

Pinpoint Publisher Presents.....



Easy Fanpage Payday

EARNINGS AND INCOME DISCLAIMER FOR Pinpoint Publishers

ANY EARNINGS OR INCOME STATEMENTS, OR EARNINGS OR INCOME EXAMPLES, ARE ONLY ESTIMATES OF WHAT WE THINK YOU COULD EARN. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES, YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

WHERE SPECIFIC INCOME FIGURES ARE USED, AND ATTRIBUTED TO AN INDIVIDUAL OR BUSINESS, THOSE PERSONS OR BUSINESSES HAVE EARNED THAT AMOUNT. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES; YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

ANY AND ALL CLAIMS OR REPRESENTATIONS, AS TO INCOME EARNINGS ON PINPOINT PUBLISHERS, ARE NOT TO BE CONSIDERED AS AVERAGE EARNINGS.

THERE CAN BE NO ASSURANCE THAT ANY PRIOR SUCCESSES, OR PAST RESULTS, AS TO INCOME EARNINGS, CAN BE USED AS AN INDICATION OF YOUR FUTURE SUCCESS OR RESULTS.

MONETARY AND INCOME RESULTS ARE BASED ON MANY FACTORS. WE HAVE NO WAY OF KNOWING HOW WELL YOU WILL DO, AS WE DO NOT KNOW YOU, YOUR BACKGROUND, YOUR WORK ETHIC, OR YOUR BUSINESS SKILLS OR PRACTICES. THEREFORE WE DO NOT GUARANTEE OR IMPLY THAT YOU WILL GET RICH, THAT YOU WILL DO AS WELL, OR MAKE ANY MONEY AT ALL. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES; YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

INTERNET BUSINESSES AND EARNINGS DERIVED THERE FROM, HAVE UNKNOWN RISKS INVOLVED, AND ARE NOT SUITABLE FOR EVERYONE. MAKING DECISIONS BASED ON ANY INFORMATION PRESENTED IN OUR PRODUCTS, SERVICES, OR WEB SITE, SHOULD BE DONE ONLY WITH THE KNOWLEDGE THAT YOU COULD EXPERIENCE SIGNIFICANT LOSSES, OR MAKE NO MONEY AT ALL.

ALL PRODUCTS AND SERVICES BY PINPOINT PUBLISHERS ARE FOR EDUCATIONAL AND INFORMATIONAL PURPOSES ONLY. USE CAUTION AND SEEK THE ADVICE OF QUALIFIED PROFESSIONALS. CHECK WITH YOUR ACCOUNTANT, LAWYER OR PROFESSIONAL ADVISOR, BEFORE ACTING ON THIS OR ANY INFORMATION.

USERS OF OUR PRODUCTS, SERVICES AND WEB SITE ARE ADVISED TO DO THEIR OWN DUE DILIGENCE WHEN IT COMES TO MAKING BUSINESS DECISIONS AND ALL INFORMATION, PRODUCTS, AND SERVICES THAT HAVE BEEN PROVIDED SHOULD BE INDEPENDENTLY VERIFIED BY YOUR OWN QUALIFIED PROFESSIONALS. OUR INFORMATION, PRODUCTS, AND SERVICES ON PINPOINT PUBLISHERS SHOULD BE CAREFULLY CONSIDERED AND EVALUATED, BEFORE REACHING A BUSINESS DECISION, ON WHETHER TO RELY ON THEM.

YOU AGREE THAT OUR COMPANY IS NOT RESPONSIBLE FOR THE SUCCESS OR FAILURE OF YOUR BUSINESS DECISIONS RELATING TO ANY INFORMATION PRESENTED BY PINPOINT PUBLISHERS, OR OUR COMPANY PRODUCTS OR SERVICES



Easy Fanpage Payday

According to Hitwise, it has become the most highly visited site on the Web, edging out even the 800 lb. gorilla Google.

Local companies need to be on Facebook plain and simple.



Here are some interesting statistics from FB

- ✓ FB has more than 750 million active users
- ✓ 50% of our active users log on to Facebook in any given day
- ✓ Average user has 130 friends
- ✓ People spend over 700 billion minutes per month on Facebook

Bottom Line: If you have “offline” clients and are not paying attention to Facebook and other social media **YOU ARE GIVING THEM A DISERVICE.**

In this guide you will learn.....

- ✓ How set up a fanpage squeeze page,
- ✓ Which elements of your fanpage are important for you and your clients,
- ✓ How to market your fanpage with free tactics, and
- ✓ How to market your fanpage with Facebook Ads.



Easy Fanpage Payday

Chapter 1 - Marketing On Facebook

It's hard to believe but many people still discount and shy away from Facebook and other social media. I've heard clients and colleagues say "Facebook? Isn't that just for talking about personal stuff? Isn't it just a fad?"

But a view like that is short sided and will leave those who share that point of view wondering what the hell happened when they look around and see that the web has changed.

Indeed the web has changed and will continue to change. I found an insightful interview that talks about how the web is changing from an information web to a social network. It goes on to say that the web is now being written around people.

This is great news for small business as consumers share on the micro level we can compete against big companies and big budgets by using inexpensive and free methods to get involved in the conversation in fact position ourselves in the middle of the conversation. (See the full interview [here](#))



Easy Fanpage Payday

The screen shot below shows why Facebook is a good outlet for you and your offline clients



You see that? Someone is looking for a car detailer in their area. Facebook is about people networking communicating and sharing. How valuable is it to be right there when your prospective customers are discussing their needs?

You may be saying “OK that’s great for my clients but how does that apply to me? If someone is looking for a car detailer like we saw, or a chiropractor etc., do you think any business owners would be doing the same and looking on Facebook for someone to help them with their Facebook and internet presence? Of course!

But slapping up a profile and expecting the money to roll in is not going to happen. You might be surprised how many people end up discouraged because they’ve been on Facebook for a while and aren’t getting results. This is usually because they don’t understand how Facebook fits into their overall marketing picture. They don’t even understand how to get their fanpage seen which could lead to some nice upsells for you. 😊

Easy Fanpage Payday

Local SEO – A competitive landscape

Recently local marketing has become the flavor of the month. Tons of people are attracted to the promise of big pay days. Are big pay days there? You bet!

As a matter of fact my first client gave me a check for \$3,000 for work I had outsourced for \$500. That is some serious ROI. Now of course every deal does not work like that butt my point is there is money to be made and there are still companies out there willing to fork over big bucks.

But what if you have tried approaching local businesses to help them with their SEO and have gotten nowhere?

It's understandable as businesses are being barraged by "offline marketers" wanting to help them with their SEO. So what do you do?

Offer Facebook fanpages to local clients. Once they are dazzled by what you can do for them in regards to their fanpage they will be much easier to approach for more costly services because you have developed a relationship with them.

TAKE NOTE

What do local business owners come across everywhere – on commercials, the radio? They see large companies promoting their fanpages! (no one talks about their awesome SEO tactics) How's that for social proof? And once they see that you can help them play with the big boys for a reasonable cost they'll be hooked.

While the goal here is to upsell the client into other services don't discount the fanpage set up in itself. Once you have a portfolio of quality fanpages built, you have built up a great rep and social proof you can charge good money for these.

Easy Fanpage Payday

Below is a screenshot that shows what [Say It Social](#) charges their clients for fanpage design and setup. What you can charge will depend on your ability to build confidence in your services and the potential return on investment (ROI) your client may receive.

Want to grow your business through Facebook but don't want to take the time to figure out all the technicalities of creating a custom Facebook tab, or landing page? Let us take care of it all for you. Below is an example of a few custom Facebook landing page designs we have done. You may also [view more examples](#).



updates to it easily, at any time

- We install your custom tab

Get Started For Just \$800

Once you have filled out the contact form you will receive an e-mail confirmation from us within 24 hours and one of our strategists will contact you to handle additional questions and get you started.



GETTING STARTED TIP

Of course when you are just starting out you will not have a portfolio to show prospects. To get around this simply build out a few sample business fanpages for you portfolio. Just set up a fanpage as you would for a normal business.

You can also build some good will by giving a couple of real businesses free fanpages in exchange for “likes” and testimonials.

Facebook Income Streams & Pricing

Income Streams

There are various ways to monetize your Facebook clients. As a consultant you can decide what to offer your client – below is the list of the services I offer. The glory of these services is that they can all be outsourced creating hands off income streams.

Easy Fanpage Payday

Design and upload Facebook pages – Large one time sale

Setting up and linking a group to a business fanpage – Medium one time sale

Reputation Management – monitoring comments posted by others to make sure negative comments are answered or removed if unproductive. Small monthly income

Ongoing content management – posting content that would be interesting to your client's customers, updating company info and posting specials, coupons and events. Medium monthly income

Managing Facebook ads – Large monthly income

Manage specials and deals using Facebook Places – Medium monthly income

Pricing

Pricing is a tricky animal. I would be doing you a disservice to tell you exactly what to charge. It varies by industry, area of the company, size of the company and visitor value etc.

I do not publish my prices as of yet. I will be doing just that as soon as my funnel is ready for me to send a ton of traffic to. My pricing grid will serve as a way to filter out prospects that are not really serious.

For now I price on a client by client basis but based on the above levels this is a general idea of my pricing model

One time sale

Medium \$ 99

Large \$147 - \$299

Ongoing

Small \$49

Medium \$99 - \$149

Large \$299



Easy Fanpage Payday

Again this can vary widely and some thought needs to go into how much value will be added for the client. If a lifetime customer value is great for a certain client the above numbers would just not be enough.

Here are some examples of other social media companies and what they are offering. It is a good idea to get out there and see what others are offering and if you can find someone working in your area all the better.

<http://www.fanpilot.com/pricing.html>

<http://www.virtualsocialmedia.com/social-media-marketing-optimization-services/social-media-pricing/>



Easy Fanpage Payday

Chapter 2 – Anatomy of a Successful Fanpage

There are things to consider when setting up your fanpage to make sure that you get the best possible outcome. Below are the points to pay particular attentions to.

- ✓ Picking A Name
- ✓ Making Your Images Count
- ✓ Setting Up A Squeeze Page
- ✓ Building Authority and “Likes”

Make sure to watch the video [tutorials](#) on the download page for very clear walk through.

Pick a great name (title)



Use care when choosing your Fanpage title as the title will also be the title of all of your ads on Facebook.

