

NEW



MAGNETIC

FACEBOOK MARKETING

HOW TO MARKET YOUR BUSINESS ON FACEBOOK

Facebook is the **number one social media** and number two most visited web site in the world which is also responsible for bringing the social media revolution. Facebook can be the most important asset for marketers across niches once leveraged in the right way.

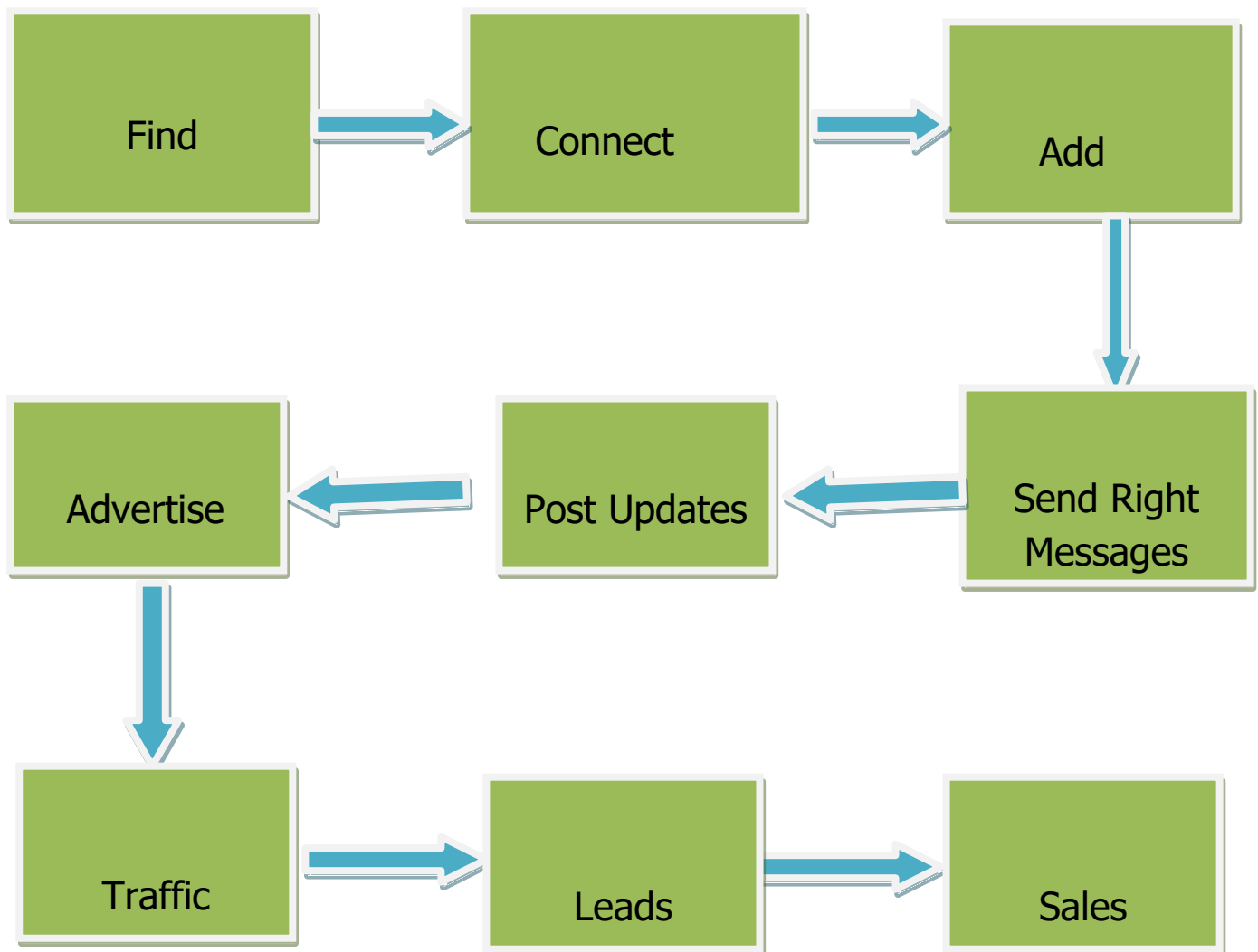
Let's **check few facts** about Facebook first:

