

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on Day 5, and yesterday I gave you a traffic strategy to use for 4 different social media channels. Facebook, Instagram, Twitter, and LinkedIn. While these work similarly there are differences in how you build followings on each of them, when you should post content, and what kind of content to create for each of them. Over the next few days, we are going to look at each of these and go over how to use them individually to get a ton of traffic from each of them.

Today we are starting with **Facebook!**

The first thing you need to do is decide if you will be using your main Facebook profile or if you will setup a Facebook page.

Now my main niche is the Internet marketing and make money online niche. I use my main profile for this. Many people are scared to use their main profile because they use it for personal use too, but it doesn't bother me at all. I don't care if my school friends and family see what I'm doing with my business. If they don't like it, they can unfriend me and we can keep in touch via text. That's harsh, but I'm MAINLY on Facebook for marketing purposes, so I have no issues with using my profile.

Side Note: My family and friends love me and yours probably do too. 99% wont unfriend you for sharing information about your niche/business. 😊

You can also create a Facebook page, but you *WILL* see better results from using your profile. I use pages for my other niches, but always see more results with my profile.

Now, once you have decided what you're going to use, you need to either optimize your profile for traffic or build your page.

Here's how to optimize your Facebook profile for traffic >>>

<https://dfysocialmarketingcontent.com/blog/how-to-setup-your-facebook-profile>

Here's how to build a Facebook page for traffic >>>

<https://dfysocialmarketingcontent.com/blog/how-to-setup-a-facebook-page-for-your-online-business>

After you have everything setup properly then you need to add some posts that are relevant to your niche. I recommend that before you start trying to build a following that you spend 1-2 weeks posting to your Facebook profile/page.

What kind of content? Well, that's going to depend on a lot of factors about your business, but here are a few ideas that you can post...

1. Memes – These can be funny, motivational, inspirational, etc.
2. Links to your blog posts showing that you know about your niche.
3. Create images that will get people to come to your squeeze page.
4. Updates about your niche. This can be done via text, images, videos or a combination.
5. Tips about your niche. I love creating graphics and putting tips as text on them. This is also a great type of content to create because it gets shared and can get you more friends/followers.

Of course, there are a ton of things you can create. Make sure you that you research content creation for Facebook! Always be building your knowledge on this topic because content is a HUGE key to this tactic working well for you.

I have a post at <https://dfysocialmarketingcontent.com/blog/what-content-to-post-to-facebook> that gives you more ideas.

You want to be posting content to your profile/page every day! You'll need to see what the best times are for you to post. *For me* it's around 9am and again at 5pm. I post twice a day to Facebook and recommend that you do the same at the times that work for you.

Now once you have gotten in the habit of posting your content then start trying to get friends/followers.

You can do that by doing the following...

- 1. The best strategy for this is to INTERACT with others.** Join Facebook groups that are related to your niche and focus on the members of the group. Like their posts and comments. Comment on their comments. Send them friend requests, like their pages, etc. The law of reciprocity will come into play here and you'll start seeing your friend/follower count grow!
- 2.** Search for your keywords on Facebook and interact with the content you find. Again, like posts, comment on posts, send friend requests, and like the pages of the people you find making the posts.
- 3.** Post AMAZING content! Do you have tips or tricks or other knowledge about your niche? What are your best secrets about your niche? Post those and if they're good enough you'll see your posts getting shared which can build your friend/follower count.
- 4.** If you're using a Facebook page and someone interacts with your post (*likes it or leaves a comment*) you can invite them to like your page if they haven't already. I do this once a day and it always adds 2 or 3 new followers each day! It's a small tactic, but every follower counts! 😊
- 5.** Use calls to actions in your content! Ask people to friend you or like your page in almost every post you make! *You have to ask, or the answer is NO, right?*
- 6.** Find the biggest leaders in your niche and share their content! This can do multiple things for your Facebook marketing, but your post will also be found by others who may friend you or start following you.

And again, there are MANY other strategies, but these will get you started. Keep adding tactics to your daily activities to grow your friend/follower count.

Building your friends/following is VITAL! Because when you want to drive traffic to something the more friends/followers you have the more people will see it and actually come to what you're promoting. You MUST spend time on this each and

every day in order for it to work for you. **I also recommend constantly learning new tactics to build your following.**

As you can see, you're going to be posting content for multiple reasons. To bond with your friends/followers, to get them to engage with you, and to get them to click and come to what you're promoting.

Read that again because it's VERY important!

This is a process, and it does take time but if you're consistent with posting content for all the right purposes (*growing your following, getting engagement, and promotion*) you will see that you get more and more traffic every day!

Okay, that's a wrap for Day 5! This was A LOT of information today. If this is a tactic that you want to use, take what you've learned here and get started. Get your profile/page setup, start posting content, and then start building your following. Every time you have something you want to get traffic to post it to your Facebook page/profile, and you'll see more and more traffic as time goes on! Tomorrow we will be continuing on with how to use this organic social media marketing strategy for **Instagram!**

And as always, you can post all questions in our ***LearningIM.com Discussion Group*** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz