

Top Free Facebook Marketing Tricks You Need to Know

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font with a registered trademark symbol (®) at the end, set against a dark blue rounded rectangular background. The logo is centered and has a subtle reflection effect below it.

facebook®

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www.HonestIncomeOnline.com

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Facebook Profile Dos' and Don'ts

A great facebook profile will attract like minded individuals and allow you to make quality friends and leads. If you put zero effort into your profile and throw something together, your efforts will show in your conversion rates. It is very important to create your profile as a true meaningful representation of yourself. This is easy for some and difficult for others. Follow the steps below to generate your killer lead generating facebook profile.

You've heard a million times that a picture is worth 1000 words. Well this time a picture is worth 1000 sales. Make sure you have a great picture of yourself smiling. Smiling pictures attract way more traffic than non smiling ones.

Take a current picture of yourself. You might even have to take 100 pictures of yourself in order to find a great one. Don't worry about being a narcissist here, a great picture can have a tremendous impact on the amount of friends and sales you will have. Think of who you select as friends. Do you choose friends with profile pictures of cartoons or silly faces? Do you view these people as professionals? Do real estate signs have grumpy faces with cartoons in the background? No. Remember how your picture will look to other people. Make it the best picture you've ever taken.

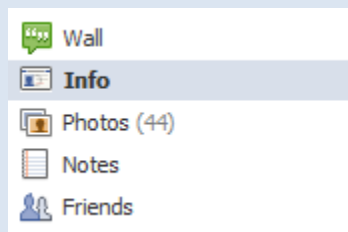
Under your profile picture there is a blank box where you can write absolutely anything. Most marketers will put their link in there but do not realize that it is not an effective way to market. This box is an opportunity to share a little bit about who you are and what you do. Keep it short and make it interesting so people will want to check out your website. You can put links in this box, 1 or 2 would be enough but just be sure to mention what the links are. Space them apart and give your viewers an idea of who you are before you place your links.



Your Info Section

This is the place to say who you are and what you do. Don't forget to emphasise who you are. So many marketers tend to spam their info section with links and information only about their business. This does not interest people. You want to have information in there about yourself that is honest and will make people want to get to know you better.

Don't be afraid to be funny and show your true personality. Make sure not all of your activities and interests are about making money and marketing online. Mention what you like to do in your free time and outside of work.



The Home Page

The home page is a news feed of all of your friends. It shows the most recent activity of what your friends have been posting, who they have been connecting with, what they “like” and anything else they have posted.

The only reason to look at the newsfeed is for your own research. Look at who is commenting on what and what is getting great views or attention. Do not copy people's posts but make a note for yourself and put a different spin on it before you share it on your wall.

*Do not spend too much time looking at this page.
There is lots of content and it can be a big distraction.*

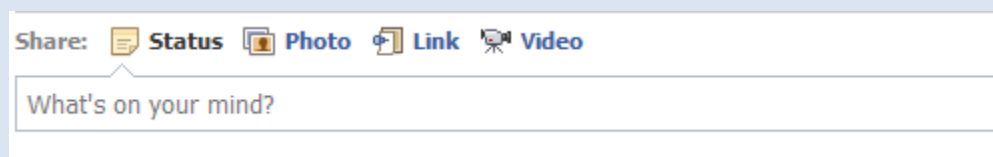
Your Status

Your status reflects who you are, what you do and why people should get to know you. It is important to follow the suggestions below in order to get some more hits to your profile and web links.

Post only 1 status each day. Your status could be what you are doing at that moment, something you have learned that day, an inspirational quote or something interesting you saw that you think others should check out. Do not only post business status, this will take your personality away and will make you appear like every other marketer.

*Try to find unique and educational content.
Using your status posts is a great way to establish a leadership role.*

If there are certain people who are continuing to “like” your status posts, connect with them the most. They are clearly already interested in what you say. Ask them about something related to your post. You could say something like “Thanks for the great comment, it seems like we have a lot in common.”



Creating Controversy

Asking open ended questions in a status post will usually get you a response from a few friends. A very motivating quote from a book you read might stir up some conversation too.

Try to share your opinion in your posts and show some personality. I once had 50 comments on my wall from one post alone. This helped generate many people to my profile and in turn, look at my website.