- Mark Zuckerberg, together with his college roommates at the Harvard University (Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes) created Facebook back in February 2004
- Facebook is currently **valued Billion \$104**
- Facebook was called facemash (for legal problems changed to Facebook)
- Started trading in Nasdaq in 2012
- Facebook has **1.3 BILLION active** monthly users
- *5 new profiles are created every second* and **5,10,000 comments** are posted every minute.
- **680 MILLION** mobile facebook users.

- Facebook user base **growing @ 22%**.
- **48% users** login every single day.
- Users **average 18 minutes** per visit.
- **72 MILLION links** shared every single day.
- **51% of fans** are **more likely to purchase** from brands they “like” on Facebook, so you *better make sure many people like* your business on Facebook.
- A Facebook fan (like) is *worth an average of \$175*, varying from brand to brand. 68% of marketers say **Facebook ads are effective** in fan and customer acquisition. Do you think they are making some money out of it? Of course they are.
- Meaning *if YOU are NOT marketing* on Facebook properly YOU are **leaving money on the table!**



Strategy to Work with Your FB Target Audience



You can **use all or some of the techniques** to start getting results. *Focus one strategy at first*, implement & start getting results before moving to the next one.

Below is a **more advanced diagram** to build your business Facebook. We will be covering each and every strategy show here:



Just look at this screenshot below to see how Facebook marketing

Social Post Lab - The Most Powerful Facebook Marketing Software 🏆 by: Sam Bakker ✉	REQUEST	06/11/2014	2,000+	9.96%	\$1.91	\$19.16	50%	8.38%
	Sales Funnel		3,000+	14.06%	\$3.34	\$23.77	N/A	8.10%
Sociocaster - Agency Pack Lifetime 🏆 by: bramantya farid prakosa ✉	REQUEST	07/27/2015	1,500+	7.08%	\$3.50	\$49.41	50%	5.18%
	Sales Funnel		4,000+	14.90%	\$5.44	\$36.48	N/A	4.30%
FB Marketing 2.0 Biz in a Box Monster PLR 🏆 by: Dr. Amit Pareek (Saglus Limited) ✉	REQUEST	08/20/2015	1,000+	7.59%	\$0.80	\$10.57	50%	2.80%
	Sales Funnel		1,500+	12.49%	\$2.55	\$20.42	N/A	3.41%
Private Label - FaceBook Marketing & Traffic Videos 🏆 by: Stephen Luc ✉	REQUEST	03/06/2014	1,000+	4.94%	\$0.72	\$14.51	50%	2.29%
	Sales Funnel		1,000+	5.25%	\$1.03	\$19.61	N/A	2.52%
Viral Lead Machine Pro 🏆 by: Stuart Frank and Tom Murray ✉	REQUEST	08/28/2014	1,000+	3.60%	\$1.29	\$35.95	50%	7.12%
	Sales Funnel		1,500+	5.05%	\$1.93	\$38.21	N/A	7.32%
Facebook Krusher 🏆 by: Alfredo Delgado ✉	REQUEST	01/03/2014	500+	0.74%	\$0.35	\$47.00	50%	4.61%
	Sales Funnel		1,000+	0.79%	\$0.43	\$54.06	N/A	4.44%
FB Ad Class 1.0 - FE 🏆 by: Ivana Bosnjak ✉	REQUEST	04/07/2014	500+	6.63%	\$0.73	\$10.99	75%	2.45%
	Sales Funnel		500+	6.71%	\$0.77	\$11.52	N/A	2.40%
Social Kickstart - Lifetime Account (limited time) 🏆 by: Mark Thompson ✉	REQUEST	10/13/2015	500+	1.98%	\$3.90	\$197.00	50%	11.48%
	Sales Funnel		4,000+	10.91%	\$6.95	\$63.70	N/A	6.15%
Facebook Marketing Excellence - Complete Sales Funnel With PLR 🏆 by: Sajan Elanthoor & Justin Opay ✉	REQUEST	08/01/2015	500+	8.63%	\$0.90	\$10.46	50%	1.97%
	Sales Funnel		1,000+	14.09%	\$2.91	\$20.64	N/A	3.13%
Facebook Marketing Secrets 2.0 PLR by: Henry Gold ✉	REQUEST	02/20/2014	500+	7.71%	\$0.78	\$10.08	50%	0.34%

