

# FACEBOOK FANS STAMPEDE

Secret tips to quickly get 1000's of FB fans  
and boost your earnings with Facebook marketing



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[\*Facebook Marketing Secrets PLR\*](#) / [\*Technical Facebook Marketing PLR\*](#)

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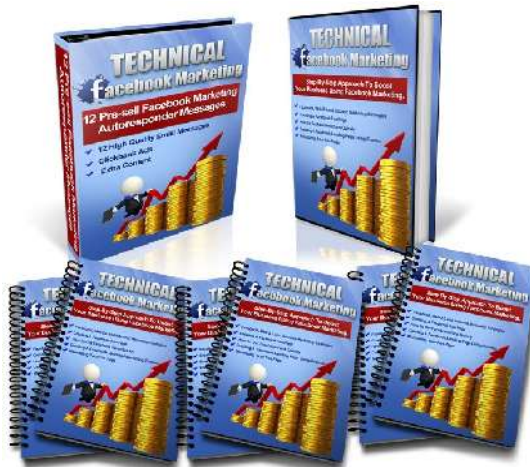
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# Introduction to this ecourse



If you want to increase your business through social networks, there is only one social network that you need to join and that is Facebook. As a reader of this ebook, you are probably aware of the great marketing possibilities of this huge social site. Chances are that you have already created your own facebook fan page already, but do you know how to drive floods of fans to your page?

Do you know how to get targeted fans that will “like” your page that you can easily convert to paying customers? It is impossible to make money with your facebook page if you don't have people who follow (like) your page.

In this course, I want to give you strategies and techniques to get more facebook fans for your page. You will discover how easy it can be to get lots of people who are interested in your products or business and also how to keep them for life.

This ebook is written for people who already know how to setup a simple facebook page or who already have such a page. We will not delve into techniques of setting up your own page.

If you want to get step by step instructions to create your own high quality iFrames Facebook Page, check out [Technical Facebook Marketing](#). (This course is currently selling as a Warrior Special Offer. For a limited time only, you can also get full Private Label Rights with it for FREE.)

This easy to follow course is a complete step by step blueprint on how to create your own money pulling fan page and goes into all the technical aspects of how to create the page, how to market it for maximum profits and how to monetize your page.

If you are looking for other Facebook Marketing secret tips and techniques to increase your online earnings with facebook I also urge you to check out [Facebook Marketing Secrets](#), as this course is full of advanced strategies to increase your profits through facebook marketing.

Right, so let's get on with the course and show you how to start getting lots of fans to your facebook page.

I urge you to read each strategy below carefully and then try to implement it as soon as possible, to get more facebook fans quickly.

My best advice is to take action right away with your new found techniques. Best of luck to you.

# Using Facebook Ads

In the world of internet marketing, building your presence around a popular social networking site such as Facebook is one of the most crucial decisions that you can make for your online business. Remember, Facebook has more than 750 million active users that exchange billions of objects such as web links, stories, blog posts, photographs and videos every month. If, in some way, you are able to build a strong web presence in Facebook through Facebook Fan Pages, the amount of traffic that you can give to your business will most likely spell the difference between your failure and your success.

Creating a Facebook Fan Page is easy. After logging into your Facebook account, you are free to create a personal or a business Fan Page as long as you agree with Facebook's Terms of Use. ([Click here if you don't have a Fan Page yet and you want to create one](#)). The tricky thing is how you can get people to like your Fan Page after you create it. You see, a Facebook Page is useless if you don't have fans. The main purpose of a Facebook Page is to reach out to the Facebook users so it is very important that you build a strong following of Facebook Fans if you want to succeed.

So how do you get a lot of Facebook Fans after you are done creating your first business Fan Page? If you are willing to shell out money for advertising, the most effective way to achieve lots of Facebook Fans quickly is through the use of Facebook Ads. If you will notice, every time that you visit a page in Facebook there are small ads placed on the right side of your screen containing informations about sponsored stories, businesses and personalities. These ads are administered by Facebook and you can use these ads as a platform for getting lots of "likes" from random Facebook users.

To do this, just log in to your Facebook Page and click the "Create an ad" link which is usually located on the right side of the page. **(IMPORTANT: Be sure that you are logged in to your Facebook Fan Page account and not your personal Facebook account when you do this)**. After that, you will be prompted to set the variables for your advertisement such as the target location, target age group,

target interests and the like. These variables will determine if your ads would be displayed on a Facebook user's page or not.

For example, if you set the "age" variable to Above 18, Facebook users under 18 years old will not be able to view your ads. It is important that you set your ad variables to target your most likely buyers. That way, you can make the most out of your paid advertisement. If you are selling baby shoes and you are based in the United States, a good idea would be to set the 'geographical location' to U.S. and the 'interests' to baby product so that your ads would show up in pages of people who live in the U.S and at the same time are interested in baby products.

Once a user sees your ad on his page and decides to click on it, he will automatically be directed to your Fan Page. Because of this, you can get lots and lots of Facebook Likes in a short amount of time using the Facebook Ads method. You can choose to pay per click or pay per impression and you can limit your daily funds to as low as \$1 a day. If used wisely, creating a Facebook Ad can not only bring you Facebook Fans but also targeted traffic from users that can become paying customers in the future.



## Promote your page through social bookmarking websites.



Because Facebook boasts about 750 million active users as of today, it is very important for an online business to be able to establish a strong presence in this popular social networking site. If you can promote your business through Facebook and reach even just a fraction of its 750 million active users, there is no denying that its impact to your business will be very big. Creating a Facebook fan page is arguably the best way to promote your business through Facebook and getting lots of 'likes' from Facebook fans is undeniably the only way for your Facebook page to be successful.

In order for your Facebook Fan Page campaign to be successful, you must be able to get lots of "likes" from Facebook users. A Facebook user who 'likes' your page officially becomes your fan, which is also equivalent to having them subscribe to your page. Once subscribed as a fan, these users can view all the updates, offers, services and any other information coming to-and-fro your page. Because of this, informing people about the activities of your business becomes much easier. Fans can share whatever they see from your Fan page to their friends, opening up an opportunity for a "word-of-mouth" style of marketing without spending lots of money in the process.



If you have money to spend, you can use Facebook Ads as a way to speed up your acquisition of Facebook Fans. However, paying Facebook to promote your page might cost you a lot of money especially if your business's niche is a very competitive one. To solve this problem, you can use another form of social networking platform as a way to boost your Facebook page's traffic: social bookmarking.

Social bookmarking sites are great for getting instant traffic because of their nature. In essence, a social bookmarking site is just a place where you can find links to websites that offer news or article readings. For example, I read an article about Basketball that I found really interesting, I can post the link to that article in a social bookmarking site so that other people can read and comment on it. A lot of people visit social bookmarking sites to look for the latest news and articles so it is a really great venue to promote your Facebook Fan Page.

So how do you use social bookmarking sites to get instant Facebook Fans? Simply create a very catchy article with a very catchy title, post it in your website or in any other article directory and submit it in a social bookmarking website. Easy right? Or I am missing something here?

The fact is, you should still add a link from that catchy article pointing to your Facebook page. That way, your readers can click on that link after reading your article and get the chance to "like" your Facebook page. In writing an article, be sure that it is very informative and catchy. "How to" lists and "Top Ten" lists are great formats that you can use to write your articles.

For example, if your business is about selling fishing rods and baits, make an article about "the top ten biggest fish caught using fishing rods" or something like that. At the end of the article, write a phrase that says something like "if you want to know the secret in catching big fishes, visit our Facebook fanpage here ...". Don't forget to include a link pointing towards your Facebook page at the end of your article to make the most out of your social bookmarking campaign. You might not believe it, but a well-written and catchy article can really bring in people from social bookmarking websites straight to your Facebook Fan Page.

## **Upload a viral video in video sharing websites such as Youtube.**

If you are looking to make more money out of your Facebook Fan Page, the first step that you have to take is to get more Facebook fans. And one of the best untapped resources that you can utilize to help you succeed in this endeavor is the creation of viral videos in video sharing websites. Unknown to many internet marketers, the creation of a viral video is one of the most potent ways not only to get Facebook fans but to promote your own website as well. Ever wondered how music artists get so popular in just under a week or two? Yes, you are right. Video marketing websites such as Youtube can really get those massive traffic that all internet marketers are looking for. And the good thing is that you can convert this traffic into earnings if you can transform random visitors from video sharing websites into Facebook Fans.