Talk about current events, the economy or anything else that could stir up a conversation on your wall.

Intervene and delete comments when necessary, some people can go over the line or will take the opportunity to share their link in a comment. Let these people know that it is not ok to do so and give them a warning or delete them.



Finding the Right Facebook Friends

Add about 10-20 people per day. Search through facebook groups that relate to the type of people you are looking for. Example: You could search for a group based on boats if you are selling boat products.

If someone has a great picture and profile, add them as a friend. Do not pick people with silly pictures or no pictures at all. Once they have accepted a friendship, send them a welcome message.

Do not send them your website right away or they might ignore you or delete you. Treat these messages like you are meeting someone for the first time. Look at their profile and try to pull ideas from it. Example: "I see you love spending your time outdoors and fishing, what kind of boat do you have? I also enjoy the outdoors and would be lost without my speedboat! Talk to you soon."

Do not go for the sale right away. You won't get it.

The idea is to get to know someone and let them know you. Build it up and take your time, the business talk and sales will come if you are patient.

Once you have made initial contact with a new friend. Check your profile and delete your "new friend add" post on your wall. The reason for this is that if someone sees that you have added

10 friends every day, they might get the idea that you are just out to market to them and they will not add you back as a friend.

Photos

Posting pictures is a great fun way to spice up your profile. People love pictures. They bring life to facebook. People also love checking out other peoples pictures. Create albums with captions. Captions help create conversation.

Post photos at least once every few months. People need to realise that you are a real person and a fun person. Post photos of your family, pets, friends and vacations. These are things that other people can relate to and might even comment on. Once an album is created, it will be posted on the home page. If there is an interesting photo that you have taken, it will draw someone in to click on your profile.

Videos

If you have created marketing videos or value driven videos for your business there is an option to upload your videos so they appear on your profile. People love videos and you will get some great comments from your friends.

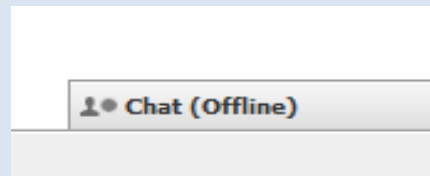
Commenting

If someone has a great status, photo or video feel free to comment on it. You will develop better friendships if you comment on a friend's content.



Chat

Some people like to connect on chat rather than facebook messaging back and forth. This is great for real time conversations. Although it does slow down your computer and is still glitchy, it can help you create leads through having personal immediate conversations.



Do not spend all of your time on chat, it will distract you and take you away from your daily schedule of operations. There is an option to turn off your chat on the bottom right. Click on "Chat", "options" and "go offline."

After you have built a great friends list, open your chat once every few days and let people connect with you. They will ask you questions and the business talk will follow. Be patient, ask them questions and get to know them. Finally they will ask you what you do and you can give them some information about your business. If they are interested, they will ask you for more information. If they are not interested, the topic will be switched.

Dealing with Spammers

Keep an eye on your wall for spammers. Some "marketers" will post a link on your wall and nothing else. This is their way of marketing and it does not work. Delete this post and this person. Keep your friends focused on your links and your links only. You cannot afford to lose a business lead through a spammer's random link.

Sometimes you will receive messages from spammers with a few words and then a link. Delete these people for they will add no value to your friends list.

Watch out for people tagging you in videos. Remove your tag immediately and delete that person or give them a warning. If you are tagged in someone else's video, you are helping promote their video because it will appear in "your videos" and on your profile. This happens with pictures too. Try to keep an eye on your notifications to avoid these situations.



Do not tag others in your videos and photos, you will make people angry.

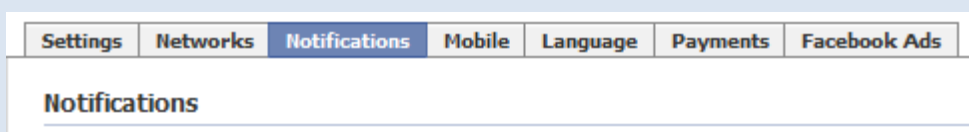
There is an option to not let others post on your wall. This can be good but also bad for your business. If you do not let others post on your wall you will not be able to have some great connections through your wall. People like to ask questions and make comments on your wall. This is a great way to connect with someone and answer their questions. If someone asks a marketing question feel free to answer it under their comment. It will appear on the home page.

If someone is asking a personal question, respond to them privately through a facebook message in order to keep it separate from the home page and the public.

If you do feel like not letting anyone else post on your wall here is how you can fix it. On the top right of the home page click “account” “account settings” and choose the “notification” tab. Scroll down to wall comments. This is where you can choose to allow or not allow posts on your wall.

Notifications

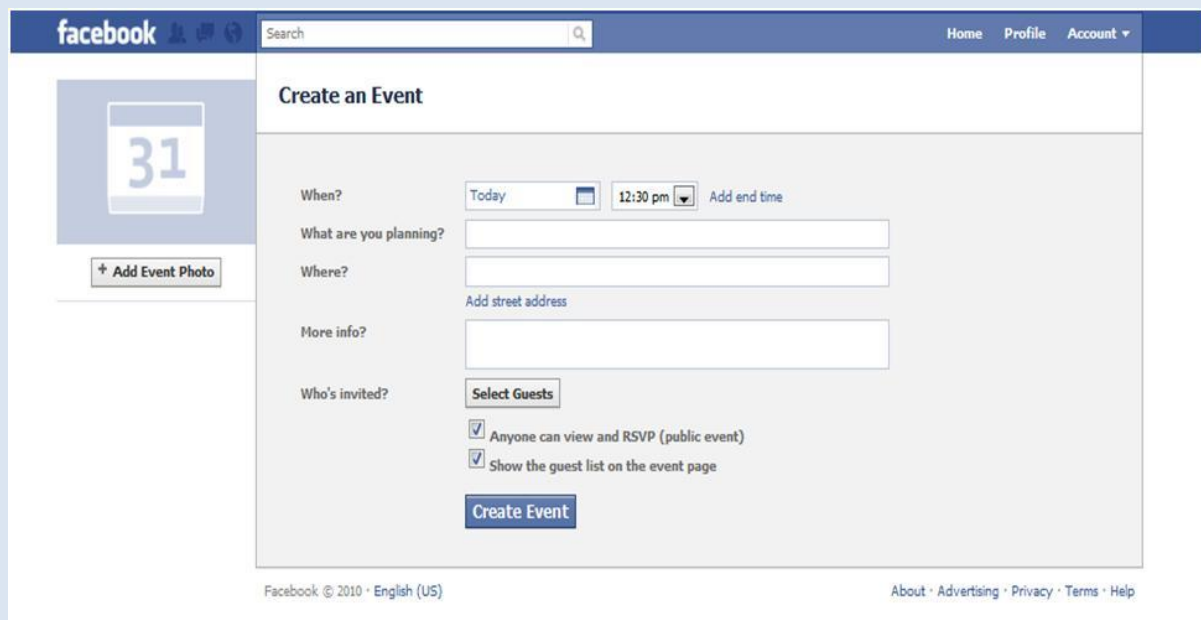
Unless you want your email or blackberry always receiving a new message be sure to check out your “notifications” tab in your “account settings”.



If you leave this setting as default you will receive constant updates about things that will only be a distraction to you. A Farmville invite here and there and a group invite can be very annoying if you are trying to focus on the task at hand.

Choose specific reasons to receive an email. You only need to receive emails when you have been tagged or when someone sends you a message.

How to Create a Facebook Event

The image shows a screenshot of the Facebook 'Create an Event' interface. At the top, there is a navigation bar with the Facebook logo, a search bar, and links for 'Home', 'Profile', and 'Account'. Below the navigation bar, the main content area is titled 'Create an Event'. On the left side, there is a calendar icon showing the number '31' and a button labeled '+ Add Event Photo'. The main form area contains several fields: 'When?' with a date picker set to 'Today' and a time dropdown set to '12:30 pm', followed by 'Add end time'; 'What are you planning?' with a text input field; 'Where?' with a text input field and a link 'Add street address'; 'More info?' with a text input field; and 'Who's invited?' with a 'Select Guests' button. Below these fields are two checked checkboxes: 'Anyone can view and RSVP (public event)' and 'Show the guest list on the event page'. At the bottom of the form is a blue 'Create Event' button. The footer of the page includes 'Facebook © 2010 · English (US)' and links for 'About', 'Advertising', 'Privacy', 'Terms', and 'Help'.

