

Social Media Outcomes

Attract Clients Online & Increase Your Income!



Facebook Marketing Webinar

Rick Cooper
Author, Speaker, Coach

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

What You'll Learn

- How to get more friends on Facebook
- Tips to get more Likes, Comments and Shares
- Tips to find, join and leverage Facebook Groups
- Lead generation strategies for Facebook
- Techniques to maximize your Facebook Page
- How to send private messages to develop relationships

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Join me at Facebook.com/SocialMediaOutcomes

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Community Page about Training

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Rick Cooper

Social Media Marketing Expert



- **Author** of Seize your Opportunities, Extreme Excellence, Marketing Magic
- **Director** of ELI Technology Services Division
- **National Speaker** on Online Marketing and Social Media
- **Featured** in Comstocks magazine
- **Interviewed** by The National Networker, AllBusiness.com and the East Bay Times Business Journal

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— INTERNATIONAL —

Rick Cooper

Director of the Technology
Services Division

(Technology Training, Coaching
and Done for You Services)

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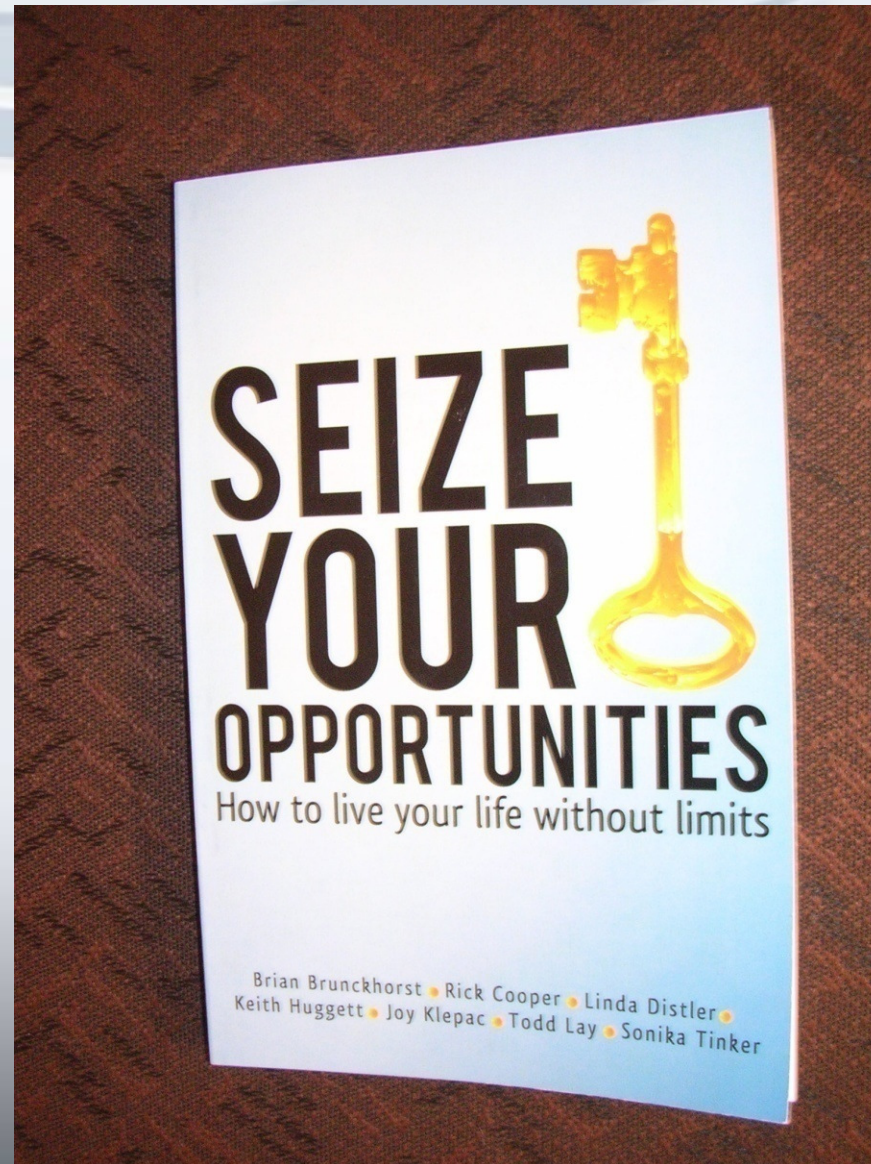
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Eric Lofholm and Rick Cooper



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My Latest Book



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Co-Authors of Seize your Opportunities



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Outcomes

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Would you like to
reach more people
through Facebook who want
to **buy** from you?

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Your Facebook Page is Critical

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Create Engagement!

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464





Why create engagement?

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464



How do you create engagement?

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Like Bomb Strategy

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464



Like 100 Posts Per Day
(At least once per week)

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464



What if no one is interacting
with you?

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464



Go where the people are!

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

Carmen Valdez Story



Entrepreneur, Coach, and Mentor

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Build rapport on social media

Email: Rick@SocialMediaOutcomes.com
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People do business with people they
know, like and trust.

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Poke Buddy Strategy

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Send private messages

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Business Like Train Strategy

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Todd Lay Story



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5 Tips to Post Content

Email: Rick@SocialMediaOutcomes.com
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Facebook Post Tip #1

Ask a question.

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Facebook Post Tip #2

Share how you are feeling
(up or down, positive or
negative.)

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Facebook Post Tip #3

Share a great time management or goal setting tip.

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Facebook Post Tip #4

Share a blog post or video.

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Facebook Post Tip #5

Invite people to an event.

Email: Rick@SocialMediaOutcomes.com

Phone: 916-905-2464

Rick is my Social Media Secret Weapon!

“I have worked with Rick Cooper for several years and he has helped me with social media marketing on Facebook, Twitter, LinkedIn and YouTube.

Rick knows what he’s doing. He knows how to engage people online, generate leads and implement strategies to create revenue.”



Eric Lofholm

Master Sales Trainer and CEO

Eric Lofholm International, Inc.

SalesChampion.com

Want to increase your results on Facebook?



Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

Facebook Marketing Program



Email: Rick@SocialMediaOutcomes.com
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Would You Like to Get Results using Facebook?

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Phone: 916-905-2464

What You'll Learn

- How to create engagement on Facebook
- Tips to generate leads on Facebook
- Techniques to build trust and rapport on social media
- Viral marketing strategy on Facebook
- How to stay focused and avoid distraction on Facebook

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Facebook Marketing Webinars

- #1: Facebook Engagement Strategies
- #2: Facebook Prospecting Tips
- #3: Facebook Images
- #4: Facebook Scripting Techniques



Email: Rick@SocialMediaOutcomes.com

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4 Week Live Webinar Series

Facebook Marketing Program

April 9, 16, 23, 30

Wednesdays at 11am Pacific

(The webinars will be recorded)

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Are You *Finally* Ready to **Monetize** Facebook?



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