In Youtube alone, more than a hundred million users are actively looking for something to watch. Some are looking for information while others are just browsing for entertainment. An average Youtube user spends at least 20 minutes per day watching videos. Other video sharing websites such as Metacafe and 4Shared have a much lesser audience, but they are still great sources of traffic. So the key is to basically create a viral video, upload it to these video sharing websites and place a link going in to your Facebook Fan Page. If you do it properly, you might be looking to add another 5,000 to 10,000 likes to your Facebook Fanpage in no time at all.

So how do you pull this one off? The strategy is to research about a trending topic and use it as a starting point for creating your videos. Always make it a point to somehow connect your topic of choice to the niche that you are running so that you can get more targeted views. Because you are looking to get fans that can become potential paying customers in the future, targeted traffic is much more preferable to random traffic at this moment.

For example, if a major world event such as the Olympics is coming and you are in the business of selling baby's clothes, you can create a video about the babies of the athletes participating in the event. This might need a bit of research, but as always, Google is your friend. After getting your information, try to create a script for your video and outsource the actual video creation to a freelancer who specializes in creating videos. You can opt to do the videos on your own if you are quite knowledgeable but if you don't have the ability to create engaging videos, outsourcing is your best option.

Make sure that you ask the freelancer you are hiring to include the name of your Facebook Fan Page at the end of your video so that users can visit your page after watching. Placing the name of your page at the beginning of the video is also possible, but viewers tend to forget about it if you place it at the beginning. The best bet is to place the name at the end of the video after people are done watching it so they can visit your Fan Page after.

After you get your video outsourced, upload it to video sharing websites. Youtube is your best choice but don't forget to upload to other video sharing websites too if you want to get as much traffic as possible. Most websites allow uploaders to include a short description of the video they are uploading. Utilize this feature and make sure that you place a URL or a link pointing to your Facebook Fanpage in your video description. Doing this makes it easier for viewers to visit your page. Finally, if you are using Youtube, use the "video response" function and link your video to an already viral video related to the subject of one you are uploading. By doing so, you are giving your video a chance to be viewed by the people watching the viral video that you are linking to, which adds up more chances for you to get potential Facebook Fans.

## Create an external promo page and link it to your Facebook Fan Page



If you browse the web and you see a promo page offering you a chance to win free running shoes, pizzas and web-enabled mobile phones (or a trip to the Caribbean maybe), what would be your first reaction? My guess is the same as yours! Chances are, you will be interested on how to get the prize and will go to any length (even taking a bit of your time to register) just to earn a chance to be included in the promo. This is human nature and no one argues that. But if you are an internet marketer looking to add up more Facebook Fans, you should use this knowledge as leverage and try to utilize external promo pages to promote your own Facebook Fan Page.

Just to make you realize the efficiency of this method, you can get a lot more Facebook likes by paying for a basketball shoes to be used as a promo prize than paying for other methods that might cost you a lot more money in the long run.

So how do you do this method? The approach is very basic that you wouldn't even consider it very difficult to accomplish on your own. The first step would be to think of a promo that would appeal to your target market and use it as a starting point for your campaign.

For example, if you are in the business of selling basketball shoes and you want your Facebook Fan Page to get more potential customers, try running a promotional campaign where you are putting up a signature basketball shoe as a free prize. Choose the basketball shoe that is most popular at the moment and run the campaign for at least a month. You can just take a picture of the shoe that you are giving out as a prize and use it as a place to put information on how people can join your promo.

Once you are done creating the ads and banners for your online campaign, post it in your own website or use free press release websites to get your message across people. Allot at least 1 month of time to syndicate your campaign through the web before even starting the promo. (For example, if you are running your promo on September, start promoting your campaign on August which is a month earlier than the actual campaign date. This is to make sure that your promo has already reached a lot of potential readers)

Once your promo starts, make sure that people are required to “like” your Facebook Fanpage before they can be included in your promo. Do not ask for other registration information because this might put off potential Fans. After all, you are only looking to promote your Facebook Page. Specifically state that only those people who like your page can be included in the raffle. This will persuade people to like your page even more. You might be surprised at how this can work, but running promo campaigns is an excellent strategy in getting a lot of Facebook Fans. Because your promo is running for at least a month, people will be constantly viewing your page inside that period. You will have more Facebook fans in the process and more chances to win potential paying customers even after your campaign is over.

# Use an external website to promote your Facebook Page.

The strategy of using websites to promote a Facebook Fanpage is a method that a lot of internet marketers are unconsciously employing today. With the introduction of Facebook widgets that make it easier for individuals to connect from the website they are browsing directly to Facebook, promoting a Facebook Fanpage through an external website has never been easier.

If you are looking to increase your Facebook Fans without employing outside help and expensive services from outsourcing, the first place that you have to look into is your own backyard. No, that does not mean that you have to search the backyard of your own house! By saying “your own backyard”, what you need to do is explore the possibility of using your own website as a platform for promoting your Facebook Fan Page. Because installing scripts are much easier done today, even individuals who do not have a background in programming can easily create a link from their website to their Facebook Fanpage without suffering from too much technical difficulty.

If your website is running in Wordpress, the easiest method that you can employ in order to link to Facebook directly is plugin installation. There is a special plugin in Wordpress called the Facebook Like button plugin which installs a “like” button directly from any external website that runs on Wordpress. By utilizing the Facebook Like plugin, a “like” button will automatically appear after each of your Wordpress blog post, enabling a reader to spread news about your post.

When you install the Facebook Like plugin and a person reading your blog post clicks the “like” button, a status update will automatically appear in that person’s profile letting everyone know that he likes your blog post. This will not get Facebook Fans automatically but because a news feed is displayed on the Facebook profile of a person once he “likes” your post, the friends of that person can also click on the news feed. This specific action is what allows you to get Facebook Fans. As long as a person clicks on the news feed triggered by the

Facebook Like plugin, he or she is automatically redirected to your Facebook Fan Page, allowing you to acquire potential fans in the process.

Another method that you can employ to link an external website directly to your Facebook Fanpage is through the utilization of Facebook Social Plugin. To do this, just go to your Fan Page and click Edit Page. On the left hand side of the screen, you will see an option called Resources. Click on that option and you will be directed to the Facebook Social Plugin page. We only need the “Like” Social Plugin here so just fill in the information needed (this is pretty much self-explanatory once you reach that page) and click the Get Code button. Once you are done, you can now place that code anywhere on your website. When a person clicks this “Like” button in your website, they will become an automatic fan of your Facebook Page!



# Use article marketing to promote your Facebook Fan Page



Creating a Facebook Fanpage to promote your online business is one tricky task. Once you are done putting up your Facebook Page, you expect hundreds of people to immediately like your page. Sadly, you will be disappointed to know that only a hundred people at most will start liking your page. The reason behind this is that people are not noticing your Facebook Fan page among the thousands of Facebook Fan Pages that exist in the web today. You need to promote your Facebook Page properly if you want to see a significant increase in the number of people liking your page. And to do that, one of the most inexpensive and easiest strategies that you can adopt is article marketing.

Promoting your Facebook Fan Page through article marketing is so easy so there is absolutely no need to get intimidated. In fact, it is so easy that even a person who isn't internet-savvy can do it without any difficulty. As long as you can write an article with good content and you are able to relate your niche to the article that you are writing, you can easily do an article marketing campaign whose sole purpose is to promote your own Facebook Fan Page.

To start, you must first think of a keyword that you will use as a basis for creating your articles. This keyword is also known as the “seed” and from this keyword you should be able to build an informative article that is somewhat related to the niche of your Facebook Page. For example, if you are running a Facebook Page whose niche is all about selling basketball shoes, you can simply use “basketball shoes” as your main keyword. Try to avoid flowery and complicated keywords at this stage because what you need is just a simple keyword that will describe the nature of your Facebook Fanpage.

