

Welcome to Module 1!

In this Module, we're going to talk about Facebook pages... everything from how to come up with a topic to make your page about, to showing you how to create pages and most importantly, how to get thousands of fans to "like" your page by only spending a small amount of money.

Let's jump right into it!

Part 1 - Niche Selection

Over the past couple years, Facebook has become a massively powerful tool for internet marketers. There are literally hundreds if not thousands of different ways you can make money through Facebook marketing simply because of the sheer number of users Facebook has.

With over 1 billion users, there is an endless supply of niches you can begin marketing to, and you will have no problem finding an audience for that niche no matter how obscure it is.

Now there are a few different ways to go about picking a niche to start a Facebook page in.

1. Evergreen Niches

Evergreen niches are niches that will stand the test of time, meaning there will always be people looking for a "fix". A popular phrase to consider when talking about evergreen niches is "health, wealth and relationships". People will always want to know how to stay healthy, they will always want to know how to make money, and they will always want to know how to get into or better relationships. These topics are just as important as they were 25 years ago, and in another 25 years they will be equally important.

People who are successful in evergreen niches tend to have long term marketing success because there is always an audience for that niche.

2. Trending Topics

Another way to choose a niche is to start marketing to audiences who are interested in trending topics. Trending topics show you exactly what people are talking about right now and are most often willing to learn more about that topic. As marketers, we can benefit from their immediate interest.

There are a few different ways to find out what is trending, but the best way to find out what's currently trending is by going to Google Trends. You can search for just

about any topic you can think of and you will see what is being searched on Google in that niche. <http://www.google.com/trends/topcharts>

Another great way to find out what is currently trending on Twitter is by going to a website called What the Trend. This site shows you trending topics and can even be narrowed down by country if you want to get ultra targeted with your Facebook pages. <http://www.whatthetrend.com>

Lastly, Facebook recently announced that they have begun experimenting with placing a trending topics widget inside the right column of your Facebook newsfeed, similar to how Twitter has a Trending Topics widget in your Twitter feed. This option is being tested on a small number of users, so this option is not yet available to everyone. However, once it is live, this is going to be a great way to find out exactly what's trending on Facebook, and can allow you to quickly monetize those audiences.

The only downside of marketing to audiences of trending topics is these niches are short lived, meaning the things that are trending today may be irrelevant tomorrow.

3. Interests or Passions

Personally, I always prefer to create fan pages based around a topic I have an interest in. I'm a big sports guy and car guy, so I have pages like "I Love Baseball", "I Love Football", "I Love Lambo's". Things along that line. I find that these pages are much more enjoyable to manage because I have a genuine interest in the topic, rather than pages that I have zero interest in the topic, even if they are making money.

When you're thinking of a topic to create a page around, have fun with it! Do something other than the internet marketing niche or weight loss niche. It seems like a lot of Facebook marketers seem to think those two niches are the only niches out there. Sure there's a lot of money to be made in those niches, but there's a ton of competition in them as well.

But just because there's a lot of money to be made in those niches doesn't mean there isn't a lot of money to make in thousands of other niches with little to no competition. Just remember, there are always ways to monetize any niche.







Part 2 – Creating Your Facebook Page

So once you have your niche/topic you want to create a Facebook page around, go to facebook.com/pages/create.

Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.

Pages I Like Pages I Admin

 <p>Local Business or Place</p>	 <p>Company, Organization or Institution</p>	 <p>Brand or Product</p>
 <p>Artist, Band or Public Figure</p>	 <p>Entertainment</p>	 <p>Cause or Community</p>

You will then be given a range of different categories to choose from classify your page. Click the Cause or Community option, and enter in the name you want to give your page into the field that's provided. Agree to Facebook's Terms of Use, and hit continue.