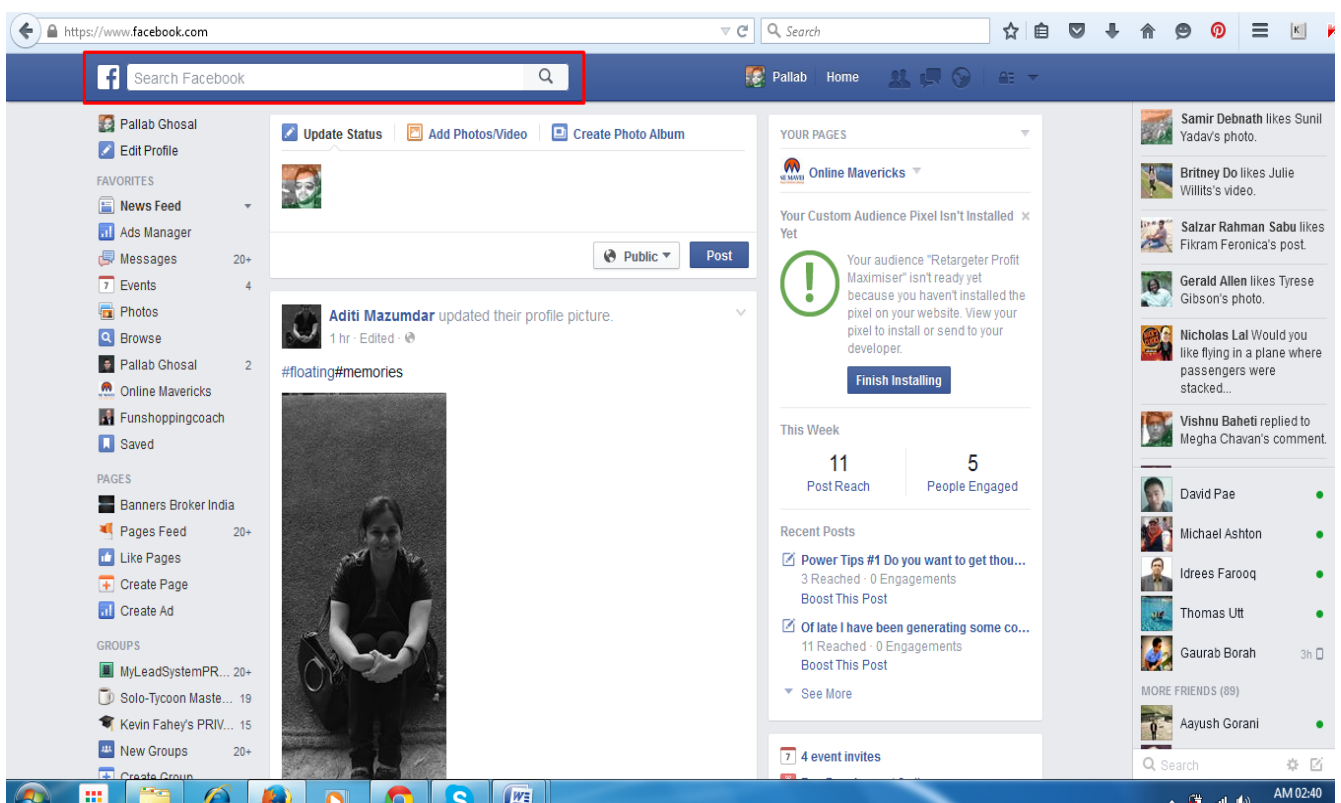
Facebook **continues to be** the most sort after marketing method amongst marketers:

Cracking Graph Search Ninja

Facebook **graph search** is one of the **smartest ways** to search and build your target market. You can have *as many as 5000 targeted friends* from your target market **within 90 days** using this technique.

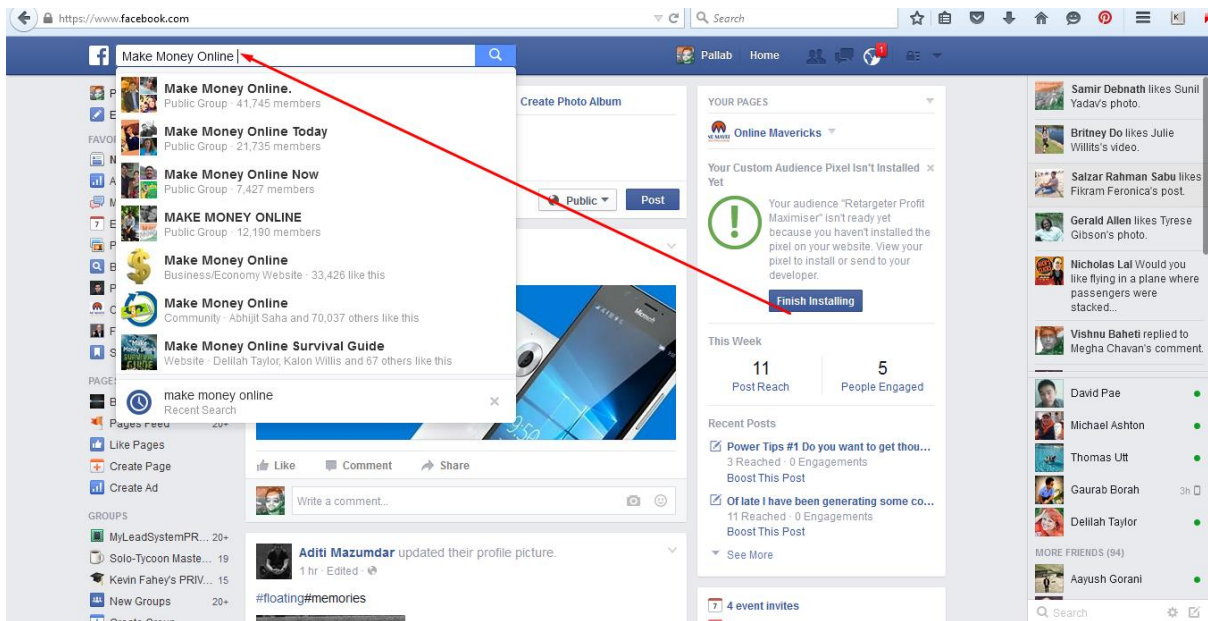
Facebook graph search options continue to evolve almost every month as they keep on tweaking things *but the basic principles always remain the same.*

Let's jump straight into my personal Facebook account:

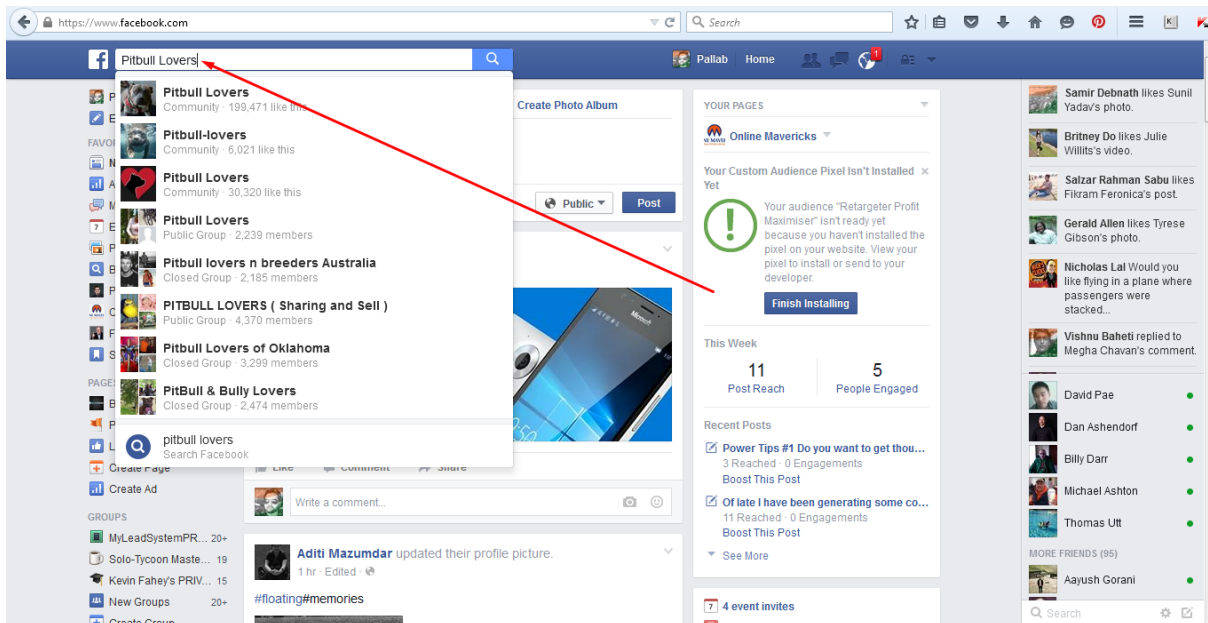


The area inside the **red colored rectangle** is known as Facebook graph search.

If I type the keyword **"Make Money Online"**, this automatically shows me *groups with the same or similar keywords* having thousands of people inside.

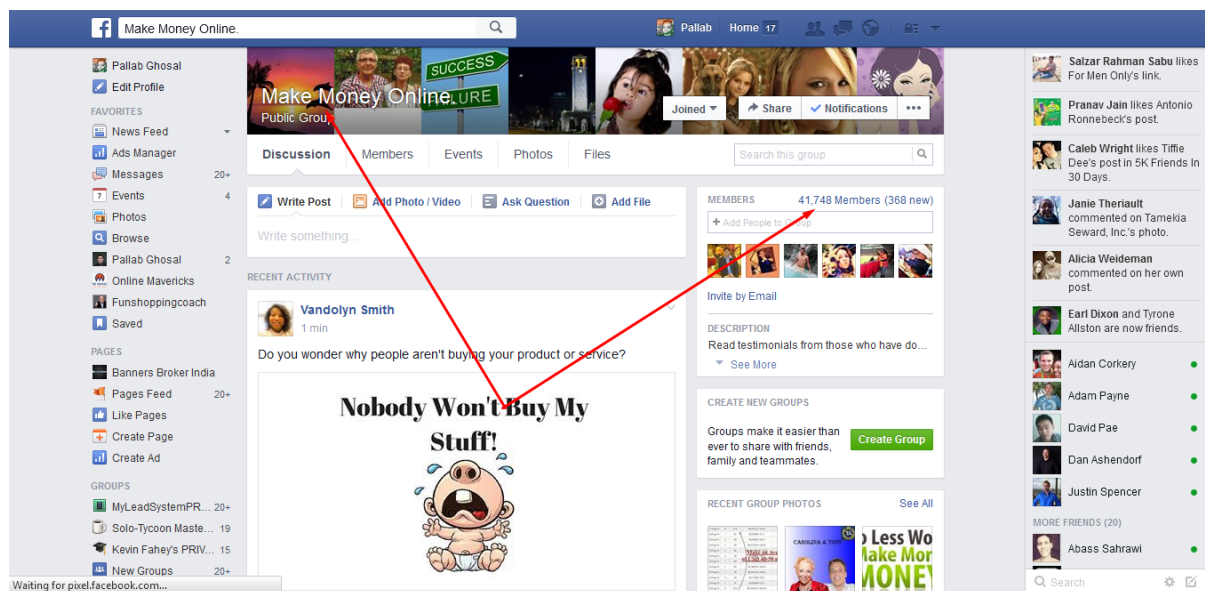


Similarly, if I type the keyword **"Pitbull Lovers"** I will be notified with groups from that niche:

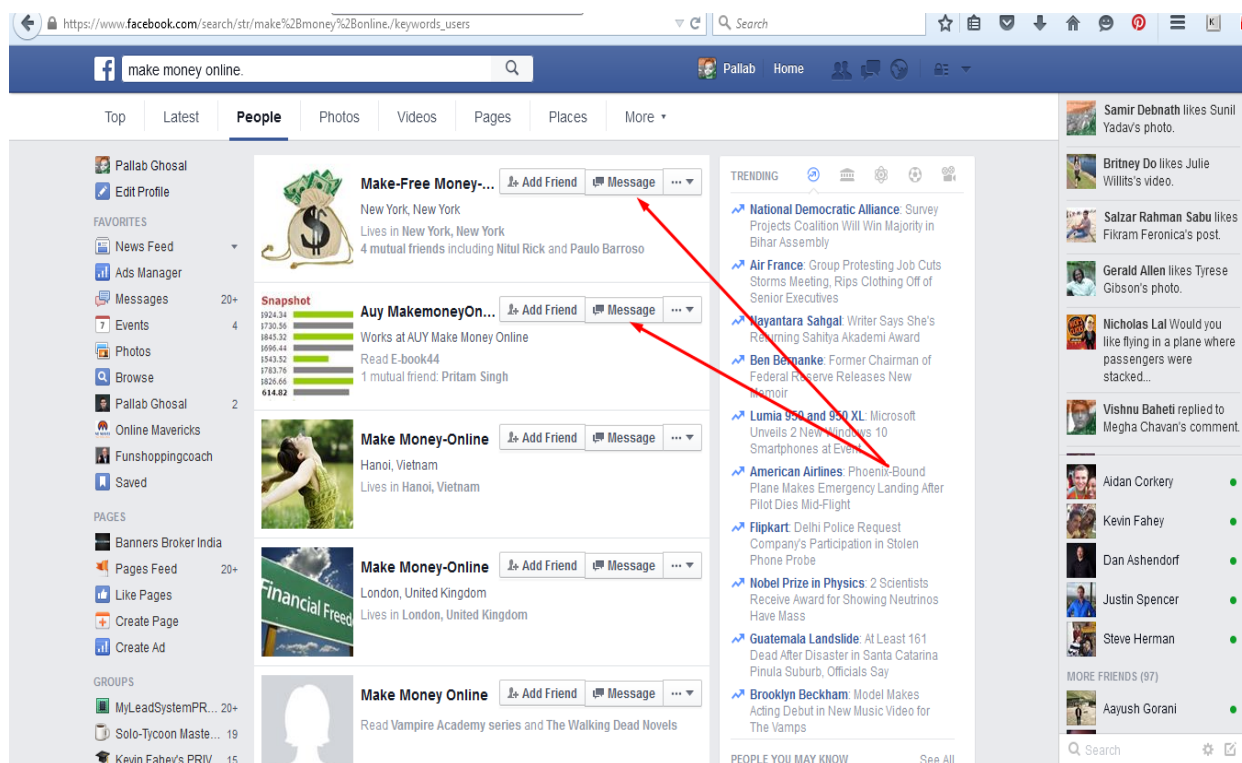


Do you see how easy it is to find people inside Facebook having similar interest?

Now you can **join these groups** and start connecting with people inside



or you can **further use graph search** to *communicate with people.*



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Here you can also **send them a direct message** prior to adding them. An example would be – *Hey so nice to see you in the Make Money Online group. We do share common passion about building our businesses online. Let's connect and share some cool ideas to grow.*

Now guess what will happen since *you have build a common interest ground*. Chances are much higher that this person **will reply you back** and connect.

But here is a word of caution...

Do not add more than 15-20 people per day using graph search.

Once you have sizeable number friends from the same industry you will see the **ripple effect kicking in** and people will also start adding you.

If you want to get **in depth with Facebook marketing**, check out our Facebook Marketing course by [CLICKING ON THIS LINK](#).

What Next...



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