Treating facebook like a party is the best way to generate quality leads for your business. What better way to start the party than kick it off with a free exciting valuable event!

Make sure you have something of value to offer for free. A free marketing webinar, a free product demo or a free eBook would work well.

Go to your Facebook home page, click on “Events” below your profile picture on the left. Click on the “Create an Event” button. Here you will fill in the when, what and where details of your event. Do not forget to add a great capture photo.

Make sure you create the event long before the event happens. 3 weeks would give you enough time to build the hype and maximize your guest list.

As soon as you create the event, post a status that reflects the event is on a certain date. Post 2 times a week about the benefits of attending this event. Do not overwhelm people by posting

about your event every day. They will most likely delete or ignore you because they will find your posts repetitive.

Send a personal message along with the event invite. You would not believe how many event invites everyone gets in one day so make your message unique and personal. Here is an example:” Just for being a loyal friend on facebook I am offering my free tips eBook for a limited time to you absolutely free. You can get it by joining my event.”

So how exactly do you generate leads from creating a Facebook event? Make sure your event has an opt in option. If you are creating an eBook, you can have links at the bottom for people to get more information about your business. If you are doing a webinar, you can make an opt in form before or after the webinar for where people can get more information about what you do. Not everyone will opt in, you might have a 10% conversion rate. Just remember that knowing how to create a Facebook event is another great method to generate leads for free.

How to Create a Facebook Page

The difference between a facebook profile and a facebook page:

A facebook profile is the social fun side of facebook. Friends can update their status, share links, show you their new photos and know what you are up to. A facebook page is the commercial side of facebook. This is where you can use your marketing expertise and generate as many fans as you would like. The business page should be kept separate from your facebook profile. Keep the topics related to your products, the benefits of your products and free valuable information for your audience.

In order to create a facebook page:

- 1) Click “home” on the top right.
- 2) Under your profile picture on the right click “ads and pages”
- 3) Click on “pages” again then “create page”
- 4) Follow the guide on facebook in order to create your facebook page.

Make sure you have a great photo. This would be a great place to put your business logo. Update your information tab and be personable. If you want to have a lot of fans you will need to have unique content.

In the empty box under the photo, feel free to state the benefits of your products and add in your website.

Below is an example of my facebook page. You can find it here: [Honest Income Online Facebook Page](#)



Benefits of Facebook Pages

The viral factor of facebook pages is what helps you generate a great amount of fans. If one of your friends “likes” your page, it appears on their wall. Now their friends can see which group so and so joined and they will have a chance to check out the page and “like” it as well.

If you are really looking to generate leads from pages and do not want to spend time inviting new friends or do not have a valuable friends list then there is also an option to make the page into a pay per click ad.

These ads are far cheaper than advertising on Google and it has become a very popular method for business owners.

With a facebook page, you have the benefit of being able to create custom tabs. Your facebook profile does not allow you to do this. A custom tab could have whatever you want on it. There are no limits. You could have an opt in form to your business products, a link to your webinars,

a video of yourself introducing who you are and any other option that you would like. It is kind of like a mini website in facebook.

Check out my facebook page for an example of custom tabs. [Honest Income Online Facebook Page](#)

