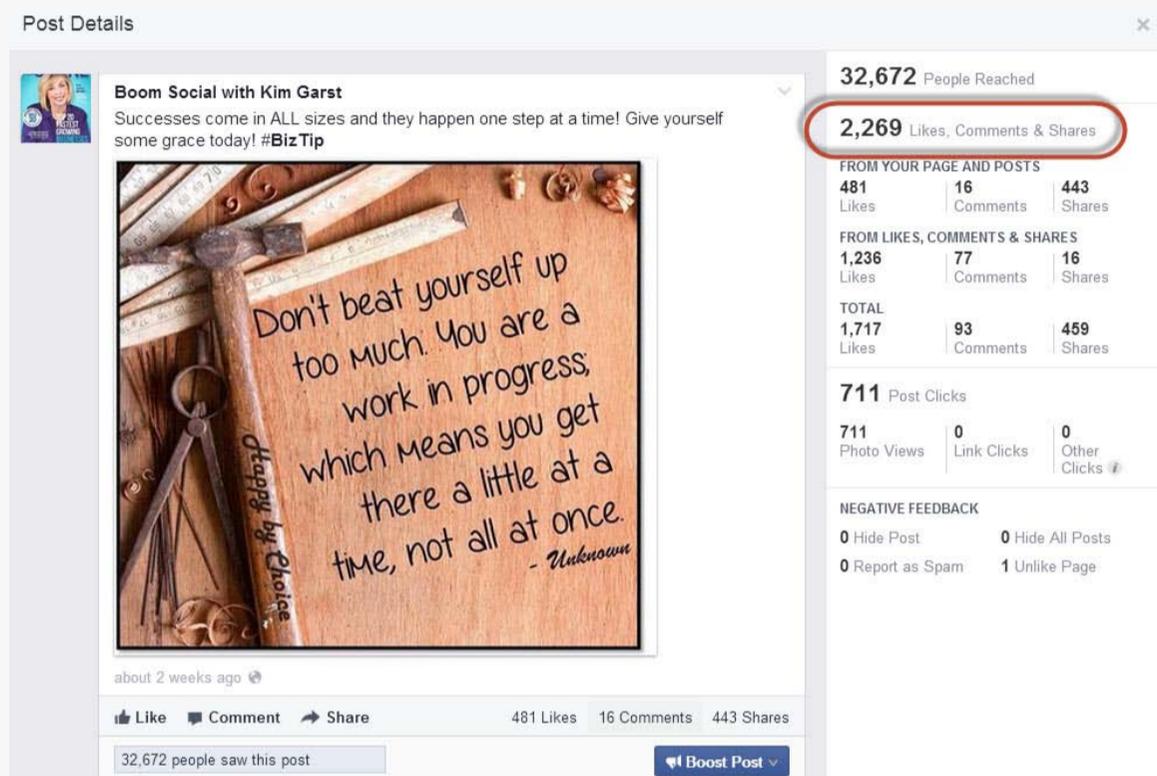


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## #9: Be Inspirational

A simple quote and image can go a long way to encouraging or motivating people, making it more likely they will want to share with their friends. Not only did this post reach over 32,000 people, but it inspired 2,269 of them to “like”, “comment” or “share” the post.



So that is it for “9 Ingredients for Dominating Facebook’s News Feed (Without giving them a penny.....shhh!!!!)”, but it is hardly it for the subject.

Last year people spent almost **\$7 BILLION dollars** on Facebook advertising. 90% of that was **WASTED**...flushed down the drain with little to no return.

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Why did this happen?

Because Facebook advertising is hard, right? There are so many different types of ads. Which type do I use? How do I set it up? How can I tell if it is working? What should I advertise? Makes your head spin and you want to yell...

**Stop! Stop! Stop!**

Facebook advertising is HUGE and you can use it to build your business and make money, real money, ***fast***. I have built a very successful business using Facebook advertising and helped hundreds of companies use it to explode their businesses as well.

I would love to teach you my secrets on how to not just use, but **C-R-U-S-H** the most powerful and “monetizeable” type of Facebook Advertising...

**PROMOTED POSTS.**

Get instant access to my 5-video course **“Promoted Post Domination – The Inside Secrets to Using Facebook’s Most Powerful Advertising Tool”**.

<http://kingarst.com/products/promoted-post-domination/>

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In this training you will learn how to:

- 🔥 **Create a killer promoted post** and be raking in the traffic and cash in under 10 minutes
- 🔥 Learn how to get **big results on a tiny budget**
- 🔥 How to use **promoted posts for profits** and **sell without sounding “salesy”**
- 🔥 **Avoid the most common mistake people** make using promoted posts, one guaranteed to flush all of your money down the drain
- 🔥 **Build your e-mail list** at supersonic speed
- 🔥 Bring a **“buzz” to your Facebook page** and other social media sites
- 🔥 Drive **massive website traffic, traffic that converts to sales!**
- 🔥 How to **advertise YOUR products and services on your COMPETITORS Fan Pages!**
- 🔥 ....and so much more.

Click the link below and get **INSTANT ACCESS** to my very special course, **“Promoted Post Domination – The Inside Secrets to Using Facebook’s Most Powerful Advertising Tool”**. It will be the best \$9 investment (that’s right, I said NINE DOLLARS) you have ever made.

<http://kingarst.com/products/promoted-post-domination/>

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Still not sure?

I invite you to at least check it out and decide for yourself.

Click the link below and find out more about this one-of-a-kind course.

<http://kingarst.com/products/promoted-post-domination/>

Hope to see you on the other side...

Blessings,

Kim

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