Here are some top tips when picking a name:

- ✓ If you're a local business or service, include your area/town name. For example: If you own a car body shop in the Glenview, IL try a name like: *Bob's Car Body & Repair Shop In Glenview, IL.*
- ✓ Use your name, or nickname, in the title to differentiate yourself. This will also help you build a name for yourself and get your name out ... literally.
- ✓ Include what your business or service does. From the graphic design example, the fan page is clearly about graphic design and nothing else.
- ✓ Length of the name doesn't matter. Long or short are good both. Though longer might actually be better since you can put more keywords into it.
- ✓ Put your primary business keywords (for seo) into the name ... or the keywords you want to rank for.

Easy Fanpage Payday

Make Your Images Count

Your profile picture can at most **200px** wide and **600px** high! Since there is that much real-estate available, why not use it to grab attention? Do you need to use all of it? No. It depends on your design, logo and what you want to do with it.

Below is a page that uses every inch of that space (these are my favorite commercials – lol).....



Facebook has recently given page owners the ability to have image thumbnails at the top of their fan pages. See image above.....

For some reason Old Spice is wasting this space. There are multiple ways to use these images profitably. You can have images of “Top Fans” and combine their picture with a testimonial and a link to your product page. You could also use the thumbnails to feature different products that you’re currently selling. Either way, if you’re looking to generate more revenue from your fan page, this strategy is a must.

Easy Fanpage Payday

The Squeeze

Just as in other forms of marketing capturing a prospects contact info is imperative. It is even more so with Facebook as you are usually not going to be able to make a sale on the spot. Capturing their data and at the minimum getting them to like you page enables you to engage the prospect and send them out helpful information with the goal of moving them through your sales funnel.

Your own fanpage squeeze will serve 2 purposes.

The first is to show your prospects that you can indeed make a fanpage and that you believe it is a great way to market a company.

The second is to get them to like you page so that you can communicate with them and build a relationship. Just like regular websites and word press blogs it is important to have some sort of squeeze page that gathers contact information so that you are building a list of prospects.

Building Your Squeeze

The first step to marketing fanpages to local business is to set up your own fanpage squeeze page. There are two ways you can go with your fanpage squeeze. You can create a generic fanpage like I have done for this demonstration. With this option you have just one Facebook page talking about the benefits of marketing a local business on Facebook.

Option two entails creating a fanpage that targets a specific industry. Create a fanpage where you offer a free video or report to chiropractors, dentists, photographers – whatever specialties you decide to target. There will be a bit more work keeping up with multiple pages but this is something that can easily be done or outsourced.

Easy Fanpage Payday

TAKE NOTE

By targeting specific niches you will be seen as an “expert” in that niche increasing your prospects trust and in return your conversions. It is a bit of extra work but it will pay off.

In both methods once the prospect lands on your page (in my example) they are given access to a free video and an optin form that will give them a free report on how to use Facebook to build loyalty among their clients and obtain new ones.

Included in this package are some iframe [squeeze page templates](#) for you to use. There are also in the download files some excellent tutorials from the creator of the templates. I purchased distributor rights to these for my customers of this guide so you are free to use them for your personal squeeze page.

First step is to create your fanpage using the tutorial video “create fan page plr” in the template download the files.

Next decide which template you want to use. For this demonstration I am using the files for Iframe Template 2.

Next open the index.htm file for in an html editor. If you don’t know how to do this don’t worry it’s very easy and the steps are laid out clearly here and in the tutorials in the template package.



