

SAMANTHA'S **13 RIVETING** FACEBOOK MARKETING STRATEGIES



*Blow your competition away.. **FAST!***

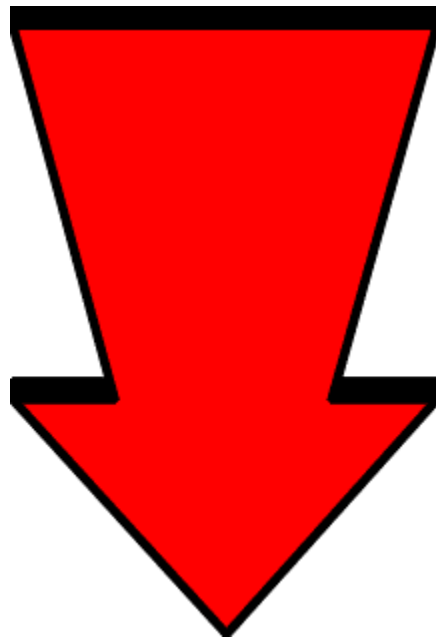
Social Media Marketing is one of the most effective vehicles to get massive exposure for your business. Facebook in particular has over 800 million users. This guide will provide you with 13 captivating marketing strategies that will get your business or brand noticed!

BEFORE WE GO ANY FURTHER

You will want to brand yourself as a marketer and create a facebook fan page. If you do not have a fan page, [watch this tutorial](#) to get yours in less than 10 minutes.

Now that you have your fan page set up,

LET'S GET STARTED!!!



13 RIVETING Facebook Marketing Strategies

1) Give People a Reason to Become One of your Fans.

Give something away when people “like” your page. It could be a product, training and/or tool. Just be creative! A free gift always entices people to press the like button.

2) Check in.. DAILY!

You want to make sure that you are providing valuable content on a consistent basis.

Remember, your posts show up on your fan’s news feed.

So it is extremely important that you make sure you are making a daily appearance and writing on your wall.

3) **Engage your fans**

Involve your fans in discussions. Make sure you are asking the right type of questions. Ask your audience to pose questions too.

You can interact about something current in the news or even challenge your readers on different topics.

You want to ensure you always post relevant content that relates directly or indirectly to your business and/or brand. Remember, you always want to position yourself as the expert.

Provide as much value as possible.. All the time!

4) **Communicate through Video**

Video marketing is extremely powerful and has been proven to be super effective. People would much rather watch a video than read text. It is much more dynamic and visually stimulating.

So make sure you are constantly showing your face. Allow people to get to know who you are!

Video marketing solidifies your presence and brand online.

5) **Create Free Training Webinars or Bootcamps**

Share an upcoming training that you plan to organize and host. Allow anyone to attend who has liked your fan page or better yet, have each attendee opt into your website to register. You can also ask your present fans to invite their friends to your training. By hosting a training session, you are distinguishing yourself as a leader. People LOVE to learn valuable information and plug into training that will help them grow their business. Remember to keep your training generic and not business specific.

6) **Run a Contest**

This is another great way to have your fans share content and interact on your page. By running a contest, it keeps your audience motivated and excited. Contests can serve as an enticing incentive. Make sure you follow the new facebook [guidelines](#) before you get one started. Here's a contest idea: Submit a comprehensive training video that is less than 5 minutes on a generic topic and all entries should be posted on your wall. The great thing about running a contest of this nature is that everyone has the opportunity to learn from each other as well as potentially win a prize for having the best submission.

7) **Don't Spam!**

Whatever you do, make sure you are NOT spamming. Do not continuously post your business link asking people to join your program. This becomes annoying and you will find that instead of your fan base increasing, it will decrease. People are easily turned off by this novice marketing method. A call to action to sign up for your business should be positioned only after some valuable post or video has been shared.

8) **Share Blog Posts**

Blogging is becoming progressively more popular for Internet Marketers.

If you do not have a blog, [click here](#) to get one and start sharing content on a consistent basis! You can use the networkedblog app on facebook to have your blog posts shared directly to your fan page wall or you can simply share the URL of your post manually.

9) **Share your Fans Content with Other Fans**

If you happen to read or stumble upon one of your fan's fan pages, blog posts or video sharing channels and you find the content to be helpful or

interesting, go ahead and share it on your page! Make it a weekly or monthly ritual to do a “Shout Out!” This is a nice gesture to help your fans benefit from your entire fan base.

10) **Be Unique**

Step outside the box with your fan page design. Create a landing page that is intriguing, enticing and attractive. Use video, images and opt in boxes to capture leads.

Make sure it has a professional feel but add your own personal touch as well. You want to have a competitive edge and make your page memorable and welcoming so people are always inclined to return!

11) **Use a Big Profile Picture**

Brand your fan page with a banner that is bigger than your standard facebook picture. Facebook allows images of up to 200pix wide x 660pix high.

Include your picture and any text that brands YOU. Including your website on your image is a great idea.

12) Applications

Dabble around with different applications to help boost your fan page popularity. Some great ones to consider are the following:
Slideshare, Reviews, Poll, YouTube Video Box and Static FBML.

13) Track your Facebook Marketing

You want to make sure that your content is being viewed and absorbed by your readers. It's important that you track your results so you're not marketing in vain. Bit.ly and [Pretty Links](#) are great URL tracking tools. Implement them to ensure your techniques are working!



To access more of my training and resources, visit:
www.SamanthaMcSween.com

Samantha McSween-Gomez
Internet Marketing Coach and Mentor
1-416-880-9151