Once you are finished thinking of a seed keyword, the next thing that you should do is think about an engaging topic which is directly related to your chosen keyword. So if our keyword is “basketball shoes”, our task would be to think of a topic that will get the attention of the readers. Maybe writing about the latest line of Michael Jordan’s shoes would be a great place to start since a lot of people know Michael Jordan. Using famous personalities as subjects of your articles are great as long as you can connect them to the niche of your Facebook Fanpage. Keep your writing as close to the truth as possible so that the readers will be engaged to read until the end.

Now, this is the most important part that you should never miss! At the end of your article, place the URL of your Facebook Fan Page so that readers can follow your page after reading your article. You do not need anchor texts links at this time because you are not looking to rank for the keyword. Instead, you just want additional traffic so that people can see your Facebook Fanpage and you can gain more fans. More fans == more opportunity to sell which ultimately means more money raked in. After placing your Facebook Fan Page URL at the end of your article, rewrite your article as many times as you want and finally submit it to top-ranking article directories in order to increase your traffic. The effects of article marketing are not instant and may take some time to materialize. But if you are confident that you created quality content that a lot of readers can benefit from, rest assured that fans will start flocking to your Facebook Fan page as soon as your article gets syndicated across the web.

# Promote your page by using Facebook's Social Plugins in your websites

Promoting your own Facebook Fanpage can be a headache if you do not have a working plan on how you should accomplish it. Wandering aimlessly while waiting for 'fans' and 'likes' to arrive is a fatal mistake that a lot of internet marketers are still making today. The good thing about this is that Facebook is offering you a lot of tools that you can use to start promoting your own Facebook Fanpage. By using the Facebook Social Plugins, internet marketers can now easily promote their Facebook Page not only inside Facebook but outside of Facebook as well.

If you own a website separate from your Facebook Fanpage, it can be the perfect arena for you to start promoting your Facebook Page. But to be able to accomplish that, you need to access the Facebook Social Plugins option first. To do that, you must log-in to your Facebook account and go to your own Facebook Fanpage. Look for the Edit Page option in your Facebook Page which is usually located at the upper right portion of the screen. Once you reach the Edit Page for your Facebook Fanpage, carefully look for the Resources Tab which is found on the left part of the screen. This is where the Social Plugins is located and you need to access the content of this page before you can start promoting your own Facebook Fanpage through your website.

Once you are done locating the Resources Tab, click on it and browse for the option named Use Social Plugins. Upon clicking on this option, you will be exposed to a wide array of social plugins that you can include in your website as a tool to promote your Facebook Page. These social plugins are available for free and they can also be edited in order to fit the theme of your site.

The Facebook Social Plugins that you can use for promoting your website are the following:

- Like Button - The Like button lets users share pages from your site back to their Facebook profile with one click.
- Send Button - The Send Button allows your users to easily send your content to their friends.
- Comments - The Comments plugin lets users comment on any piece of content on your site.
- Activity Feed - The Activity Feed plugin shows users what their friends are doing on your site through likes and comments.
- Recommendations - The Recommendations plugin gives users personalized suggestions for pages on your site they might like.
- Like Box - The Like Box enables users to like your [Facebook Page](#) and view its stream directly from your website.
- Login Button - The Login Button shows profile pictures of the user's friends who have already signed up for your site in addition to a login button.
- Registration - The registration plugin allows users to easily sign up for your website with their Facebook account.
- Facepile - The Facepile plugin displays the Facebook profile pictures of users who have liked your page or have signed up for your site.
- Live Stream - The Live Stream plugin lets your users share activity and comments in real-time as they interact during a live event.

You will need to setup these plugins first before you can use them. The good thing is that setting up these Facebook Social Plugins is pretty much straightforward and not difficult at all. Just input the size, colors, length and width of the plugin along with the URL of your website then click Generate Code. The resulting code is what you will place at the HTML of your website. After placing the code in your website's HTML, you can start promoting your Facebook Page to the random people who are visiting your site automatically!

# Promote your Facebook Fan Page through the use of photo, video and name tagging

One of the most overlooked yet most effective promotional strategies that you can employ in order to gain more fans and likes for your Facebook Fanpage is the use of tags. Unknown to many, the tagging feature of Facebook is one of the easiest, fastest and cheapest methods that anyone can use to promote his Facebook Fanpage.

The tagging feature of Facebook works in a very special way because it can rapidly spread news over the profile pages of people without the need to employ any outside tools. Once you tag a Facebook user in a photograph, a video or a post, all of that user's friends will be instantly notified of the action and this makes it easier for Facebook Page owners to promote their pages.

For example, if you took a photograph of your friend and you decided to upload that photograph, the only way to notify your friend that he is in the photograph is by tagging him. Simply put, tagging is Facebook's way of letting people know that "you are included here!". The good thing is that you can utilize this feature as a way to gain more 'fans' and 'likes'.

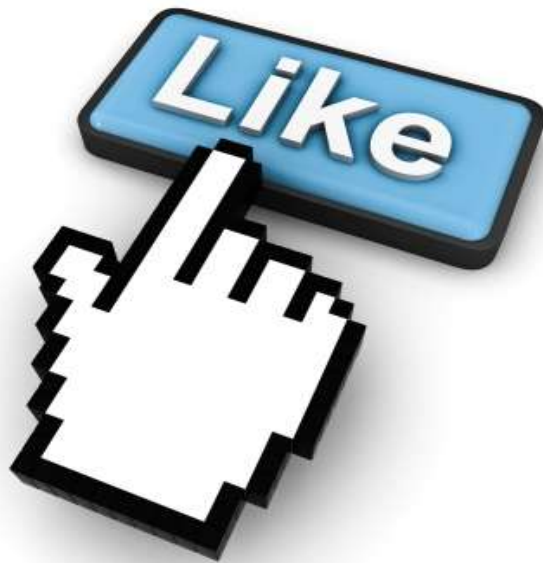
So how do you use the tagging feature of Facebook to promote you page? Simple. Just upload a photo or a video in your Facebook Page and tag all of your current fans in it. Because tagging notifies not only your fans but also the friends of your fans about the action you have done, you will be able to reach a lot of people quickly including those Facebook users that are currently not your fans.

For example, if you tagged one fan and that fan of yours has 100 friends, those 100 friends are automatically notified of the tag that you made. Because humans are curious by nature, a part of your fan's friends will surely click on the tag that you created. Doing so will lead those random friends to your page where they will have the opportunity to like your page.

You can even increase this idea further by creating a promo contest and tagging all of your fans in it. Once the friends of your fans follow the tag that you created, they will automatically be led in your promo page where they will be enticed to give you a “like”. Make sure that you state a rule in your promo that only those who like your page can join the contest.

This is important because doing this will persuade random visitors to like your page. You don’t have to give out expensive prizes as a reward for the winner of your promo. A free coupon or a free sampling of your product is more than enough to get a lot of likes. Try to use this strategy conservatively though because not a lot of Facebook users like being tagged. If you tag people too often, you might find out that you are actually losing more fans instead of gaining them.

## Purchase “Likes” from freelancer websites such as Fiverr



Getting a lot of likes for your newly established Facebook Fanpage isn't easy. First of all, you do not have a lot of friends when you are just starting your page so promoting it through tagging and word of mouth is not an option. Second, you don't have a lot of content yet that would attract Facebook users to like your Fan Page. Because you are starting on a clean slate, acquiring Facebook fans will be a tedious task that might consume your time if you don't have a solid working plan.

Although it can become quite a challenge to get your first 1000 Facebook fans, the availability of special services from freelancer sites can give you a boost if you know where to look at. To be more specific, there are certain freelancer sites that offer Facebook Page owners the chance to get fans in exchange for a little cash. It might sound unbelievable, but there are actually a lot of freelancer websites that sell Facebook likes in exchange for money. This is a great way to jumpstart your Facebook Fanpage especially if you are just starting and you are yet to establish a solid fan base.

If you are interested to buy Facebook “likes” from freelancer sites, one recommended place to visit is Fiverr.com. This is because Fiverr offers some of the



most unique freelancer jobs in the web for the price of only \$5. Yes, you are not dreaming. For only \$5, you can hire people in Fiverr to do unconventional things for you such as create a video presentation, sketch a photo, create a digital art and many more. The good thing about this website is that there are also freelancers working here that can help you acquire Facebook Fans. Not those generic, user-generated fans that have no value for business but actual, live fans that can provide you a solid base to start your Facebook business around.

The rates in Fiverr is fixed at \$5. However, the number of Facebook Fans that you can acquire for that amount may vary depending on the freelancer offering the service. For example, some freelancers in Fiverr usually sell 100 Facebook Fans for \$5. Other freelancers might offer something lower or higher than that number so it is really important that you search for the freelancer that gives the best value for your money.

To be sure that you won't have a problem dealing with a freelancer website such as Fiverr, always check the feedback of your contractor before starting a transaction. Fiverr offers a "Feedback" system that will allow you to check the previous work of a contractor and the read the recommendations of his past employers. By making sure that you are dealing with a trustworthy freelancer, the possibility of losing money via scam is greatly reduced. Buying Facebook Fans is just good for a jumpstart though so try to avoid relying on it too much once you have established a solid fan base.

## **Promote your Facebook Page in general information hubs such as Hubpages and Squidoo**

It is not a secret that article marketing is one of the most effective methods in promoting a Facebook Fan Page. By creating articles that you can market to a wider audience, the chances of your Facebook Fan Page getting noticed in the web is dramatically increased. However, you can take the article marketing strategy one step further by focusing your efforts on general information websites also known as hubs.

If you aren't familiar with hubs yet, they are general information websites that accept user-generated content. As long as you provide content with informational value for readers and you obediently follow their terms of service, hubs will publish your content to their audience for as long as you like.

So if hubs are similar to article directories in the sense that they provide general information to people, why should you bother in doing the extra job by promoting your Facebook Fan Page through hubs? Well, the answer to that is pretty simple. Hubs are regarded much highly by search engines, especially Google, compared to other general information websites.

Unlike article directories, hubs do not publish plain articles in their websites. In order to get your content published in a hub, you must provide very detailed information and give unparalleled value to the people who will be reading your hub. Because Google favors quality content above all, the ranking of hubs are much higher compared to general article directories that are often regarded as content farms. The result of that higher ranking is much more traffic and higher readership which means that you will have a lot more chance to promote your Facebook Fan Page.

So how do you promote your Facebook Fan Page through hubs? Like article marketing, the first thing that you have to do is think of a topic that is closely

related to your niche. If the nature of your online business is selling clothes for babies, writing a highly-informative content about babies is a good place to start. For example, you can write about what colors are suitable for babies or what kinds of clothing materials can cause allergies to babies. You can add pictures and be as creative as you like but always be sure that you are providing very good content to the readers. The strength of promoting through hubs lies in the quality of the content so put all of your efforts in creating the best hub for the subject that you are writing about.

At the end of your hub, allot a space where the links pointing to your Facebook Page should be placed. This space, also known as the author page, will be your key in gaining new fans for your Facebook Page. Most hubs such as HubPages and Squidoo allow only two links for the purpose of promoting an external page. Just to be safe though, try to avoid putting more than two links pointing to your Facebook Fan Page. Additionally, always read the Terms of Service of a hub so you can avoid having your content deleted by the moderators that run the site. By creating a high quality, niche-related content that links to your Facebook Page, you will get a lot of free traffic and Facebook Fans without spending a single dime!

# Promote your Facebook Page in other social networking sites

In order to get more fans and “likes” for your Facebook Fan Page, all possibilities of marketing and promotion should definitely be explored. Although Facebook itself has quite a large number of active users (which sits around 750 million at the time of writing), reaching the audience of other social networking websites is definitely a great option that you should explore in order to get a much wider exposure for your Facebook Fan Page. There is no rule prohibiting the promotion of a Facebook Fan Page in other social networking websites so you should take advantage of this opportunity to freely promote your Facebook Fan Page to a wider audience.

A lot of social networking websites aside from Facebook boast a large number of followers. If you are looking for websites where you can explore a wider audience and promote your Facebook Fan Page, here is a list that you can use as a guide:

## **Twitter**

This social networking website is also known as a micro-blogging site that people use to share short messages. Because Twitter follows a conventional short-messaging system also known as ‘Tweets’, sharing information is much quicker and people are encouraged to write short but meaningful statements. Creating an account in Twitter and tweeting about your Facebook Fan Page is a great promotional strategy because Twitter has at least 400 million followers to date that you can reach.