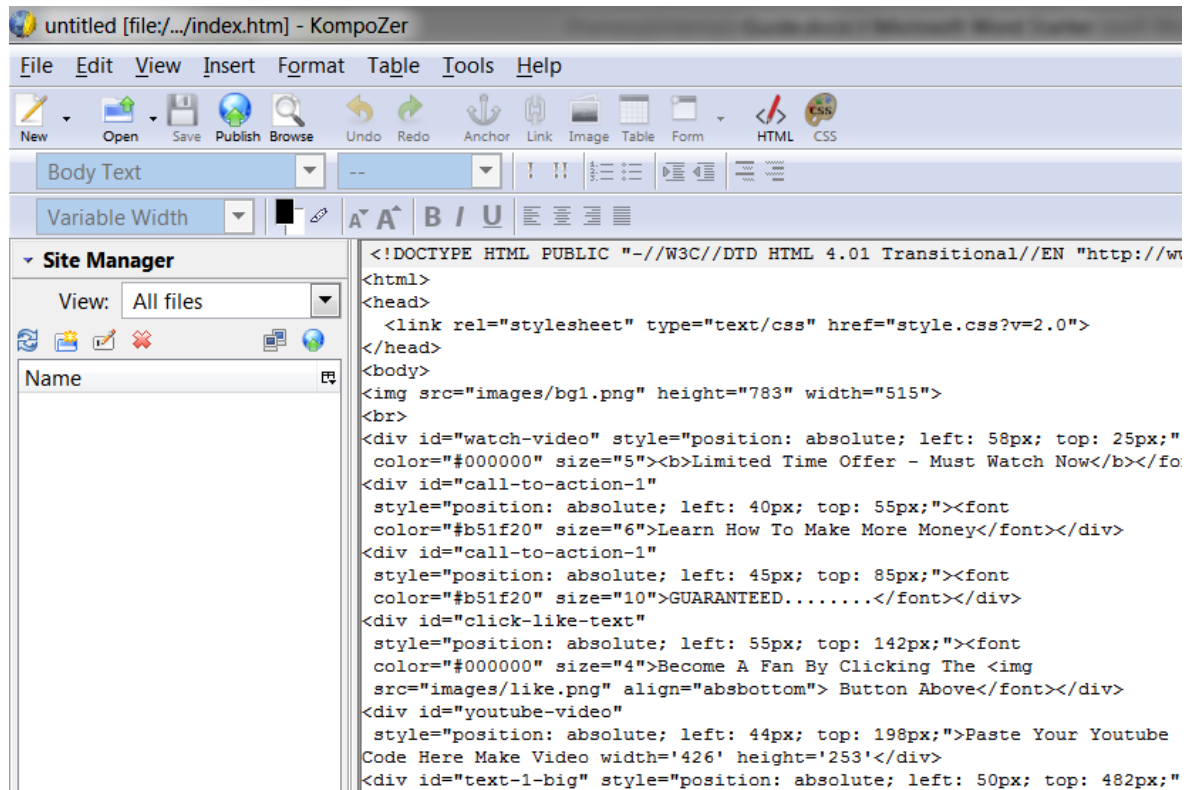
SHOE STRING TIP

If you don’t have an html editor you can use [kompozer](#) for FREE.

Print out the instructions for FB Fan Page Marketing Opt-in Template 2. Follow the instructions to edit the file how you want it.

Easy Fanpage Payday

Here is a screen shot of KompoZer after I loaded the index.htm file. Don't let it intimidate you – the included instructions make it super easy to change.



DON'T FORGET TO FOLLOW ALONG WITH THE VIDEO CALLED "CREATE FB APP".

While the above method is not too difficult if you don't want to be bothered with HTML and have a small bit of money to invest there is a great product that makes beautiful fanpages all push button. Go [here](#) to check it out.

Easy Fanpage Payday

Chapter 3 - Promoting Your Squeeze Page

Now you've got your new fanpage up its time to start promoting. Even though much of this manual is about Facebook ads there are some free and really cheap methods you can use before you start sending paid traffic to the page. Heck – if you get really good at free methods maybe you'll never have to buy ads. But it is still a good skill to gain as it is something you may want to offer to your clients down the road.

Secret Sauce Method 1 – The Instant Credibility Bomb

A Facebook like doubles a person's willingness to purchase a form a vendor on Facebook, according to recent data from Vendorshop, which builds virtual storefronts. So go out and get your page liked.

And were going to cheat a bit....



GETTING STARTED TIP

Buy some likes and posts on Fiver.

This is not a long term strategy – it will most likely not bring you direct business – but just a jumpstart on getting your fanpage some perceived authority and credibility.



Easy Fanpage Payday

Here is a screen shot of a demo page I made for this course. Just a couple of days after the site is up I've got over 300 likes.



Another advantage to using the credibility bomb is the ability to use a short domain for you fanpage. In the beginning you are given a big long ugly name but after 25 likes you can pick a name for your site. Here's the name I picked for the demo....



Keep in mind there is some great ranking juice with Facebook so pick a keyword that could get could get you some traffic as well as just look better.

While your outsourcers are busy you should be making posts on your wall. Post things that would be interesting to business owners (drip your posts over several

Easy Fanpage Payday

days). Some fans won't convert to customers right away but will come to your page and be engaged and stick around and become clients down the road.

You can take the Credibility Bomb one step further and hire a fiverr to make comments on things that you post – this will make it look like there is buzz on your site.



🎵 TAKE NOTE

Need things to post about? Download Lazyscope.com and follow some tweeters in niches that will interest your target market. StuffToTweet.com is also a great resource.

Easy Fanpage Payday

Chapter 4 - Prospecting On Steroids

Now that you've seeded your fanpage with some likes, some content and some post from "fans" (you didn't over do it right?) it's time to kick it up a notch and get some legitimate fans that will turn into clients WITHOUT COLD CALLING.

There are tons of ways of getting fans (prospects) to your fanpage including;

- ✓ Joining a Group
- ✓ Leaving Comments on Other Fanpages
- ✓ Linking Up A Twitter Account To Your Fanpage
- ✓ Placing Facebook Ads

Secret Sauce Method 3 - The Group Hug Method

A great way to promote your business is to join groups and start a group for small business owners. But no strong handed marketing – groups are traditionally more intimate setting and should be used for members to help each other.

Take a genuine interest in others. Learn about their needs. Find out ways to add value to what they are doing and trying to accomplish. You can have a link to your squeeze page on your group page and if you are adding value your group members they will seek you out.

TAKE NOTE

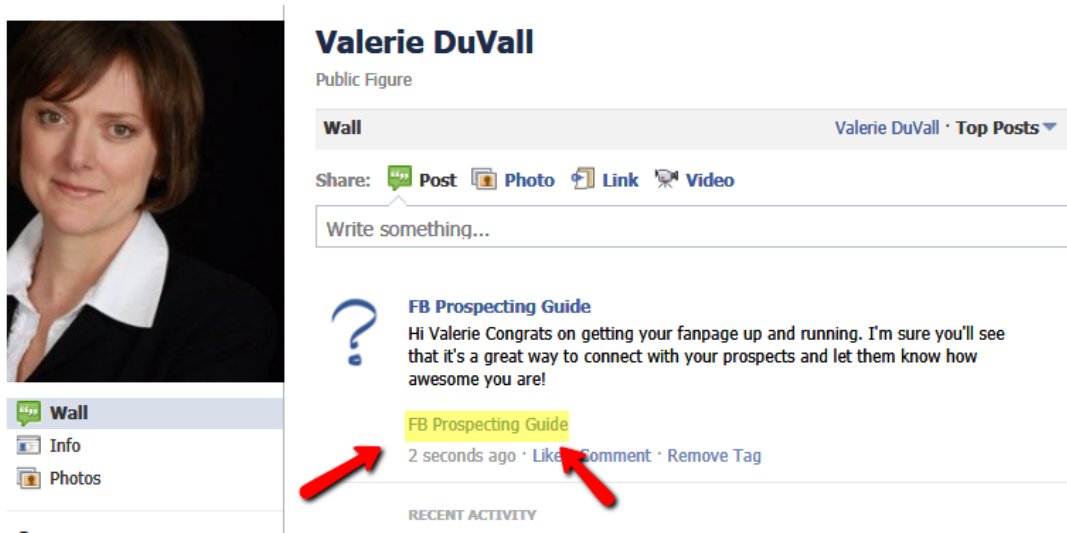
THIS IS AWESOME and it may be the best tip in the whole manual. When you join a group you automatically have access to the information pages of EVERY member of the group. And guess what 90% will have their e-mail address right there for the picking

Instant prospect list! And you can grow it as large as you like.

Easy Fanpage Payday

Secret Sauce Method 2 - Comment Link Alchemy

Find fanpages where your prospects may be hanging out and make posts. As always, don't be to "salesy" just leave words of encouragement – tips etc.



🎵 TAKE NOTE -

Do you see the signature? That is a clickable link that goes to my fanpage. I created it by typing in "@fb prospecting guide" in the comment and Facebook did the rest. Magic!

Easy Fanpage Payday

Chapter 5 - Facebook Ads

Like any online campaign, there's a variety of goals and purposes that Facebook ads can address.

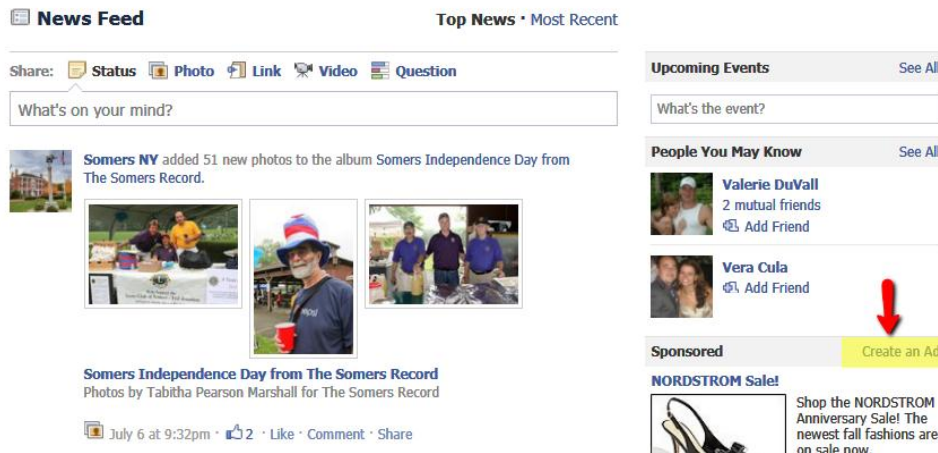
Step 1 is to determine the goals upfront for the campaigns. Many marketers are running Facebook ads to promote their social media marketing efforts by promoting a Facebook Page or Group. There's nothing wrong with setting a goal related to social media but Facebook can also be used to attain more traditional campaign goals (direct sales, site traffic) through its advertising program.

Marketers should choose their goals carefully and then keep campaigns with different goals distinct. For optimal results a social media campaign will need different ad texts, URLs, calls to action and probably spend levels compared to a more traditional online marketing campaign. Don't mix them together if you decide to market via Facebook ads for both.

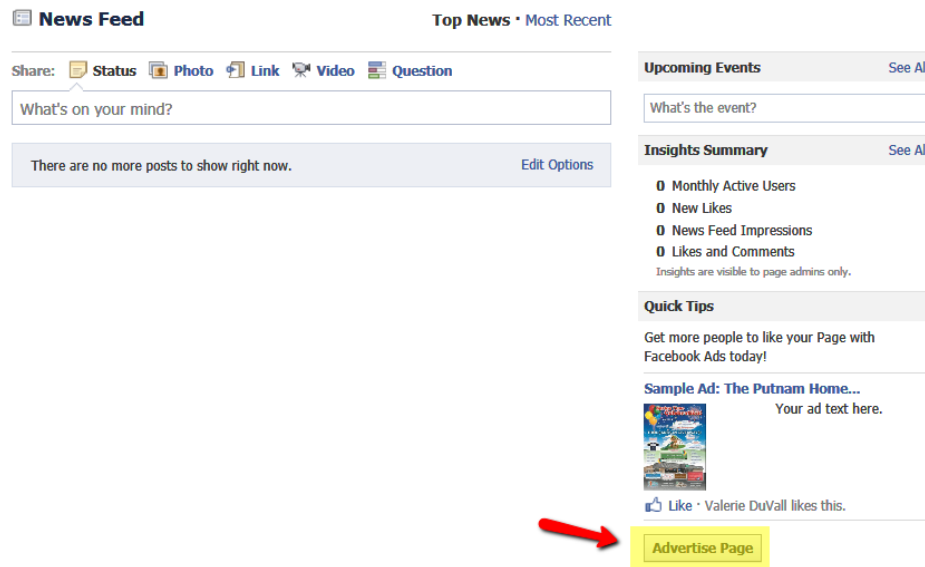
Setting Up your Campaign

If you want to create an ad from a profile page log into Facebook and then click on "home" to go to the newsfeed. From there click on the *Create an Ad* text on the right side of the screen. Now you will see a spread sheet of your campaigns – obviously if this is your first campaign there won't be any data there. From here click the "create ad" button. You will then be taken to the page where you set up your advertisement.

Easy Fanpage Payday



It is more likely that you will want to create an ad while logged into your business fanpage. The process is similar. Log into your fanpage click on “home” to get the newsfeed then click on “advertise this page”. Again, you will see a spread sheet of your campaigns. From here click the “create ad” button. You will then be taken to the page where you set up your advertisement.



Easy Fanpage Payday

Now it's time to design your ad. The ad design page is set up in three sections.

1. Design your ad
2. Targeting
3. Campaigns, Pricing and Scheduling

The campaign set up is pretty straight forward and the interface is much more user friendly than Google.

Design Your Ad

1. Destination URL

The aim of this report is to show you how to get local clients to hire you to make them a Facebook fanpage for their business (and upsell other services over time).

While you can have your ad send people to a squeeze page outside of Facebook I do not advise that. By sending them to your fanpage you have an opportunity to begin to show proof of what you can do for them. So simply send the ad to your fanpage – here I have used my demo fanpage “FB Prospecting Guide”.

There is some anecdotal information saying that you will get better ad pricing over time by keeping people inside of Facebook. But since I do not send my fans outside of Facebook I have not tested this (although it does make sense that FB would reward you for keeping everyone in house – test test test).

Next choose between Facebook ads and sponsored stories. Honestly I know nothing about sponsored stories and have never used them. I will be doing some research and testing it out so if they look promising I'll put out some info in the future.

Easy Fanpage Payday

Advertise on Facebook

1. Design Your Ad

[Select Existing Creative](#) [Design Your Ad FAQ](#)

Destination: [?]

Type: ☐ Sponsored Stories [?]
☒ Facebook Ads [?]


Destination Tab: [?]

Title: [?] characters left

Body: [?] 19 characters left

Image: [?]
[Remove uploaded image.](#)

Preview:



The destination tab lets you select what tab your users will see first. Here I am sending them to the welcome page we created earlier in the guide. You can name this tab anything you like.

2. Title and Body Text

The title of your ad when using a fanpage will be the name of your fanpage so keep that in mind when naming your fanpage.

The body is the meat of your ad – you get 135 characters - use it to describe your ad and entice the reader to take action – i.e. click on the ad.

Easy Fanpage Payday

3. Ad Image

Make the image relevant to the content of your ad. Don't use your logo but find an image that will grab attention and get people to look at your ad.



SHOE STRING TIP

You can create images to use in your ad very simply and for FREE. Do a search in Google images (be careful of copyright laws) download the image to your desktop and then upload it into Paint. Paint is free software that comes on many computers – if you don't have it go [here and download](#) You can crop the image and add text overlays very easily. I cropped this image and then overlaid “SUCKS” onto the image and saved. Took all of 5 minutes.

4. Ad Targeting

This is where Facebook advertising really becomes powerful as it allows you to narrow down your target market according to their specific preferences stored within Facebook. Facebook users can be targeted according to their location, demographics, likes & interests, education & work, and connections on Facebook.

You can see below how I set up the targeting for my campaign.

Initially I entered in “New York, NY” and came up with 5.1 million users. To whittle that down I put in an age qualifier of 25-55. Twenty five might be young for a business owner but young people are more “in tune” with social media and may be more likely to click your ad. That got me down to 3.8 million.

Secret Sauce Method 4 “Likeographic” Ad Tactics

One of the greatest things about Facebook ads is the ability to target based on people's likes and interests. How this helps the Offline Consultant is that most professionals and business owners will put their profession or business type in their likes sections on their personal profiles and fanpages. This makes it possible for you to target based on these points.



Easy Fanpage Payday



The screenshot shows the Facebook ad targeting interface. Under the 'Interests' section, the 'Precise Interests' field contains a list of selected interests: Business Owner, Dentist, Photographer, Roofers, Dentists, Photographers, Small Business Owners, Small Business Owner, and Small Business. Below this, the 'Suggested Likes & Interests' section shows 'Dentistry' with an unchecked checkbox. A link to 'Switch to Broad Category Targeting' is present. The 'Connections on Facebook' section shows 'Connections' set to 'Only people who are not fans of FB Prospecting Guide.' and 'Friends of Connections' set to 'Only show my ad to friends of the fans of FB Prospecting Guide.' with an unchecked checkbox.

Interests

Precise Interests: [?]

Business Owner x Dentist x Photographer x Roofers x
Dentists x Photographers x Small Business Owners x
Small Business Owner x Small Business x

Suggested Likes & Interests

☐ Dentistry

[Switch to Broad Category Targeting \[?\]](#)

Connections on Facebook

Connections: [?]

☐ Anyone
☒ Only people who are not fans of **FB Prospecting Guide.**
☐ Only people who are fans of **FB Prospecting Guide.**
☐ Advanced connection targeting

Friends of Connections: ☐ Only show my ad to friends of the fans of **FB Prospecting Guide.** [?]

So next I entered “business owner” and the results were 380. This may not seem like a lot but these are highly targeted users. But I want my ad to be seen by more people than this so I entered in a couple of business types – and got my reach up to about 3600. You can add as many business types as you like to increase that number. Your success will partly depend on how creative you get with these modifiers.

The only other field I used was “Target users who are not fans ...”. So that you can exclude those who have already liked your page.

Now to really get ninja here. If you come across a business that you really want to get in front of you can use “likeographics” targeting combined with their business name. So go to their profile and find out a couple of things they have liked and enter it into the ad targeting section. This will just about guaranteed that you ad is seen by your prospect and only your prospect.

So make the ad “pop” for your prospect by creating an ad that uses their name directly. That will really get their attention.

Easy Fanpage Payday

Here is how it is done step by step

First:

Find a particular company on Facebook that you want to work with. It could either be someone who needs a fanpage (sometimes they only have a personal page or a sucky biz page) or someone who you want to pitch seo and web services to.

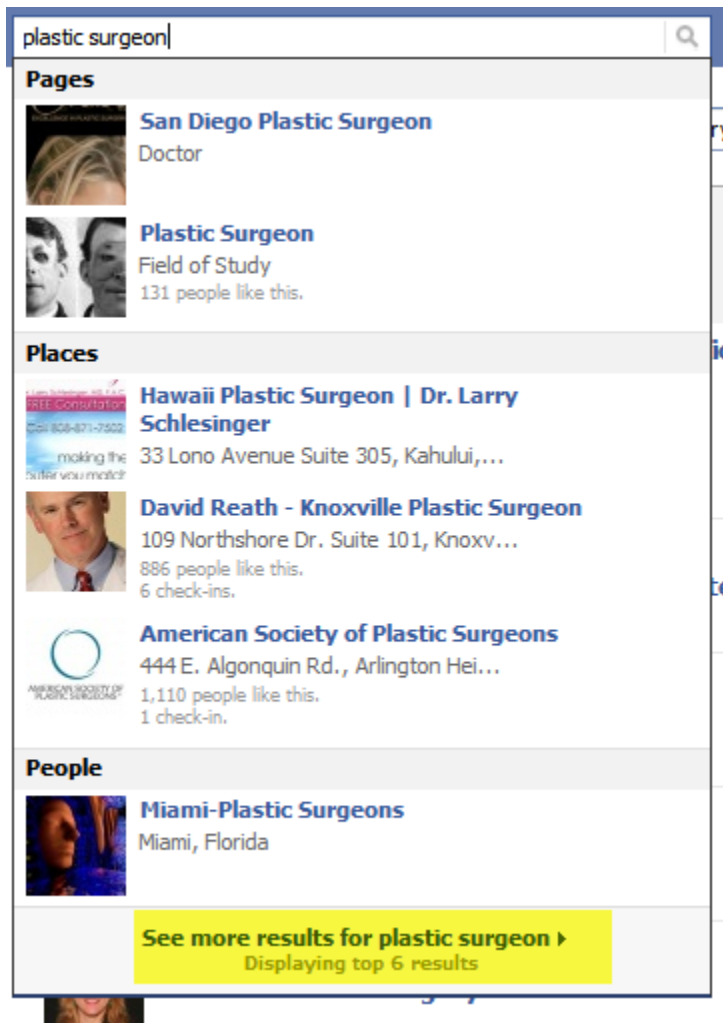
Let me go find someone....

Darn Facebook – it took me an hour to find someone because I started reading post on my personal page lol

To start your search type in a keyword in the search box. I used plastic surgeon. Then scroll down and hit the link “show more results”



Easy Fanpage Payday



Then pic "People" this will take you to personal profiles. Personal profiles usually have more "likes" but you can look in fanpages as well.

For this demo I picked Dr. Spring. A plastic surgeon from CA. But PLEASE if you are new to this game do not go after plastic surgeons in big cities – they get slammed by the big boys.

Now is the time to see what kind of web presence this she has – does she have a business fanpage, a website?? Then determine what kind of service you want to target for your prospect.

For this demo I am assuming she does not have a fanpage so I am going to target an ad at her for fanpage design.

Easy Fanpage Payday

I can tell she values Facebook because she has posted fairly recently. Her practice would be perfect for a fanpage redesign and maintenance package.

The screenshot shows a Facebook interface. At the top is the Facebook logo and a search bar containing 'plastic surgeon'. The main profile area features a large profile picture of a woman with blonde hair. To the right of the picture is the page name 'Seasons Plastic-Surgery' with an '+1 Add Friend' button. Below the name is the location 'Marina Plastic Surgery Associates at Seasons Plastic & Reconstructive Surgery'. The 'Wall' section contains two posts. The first post is from 'Seasons Plastic-Surgery' and says: 'This is Dr. Michelle Spring. I am now in practice at Marina Plastic Surgery in Marina del Rey, CA. Thank you all for your ongoing support!! Please "Like" our page to follow me at my new practice :) http://www.facebook.com/MarinaPlasticSurgeryAssociates'. The second post is from 'Marina Plastic Surgery Associates' and says: 'Our Offices – Marina del Rey Location: 4644 Lincoln Blvd., Suite 552 Marina del Rey, CA 90292 Phone: 310-827-2653 Beverly Hills Location: 462 North Linden Dr., Suite 414 Beverly Hills, CA 90210 Phone: 424-653-6579 Page: 2,305 people like this.' The left sidebar shows a 'Wall' tab, 'Info', 'Friends', and a list of friends including 'Bilal Fazal', 'Melissa Sanders', and 'Grant Stevens'.

Next:

Now we do a little snooping. What does this she like?? Time to go to her info page...

Easy Fanpage Payday

Employers



Seasons Plastic & Reconstructive Surgery

Marina Plastic Surgery Associates · Marina del Rey, California

Arts and Entertainment

Music



Rose Robbins

Television



Good Morning Northwest

Now we use these things to target an ad.

Precise Interests: [?] +

Switch to Broad Category Targeting [?]

Connections on Facebook

Connections: [?] ☒ Anyone

- ☐ Only people who are not fans of **FanPage Factory**.
- ☐ Only people who are fans of **FanPage Factory**.
- ☐ Advanced connection targeting

Friends of Connections: ☐ Only show my ad to friends of the fans of **FanPage Factory**. [?]

Advanced Demographics

Interested In: [?] ☒ All ☐ Men ☐ Women

Relationship: [?] ☒ All ☐ Single ☐ Engaged

☐ In a relationship ☐ Married

Languages: [?]

Education & Work

Education: [?] ☒ All ☐ College Grad

☐ In College ☐ In High School

Workplaces: [?]

Seasons Plastic & Reconstructive Surgery

Estimated Reach [?]

fewer than **20** people

- who live in the **United States**
- who live in **Marina del Rey, CA**
- age **18** and older
- who are **female**
- who like **rose robbins** or **good morning northwest**

See the stuff I used to target this individual ad?



Easy Fanpage Payday

See that it says we are targeting fewer 20 people – that's as low as I have been able to get the number so that is just the default for anything under 20. So we're good.

Next:
Design the ad.

This is where it gets extremely powerful. Target your ad directly at your prospect!



Make sure to direct them to a page or video you made just for them. Voila! How likely would you be to click an ad that had your name on it?

3. Campaigns, Pricing and Scheduling

The next section allows you to name your campaign as well as enter your budget and a schedule when you want the ads to be displayed. What you enter here will be determined by how much you can spend on your ads. If you have a small budget of say \$4-\$5 to start testing would be good.



Shoe String Tip. You can get a \$50 advertising coupon for \$18 (36 cents on the dollar) by going to <http://adscoupons.com>. <http://www.Adscoupons.com> is a reliable service and uses PayPal. I wouldn't suggest going to private parties as you have no idea if the codes are valid.

Easy Fanpage Payday

You can also get free \$50 coupons from hosting companies like lunarpages.com, and godaddy.com (hosting). Have an AMEX account? Amex is now letting you trade Amex points for Facebook ads credits.

OK – now you're done - just click on the *Review Ad* button, you are given one more chance to look over your ad and make sure everything is in order.

When you've reviewed your ad simply click on "Run my ad now", enter your credit card details and click submit. Before your ads become live they will be reviewed by Facebook to ensure that it complies with their [advertising guidelines](#).

Basically, if your ad gives the user what you say it will when they click and you don't have any inflammatory content you should be good to go and you will receive an alert email from Facebook advising that your ad has been approved and is now active.



Easy Fanpage Payday

Chapter 6 - Testing and Tracking

Optimizing Ad Campaigns

You've got your ad running and now it's time to optimize your ad. This step is incredibly important and is often overlooked by advertisers – I know it's tempting to throw a couple of ads up and let them do their thing but DON'T.

Doing this will only get you half of the real results of a properly optimized campaign. Just as with other forms of paid advertising testing and tracking are important for increasing ROI.

Avoid ad saturation

One problem with Facebook is that ads follow people around so they see the ad several times during the day. I am being stalked by Frank Kern's ad so I know it's true – you get tired of seeing the same ad.

So what will set you apart is to be willing to change your ad every few days to keep it from getting stale. Use different images and different text and you will increase the life span of your ad a lot.

Make sure to just change one thing at a time and split test and track the results so you know what is working. Here are three tracking software companies that integrate well with Facebook.

- ✓ HyperTracker - paid
- ✓ W3 ROI – paid
- ✓ Prosper – free

The great thing about these trackers is that they create a tracking URL that will not change if you change your ad so your changed ad will not have to go through the Facebook approval process.

Easy Fanpage Payday

Facebook advertising is still a new and evolving ad space. Start now. Getting in on a new channel early always seems to give an advertiser an edge in the online advertising space.

Having experience, established best practices and accounts with history all pay off in the long run when the channel really becomes critical. Also the ability to access new beta features and learn about changes early is a clear advantage.

The possibilities for Facebook ads' future evolution are incredible, and something no advertiser will want to miss.

I wish you success!

Valerie DuVall