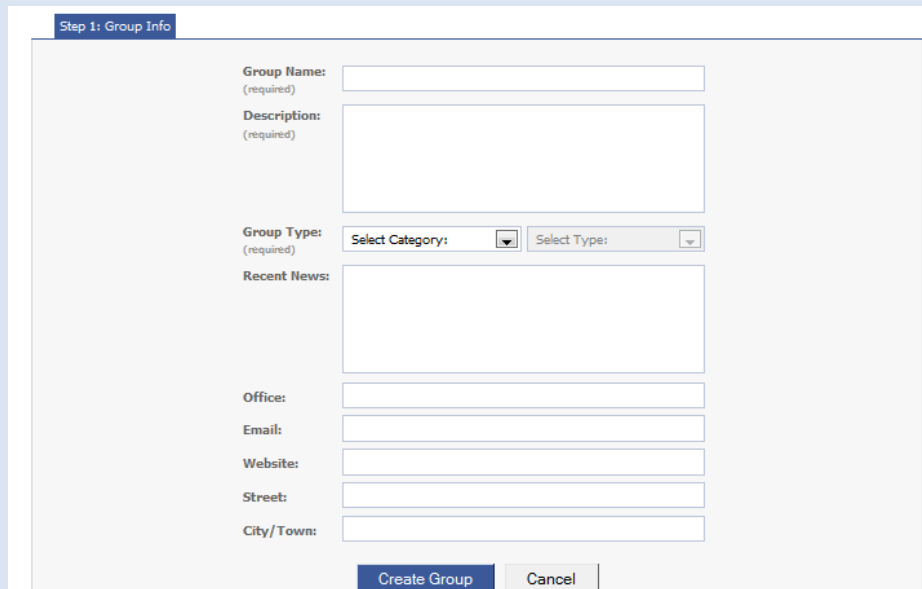
Friend Limits

With your facebook profile, you are allowed a maximum friend limit of 5000 (for now). This limit does not exist when you have a facebook page. Imagine having unlimited fans joining your page every day!

Check out my page for an idea of what your page could look like.

<http://budurl.com/FaceBPage>

How to Create a Facebook Group



The image shows a screenshot of the Facebook Group creation interface, specifically the "Step 1: Group Info" section. The form includes the following fields and options:

- Group Name:** A text input field with "(required)" below it.
- Description:** A larger text input field with "(required)" below it.
- Group Type:** A section with "(required)" below it, containing two dropdown menus: "Select Category:" and "Select Type:".
- Recent News:** A text input field.
- Office:** A text input field.
- Email:** A text input field.
- Website:** A text input field.
- Street:** A text input field.
- City/Town:** A text input field.

At the bottom of the form, there are two buttons: "Create Group" (highlighted in blue) and "Cancel".

Like facebook pages, facebook groups are another great way to generate free leads. It allows another outlet for lead generation and exposure of friends to your business website and products.

In order to create a facebook group :

- 1) Click “home” on the top right.
- 2) Under your profile picture on the right click “groups”
- 3) Click “create a group”
- 4) Follow the guide on facebook to create your facebook group.

Make sure your group name has a catchy title and photo. Instead of using your personal name as the group name, choose something unique and appealing like “millionaires club group”.

In the empty box under the photo, feel free to state the benefits of the group and business and add in your website.

It is not often that people check their group page to check the latest news so make sure you post information daily in the status box and it will appear on the news feed section.

You will want to make the group a little bit more general in order to target a greater audience than your pages. Having a large number of members in your group is sometimes better than having them on your facebook page.

You can message all of your members individually from your group page. This is a huge benefit when trying to market your products. Once again, do not spam them with a group message every day or they will remove themselves from the group. Do not keep it too personal either. They might already have you as a friend and you don’t want to be too repetitive.

An example of a group post could be a notice about a new product, a notice about a free eBook or webinar, a great new resource they should check out or an invite to your facebook page.

Pay careful attention to your “Discussions” tab on your wall. There are loads of spammers here. Delete their posts ASAP as they are promoting something other than YOUR business and see if you can remove them from the group. Don’t ever feel bad for deleting a spammer.

Once you create your perfect group, you will be able to generate some great quality automated leads.

Congratulations!

Congratulations on taking the right steps to become a Facebook marketing expert. Implement everything above and you will see free quality leads pile up.

If you would like to know the advanced Facebook marketing training and other free marketing tips sign up at [Honest Income Online](#) and get instant access to over 1000+ hours of training from 6 figure income earners. You can also sign up for our free marketing Monday webinars here: [Free Master Marketing Monday Webinars](#)

About the Author:

Lark Miller has an entrepreneurial spirit and a passion to help people escape from the corporate world and become wealthy.

Lark graduated at Carleton University in Ontario. From sales jobs to government jobs, she realized early on that the corporate world was definitely not her place.

She joined Carbon Copy Pro to learn everything about marketing, money and learn from top people in the world about how to profit in a recession, retire early and be wealthy.

After joining Carbon Copy Pro, she has been able to share her passion, creativity, experience and knowledge with the world. She loves what she does and would not change it for the world.

She is currently looking for leaders to be a part of her successful team [Honest Income Online](#)

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Have a Productive Day!
-L. Miller