## **Google+**

The new rival of Facebook that was recently launched in mid-2011, Google+ is just on beta stage and is still not open to the public. However, in just a short time after its conception, Google+ has already aroused the interest of a lot of people. Google+ was able to acquire at least 10 million users in just less than a month so

promoting your Facebook Fan Page in Google+ is something that you must explore in the immediate future.

## **Myspace**

Although this website has experienced a steady decline in the recent years, Myspace is still one of the top social networking websites that you can use as a place to promote your Facebook Fan Page. The unique monthly visitors of Myspace still reaches at least 20 million as of May 2011 so it is still a big market that you can explore. The good thing about Myspace is that it offers a profile page customization feature through the use of HTML and CSS. Using this feature, you can create a Myspace page resembling the theme of your own Facebook Page and use it to promote your page to Myspace users.

Promoting your Facebook Fan Page in other social networking sites is a great strategy that you can employ to get more people to like your Facebook Page. If you combine the followers of all the major social networking websites that exist today, the number will surely surpass a billion people. If you can reach even just a fraction of that audience and get them to like your Facebook Page, the revenues that you can generate from Facebook will increase dramatically.

# Create your own shop inside Facebook



Most of the time, the main reason why online marketers create Facebook Fan Pages is to promote their main business or website. Usually, the business that online marketers promote in Facebook has something to do with selling products, services and goods. Because Facebook has a lot of active users (750 million as of the time of writing), using Facebook as a place to reach customers is a great marketing strategy that a lot of online marketers usually employ. This is the main role that a Facebook Fan Page plays for an online marketer and a lot of people are benefitting well using this strategy.

However, with the recent development of softwares and plugins along with the introduction of Facebook Developer Apps, the notion that a Facebook Fan Page can only be used to promote an external website is slowly being erased. A lot of companies today are offering services that allow Facebook Page owners the ability to sell their products without leaving Facebook. The introduction of this new feature is great because it allows an opportunity for Facebook Page owners to earn money directly from their pages. This new development, also known as “Facebook Shops”, was just recently implemented and it is now helping a lot of internet marketers earn money directly from Facebook.

So what is the advantage of setting up your own Facebook Shop inside your Facebook Page? For a lot of internet marketers, the most obvious advantage of setting up a Facebook shop is the ability to directly sell your services and products within Facebook itself. By using your Facebook Fan Page as a direct merchant store, you are removing the possibility of losing a customer's attention.

Whether you believe it or not, internet shoppers have a very short attention span. If they need to click a lot of links and browse a lot of items in your Facebook Page before they can visit your main website, chances are they will get bored and just look for another place to shop. By setting up your own store inside Facebook, you can easily display all of your items in one go as if your customers are browsing in a merchant shop (think of Amazon or Ebay). This is a great advantage because the purchasing experience of customers are drastically improved and random Facebook fans might even be enticed to buy the products that you sell once they visit your Facebook Page.

Before you can open a Facebook Shop, you must first integrate a special script or code to add in your Facebook page. You can do this through the Facebook Developer App but you must have a deep understanding of programming in order to make things work. There is an easier solution though, which is to install your Facebook shopping cart via third-party software. Some Facebook shopping cart software such as VendorShop and NanoShop are free so you won't have to pay anything in order to get your Facebook Shop up and running. Other shopping carts such as BigCommerce require a monthly subscription though but they also offer a wider customization feature. Setting up your own shop inside Facebook is very easy as long as you follow the instructions. Look for the best shopping cart that would fit your business and start setting up your own Facebook Shop today!



## **QUICK BONUS TIP!**

### ***Have you heard of the HOTTEST new Social Network on the block?***

Google + is HERE and it is quickly becoming a HUGE online presence. If you are not also using this social network for your marketing efforts, you are leaving a lot of money on the table. You should definitely use Google + in conjunction with Facebook if you want to have the maximum benefit for your online business.

If you want to find out how you can harness the power of Google + and Google +1, you should check out [Google Plus Exposed](#). (This product is also available with PLR) It shows you step by step, with screen shots how to effectively use Google Plus to boost your business.

## ***Unannounced FREE Bonus:***

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