Set Up I Love Dogs

1 About
2 Profile Picture
3 Add to Favorites

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

A Fan Page Dedicated to All Dog Lovers!
<http://www.YOURURLHERE.com>

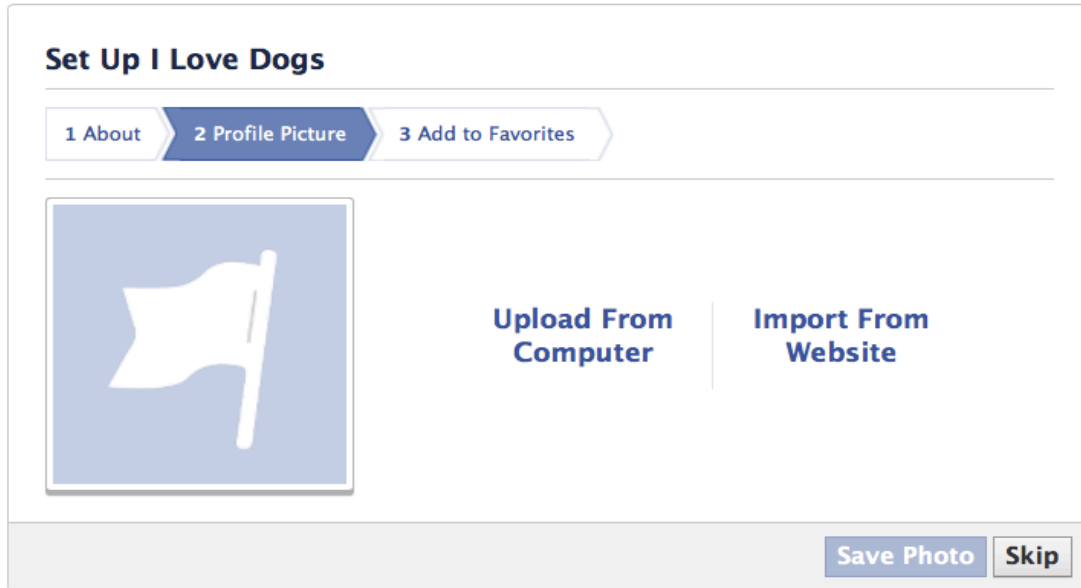
Add Another Site

Is I Love Dogs a real organization, cause or event?
This will help people find this organization, cause or event more easily on Facebook.

Yes No

Need Help?
Save Info

The next few options you will see allow you to write a brief description of what your page is about, as well as enter in a web address if you have a website for your page. This can also be an affiliate link to a niche related product, or a link to a squeeze page, CPA offer, etc.



The next set of options allows you to upload a profile picture, as well as gives you the option to add your new page to your Favorites tab on the left hand side of your Facebook newsfeed.

Once you have finished setting up your page, you will want to upload a timeline photo. If you're not good with creating your own graphics, there are tons of websites online that have great looking timeline images you can use on your page.

Here are a few that I have used in the past :

- www.myfbcovers.com
- www.coverphotofinder.com
- www.ifacecover.com
- www.99covers.com

If you are good with graphics or want to hire a graphic designer to create one for you, the size of the image you use for your timeline must be 851px by 315px.

Posting statuses to your page is done the exact same way as posting updates to your own personal Facebook profile. On Facebook pages, you can post photos, videos, links, and more.

Now that you have your page created, it's time to set up a simple Facebook Ad that is going to bring in thousands of fans on a shoestring budget.

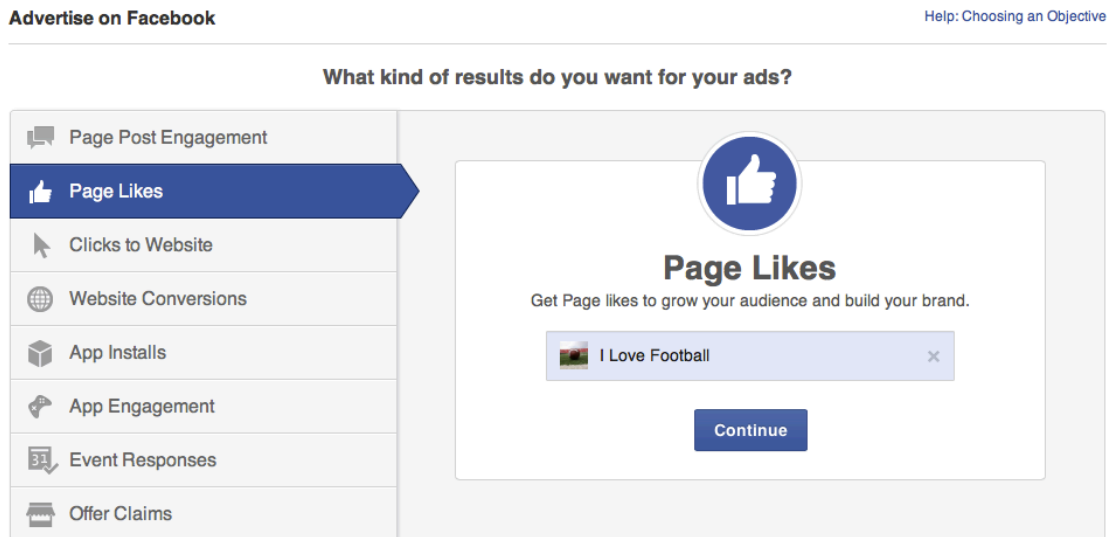
Part 3 – Creating Your Ads

This method of setting up your ads that we’re going to cover is something that a lot of Facebook marketers don’t do even though they know it brings results, and I’ll explain why in a moment.

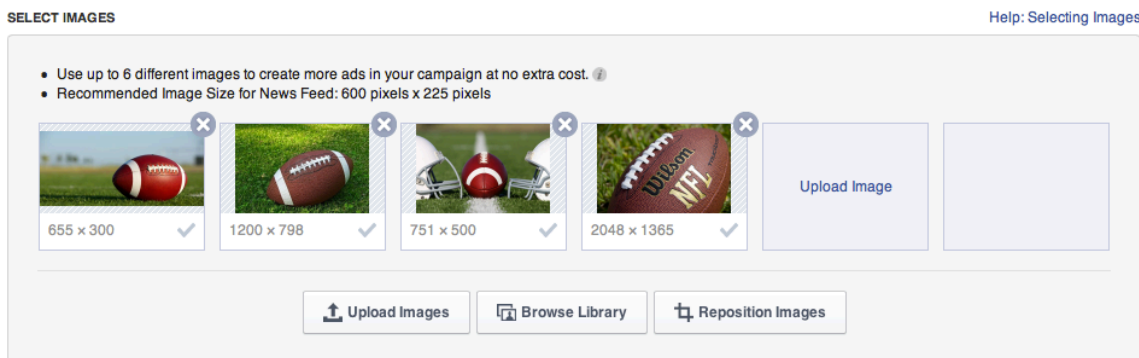
To start, head to www.facebook.com/ads/create.

For example purposes, I’m going to show you how I set up ads to run to a page I created called “I Love Football”.

When you land on the ad creation page, you will first ask what kind of results you want to achieve with your ads. Since this module is all about growing fan pages, we want to select “Page Likes”, then select the page we want to grow.



Next, you’ll need to upload some images. This is one of the things I really like about Facebook’s advertising platform because it allows you to upload up to 6 different images that run using the same ad headline and copy, allowing you to split test your ads to see which image performs better.



For this particular ad, I uploaded 4 different pictures to use. The size of the images you upload doesn't matter much when you are running right side ads because the images are automatically resized to fit.

But before we go any further, there are some simple tricks you can do to help increase your ad's click thru rate (CTR).

One of the best ways to increase your CTR is by uploading images that have faces in them. Faces of humans or animals tend to attract more clicks than images that do not have faces in them.

Another simple way to increase your CTR is by adding a thick red frame around the image. Now this idea is not new to most Facebook marketers, but it works! The red frame grabs people's eyes and takes them from the newsfeed to the right column ads. In my testing, red frames around images work best, but you can also use bright blue frames, yellow frames, or bright green frames to increase your CTR.

You'll want to make sure to avoid images that have a lot of blue in the image. Since blue is the color of Facebook, most people have been trained to overlook anything blue on ads in the right column. That's why we want to use bright colors to attract more eyes to your ads.

The screenshot shows the Facebook Ads Manager interface. On the left, the 'Headline' field contains 'Love Football?' and the 'Text' field contains 'Then Click "LIKE" Now!'. The 'Ad Placements' section has 'Right Column' checked. The main area shows four preview cards for the ad, each with a different image of a football and the text 'I Love Football' and 'Then Click "LIKE" Now!'.

Once you have your images uploaded, you'll need to write your ad headline and ad copy.

A lot of Facebook marketers make the mistake of overthinking and adding too much text to their ads. When it comes to Facebook ads, the simpler the better! The purpose of these ads is just to get people to click the like button on your page. You're not trying to get them to buy anything, or sign up for any lists.. well, not yet at least.

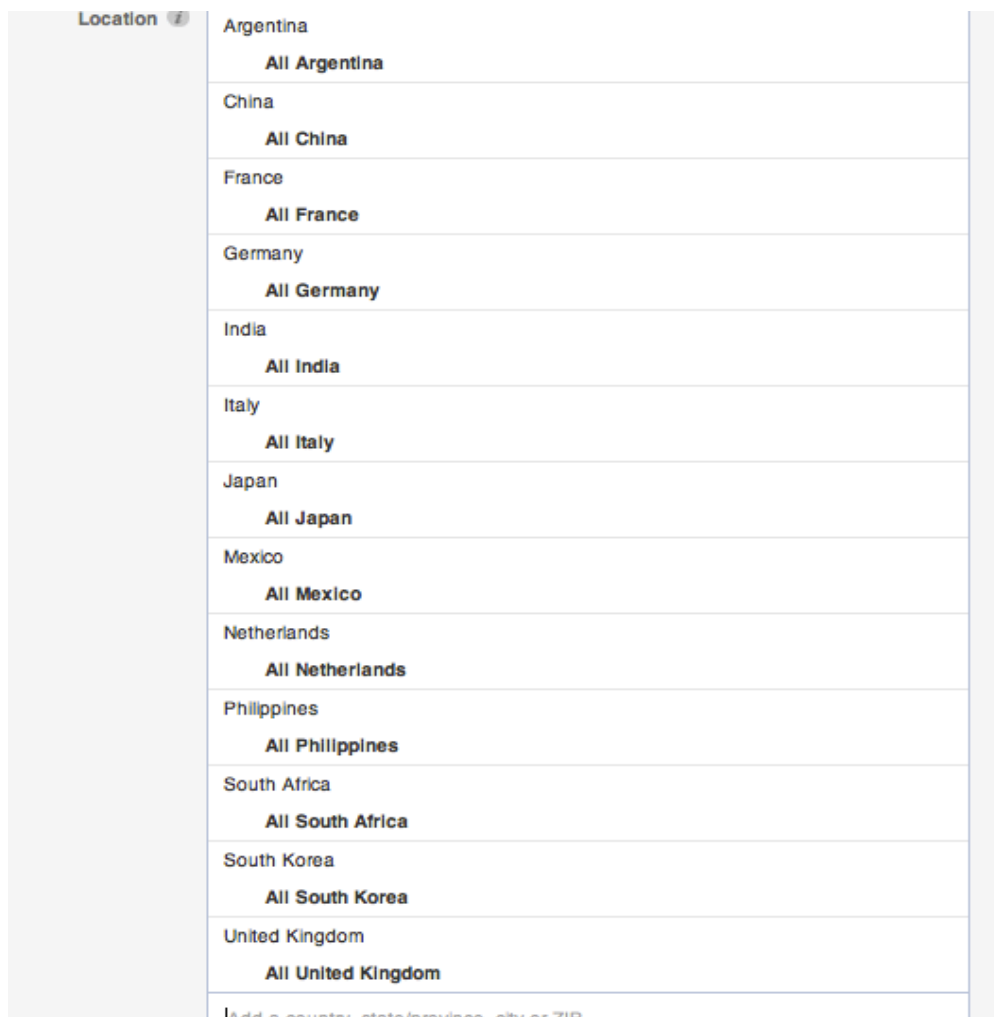
For this specific ad, I posed a quick question as the headline.. "Love Football?"

For the ad copy, I added a direct call to action.. "Then Click 'Like' Now!"

A simple call to action persuades people to click on your ad, especially if your page is about a topic they are interested in. We want the CTR to be as high as possible, because that will bring us the most fans on the smallest budget.

In the left column of that image above, notice how I deselected the Sponsored Stories option, as well as the Newsfeed option. Both of these options cost more to run ads, so I only run ads on the right column.

Now that the ads are created, you'll need to focus on the targeting portion.



I mentioned this briefly earlier, this is the part that a lot of Facebook marketers simply don't do for whatever reason. Most Facebook marketers focus on targeting the "top tier" countries, or the United States, Canada, and Australia. So when we as advertisers set up ads, it costs much more to run ads when we target those countries.

So instead of targeting the same audience that 90% of Facebook marketers target, we're going to target the countries **they don't** market to.

In this particular ad, I am targeting my ad to be shown to people in Argentina, China, France, Germany, Italy, India, Japan, Mexico, Netherlands, Philippines, South Africa, South Korea, and the UK. You can add as many countries as you wish, just don't include the United States, Canada, or Australia, or your costs will go up. Don't worry about an issue with a language barrier, because we'll talk about that in a moment.

The screenshot shows the Facebook ad targeting interface. At the top, the 'Age' is set to '13' and 'No max'. The 'Gender' is set to 'All'. Below this, the 'Interests' section is expanded to show a list of 'Additional Interests' with their corresponding audience sizes. The interests listed are various NFL teams and the National Football League. At the bottom of the list, there is a category for 'Sports and outdoors > Sports' with a total audience size of 123,240,700 people.

Interest	Number of People
Atlanta Falcons	4,142,323 people
Chicago Bears	5,651,761 people
Dallas Cowboys	10,934,474 people
Denver Broncos	5,733,042 people
Green Bay Packers	5,506,603 people
Kansas City Chiefs	2,303,519 people
Miami Dolphins	4,936,772 people
National Football League	54,596,812 people
New England Patriots	8,766,647 people
New Orleans Saints	6,062,117 people
New York Jets	2,841,990 people
Oakland Raiders	4,792,337 people
Pittsburgh Steelers	10,031,330 people
San Diego Chargers	3,378,515 people
San Francisco 49ers	6,104,985 people
Seattle Seahawks	3,286,119 people
St. Louis Rams	1,922,543 people
Sports and outdoors > Sports	123,240,700 people
American football	123,240,700 people

Next, you'll need to target your ads by age and gender. For age, I leave it from 13 to No Max, and Gender I select All.

Of course, if you are promoting a topic or niche that is more age or gender targeted, you can adjust these two options accordingly.

Next, we're going to target our ads based off interests. Since this ad is promoting a football related fan page, I first targeted American Football, then added all of the different NFL teams to the interests field. This will run my ads to people located in the countries we already added, in the age group and genders we specified, who also like American Football or any of the NFL team's Facebook pages.

Whatever topic your fan page is about, enter in as many interests that relate to your fan page. The bigger the audience the better.

The image shows a screenshot of the Facebook ad targeting interface. It includes several sections for refining the audience:

- Connections:** Radio buttons for "All", "Only people connected to I Love Football", "Only people not connected to I Love Football" (selected), and "Advanced connection targeting".
- Interested In:** Radio buttons for "All" (selected), "Men", and "Women".
- Relationship Status:** Checkboxes for "All", "Single", "In a Relationship", "Married", "Engaged", and "Not specified", all of which are checked.
- Languages:** A list box containing "English (All)", "English (UK)", and "English (US)", each with a close button (x). Below the list is a text input field labeled "Enter a language...".
- Education:** Radio buttons for "Anyone" (selected), "In High School", "In College", and "College Grad".
- Workplaces:** A text input field labeled "Enter the name of a workplace...".
- More Categories:** A search bar labeled "Search categories" and a list of expandable categories: "Custom Categories", "Events", "Family Status", and "Games".

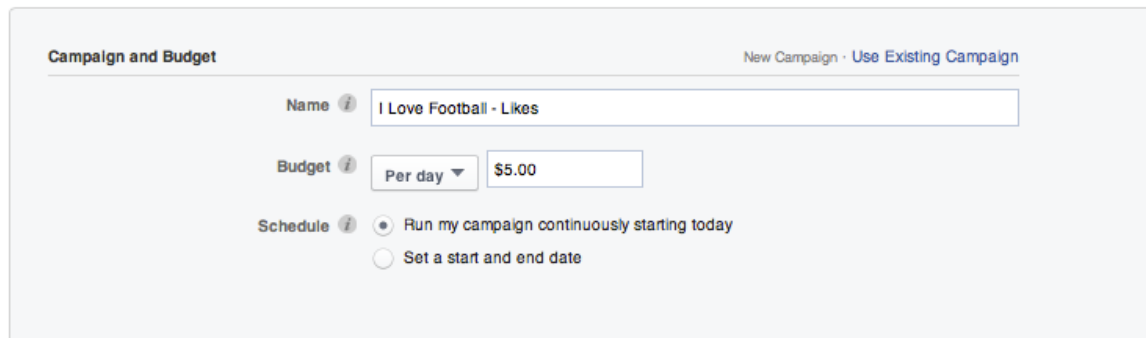
Under the Connections option, make sure "Only People Not Connected to [Your Page Name]" is selected. It is usually selected by default, but you'll want to double check. This will ensure your ad is only shown to people who have not already liked your page. There's no reason to run ads that show to people who already like your page!

The Interested In and Relationship Status sections you can leave as is. Of course, if you're promoting a dating or relationship page or something along those lines, you can adjust those options accordingly.

Now, remember earlier when I said you didn't need to worry about the language barrier when targeting countries around the world? Here's why. In the Languages field, you have to manually type in English (All), English (UK), and English (US). This will narrow down your ad targeting to only display to people around the world who have entered into their Facebook profiles that they speak English. So even though your ad will be shown to people in tons of countries around the world, it will only be shown to those who can speak and read English.

The Education and Workplace options can be left blank, and you'll also want to leave the More Categories field blank. Your ad is already laser targeted, so you don't want to add broad categories to your targeting because your results won't be as good.

CAMPAIGN

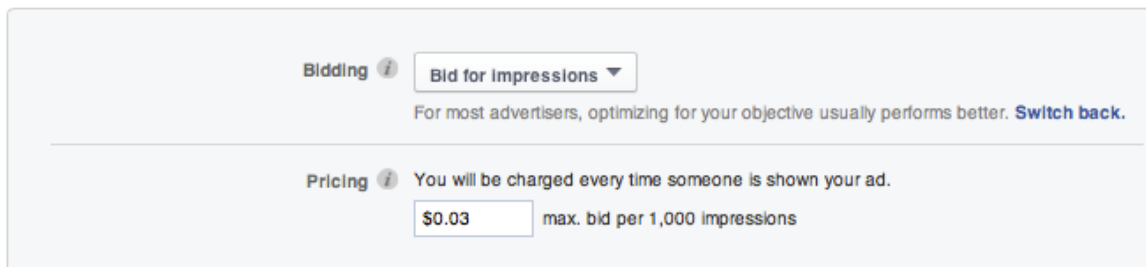


The screenshot shows the 'Campaign and Budget' section of the Facebook ad manager. At the top right, there are links for 'New Campaign' and 'Use Existing Campaign'. The 'Name' field contains 'I Love Football - Likes'. The 'Budget' is set to 'Per day' with a value of '\$5.00'. Under 'Schedule', the option 'Run my campaign continuously starting today' is selected with a radio button, while 'Set a start and end date' is unselected.

Next, you'll need to set a budget. I typically budget for just \$5 a day and let my ads run for a week or two. \$5 can easily get you hundreds, if not thousands of likes a day because our costs are so low. Of course, the bigger your daily budget is, the faster your fan page will grow, because Facebook will show your ad more often to more people.

After you set your daily budget, you need to set your bids. For the purpose of getting likes to a fan page, select Bid for Impressions, and bid anywhere from \$0.02-\$0.05 per 1,000 impressions.

BIDDING AND PRICING



The screenshot shows the 'Bidding and Pricing' section. The 'Bidding' dropdown is set to 'Bid for impressions'. Below it, a note states: 'For most advertisers, optimizing for your objective usually performs better. [Switch back.](#)' The 'Pricing' section indicates 'You will be charged every time someone is shown your ad.' and shows a bid amount of '\$0.03' with the label 'max. bid per 1,000 impressions'.

Bidding for clicks is better when you are running ads to external webpages, such as sales pages, squeeze pages, or blogs for example.

Submitting Your Ads

Once you have finished setting up your ad, click the submit button at the bottom to send your ad off to be approved by Facebook!

Facebook is usually pretty good about approving ads fairly quickly, but sometimes it can take a while for them to be approved. I have found that the best times to submit your ads for approval is first thing in the morning. They tend to be approved quicker earlier in the day.

Or, if you're a night owl like myself, you can create your ads late at night and submit them, and they are usually approved by 10 AM the next day.

I always suggest to people who are getting started with Facebook marketing to familiarize yourself with Facebook's Advertising Policies. You can quickly read through it so you have a good grasp on what they do and don't allow. You don't want to run the risk of having your ads account banned because you unknowingly broke their Terms of Use. You can read their Advertising Policies here :

www.facebook.com/ad_guidelines.php

Monitoring Your Ads

You'll want to make sure you check your ads a handful of times within the first few hours after your ad is approved. You can typically get a good idea of how well your ads will perform within the first few hours.

Most Facebook marketers aim for a Click thru Rate of anywhere from 0.2% 0.5%, which is considered above average. Understand that when you're running ads while using the CPM, or bidding per 1,000 impressions, your CTR will likely be lower, but your costs will also stay low. If you were to run ads using CPC, or bidding per click, your CTR would likely be higher, but your costs are also higher. So there's a bit of a trade off there.

If the ads are getting thousands of impressions and the CTR is high, great! Let the ad continue to run and check it in a day or two to see how it is performing.

If the ad is getting thousands of impressions but the CTR is low, it's a good idea to pause or delete that specific ad because it won't perform well. You don't want to continue paying for an ad that isn't getting any likes to your page.

If your ad has few impressions and a low CTR, don't worry, that ad hasn't been shown enough yet to determine how well it will perform. I typically wait until my ads have at least 25,000 impressions until I start making changes or removing ads that aren't performing well.

Facebook Billing

A lot of marketers want to start using Facebook to grow their online businesses, but they have heard too many horror stories of people spending hundreds if not thousands of dollars with little to no results on Facebook ads. The truth is, if you have no clue how to advertise on Facebook, yes, there is a good chance you could burn through a lot of money.

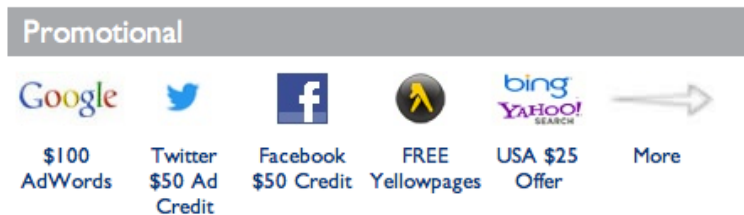
But that's why I've done my best to go into detail throughout FB Fever to teach you everything there is no know about Facebook marketing and how to properly advertise on Facebook and achieve high returns on your investments.

However, there are a few ways to advertise on a budget that I always like to teach my customers.

The first is by using Facebook Ad vouchers.

Now, similar to Google Adwords Credits or Bing Advertising Credits, Facebook has \$50 and \$100 ad vouchers that you can find all over the place. Please keep in mind that you have to have a brand new Facebook advertiser account (meaning you have never run ads on Facebook before) in order for these vouchers to work.

The first place to check is within your cPanel Hosting Account. If you have a hosting plan through HostGator, Bluehost, GoDaddy, etc., log into your cPanel, and look for the "Promotional" Section



Your account will have free advertising credit vouchers that you can redeem. By clicking the links, you will be given a promotional code you can copy and paste into your Facebook Ads Billing account.

If you don't have a hosting plan, or if you've already used your voucher, don't worry, there is still another way to grab an ad voucher.

Buy A Voucher

You can easily buy \$50 or \$100 ad vouchers for anywhere from \$5-20 on the web, you just have to know where to look!

Lately, I have been pointing my customers to sellers on Digital Point Forum. Similar to the Warrior Forum, DPF is another fantastic community of internet marketers. If you go to Google and search "facebook ad vouchers digital point forums", your search will return tons of results for people on DPF selling ad vouchers, usually for pretty cheap.

Another place you can find ad vouchers is eBay. There used to be a lot of people selling these vouchers on eBay, but lately the number of voucher sellers has decreased, but it's always worth a look! Simply search "facebook voucher" or "facebook ad credit". If anyone is currently selling a voucher on eBay, you'll be able to find them easily.

And keep in mind, this is a good way to get vouchers for any ad platform, including Google Adwords, Bing, Facebook, Twitter, and Yahoo!.

How to Apply Your Voucher

Once you have found a voucher, you'll need to add it to your advertiser account.

Log into your Facebook account, then click on Ad Manager > Billing > Funding Source > Enter your Password in the field that pops up > Add Funding Source.

There you will be able to place your ad voucher code. This will credit your account with \$50 or \$100, and the credit of the voucher will be spent before Facebook charges your PayPal account or Credit Card, so you can basically get \$50 worth of advertising for just a few bucks!

Keep in mind also that Facebook requires most ad voucher codes to be used up within 14-30 days from the time the code is applied to your billing account. So make sure you are ready to start your ads soon after applying your code.

Now the question I always get is this .. **"What if I've already used a voucher on my account?!"**

What I typically do is ask a family member if I can set up ads to run through their Facebook account. Along with running ads from my own personal Facebook account, I have run ads through my sister's account, my girlfriend's account, and a few of my buddies who don't do any advertising. Of course I asked for their permission before I set up my ads.

None of these people had a reason to advertise on Facebook, so I purchased \$100 vouchers, applied them to the new accounts, and started running my ads.

A Quick Word About Facebook's Policies

A lot of marketers online will tell you that if you have already used ad vouchers on your own Facebook account that it is okay to go ahead and create a new, fake Facebook profile and run ads through that account.

Simply put, **do not do this**. Why? Because it is against Facebook's Terms of Service to have more than one Facebook profile. Even if you have one Facebook profile for yourself and a second one for your business, you are still breaching Facebook's Policies and run the risk of having **both** of your accounts banned. I've seen it happen hundreds of times before.

This screenshot is taken directly from Facebook's Policy page :

4. Registration and Account Security

Facebook users provide their real names and information, and we need your help to keep it that way. Here are some commitments you make to us relating to registering and maintaining the security of your account:

1. You will not provide any false personal information on Facebook, or create an account for anyone other than yourself without permission.
2. You will not create more than one personal account.
3. If we disable your account, you will not create another one without our permission.

You can read more about Facebook's Terms of Use here :

www.facebook.com/legal/terms.

Module 1 - Recap

Congratulations! You've reached the end of Module 1. We've covered a lot of information in this Module.

We talked about..

- The importance of niche selection and how to choose a niche to market to.
- How to create your Facebook page the correct way.
- How to highly targeted ads that get thousands of likes to your new page.
- How to monitor your ads to ensure the highest CTR.
- How to take advantage of Facebook Ad vouchers.
- How to make sure you follow Facebook's Advertising Policies.

In Module 2, we're going to begin talking about a very popular and easy way to monetize your new Facebook page.

As always, if you need any help or have any questions, please use the support desk inside the FB Fever Member's Area.