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Chapter 1: Introduction



Developing an Internet marketing plan that will rake in the cash is a step-by-step process that you have to work towards. Making this plan work is going to take time, and you have to follow the right steps in order to make the most of your business. Highly targeted traffic within the Facebook website can keep your cost-per-click low and can maximize your profits for the long haul.

Earning cash through Facebook isn't as complicated as it sounds, and there are plenty of businesses already raking in the extra cash by using this method. It's still fairly fresh though, and not a lot of people know about these secrets for maximizing profits and making money with Facebook. Building a list is going to be your first step. Your list should include people who you can market to in order to make sales and profits. Building a list means you need to get your name out there and you need to ask people for their information. List building is a crucial step for making any program work. Without a list of people to market to, you will not have the success you want when you are using Facebook to make hundreds per day.



Next, you are going to need to get traffic through to your pages so that people will be interested and click your links to earn you money. Getting traffic is the hardest part, and it takes time. You have to steadily build up the traffic flow in order to see results.

Start small. Start by getting your friends and family involved in your new business. Ask them to like your page, and they will likely get other people interested. Word-of-mouth traffic is your first step. After that you will be able to

draw in new people from the web who found your Facebook page through searches.

Keeping your traffic within Facebook can reduce your cost-per-click by up to 45 percent. This is a huge reduction in costs that will help you sell and make money. The rising cost of advertising on Facebook is making it difficult for people like you who want to make money. But the secrets in this course will help you beat the odds and evade the sneaky tactics implemented by Facebook to derail money-making efforts.

The trick is to have your ad destination within Facebook instead of having it linked to an external source. This will actually allow you to redirect your advertising to your Facebook page where all of the magic will happen. This clever marketing trick will make you the most amount of money possible. Facebook offers more social advertising than any other social website. This allows for marketing campaigns to be boosted and optimized by the immense amount of users and clicks that go through the site on a regular basis. Facebook advertising is one of the best ways to make money easily, quickly and without going broke.

Is It Good For Brands?



Looking at conversion options will help you decide if your brand can benefit from using this method. A majority of the time, conversion rates will be good enough to help you maximize traffic and revenue. It is enough for brands if you know how to play your cards right, and if you are serious about marketing your brand for the best and most effective campaign.

Is It Good For Individuals?

This type of marketing is especially good for individuals who want to pursue a new business or advance their current internet marketing business. Using this method will help you expand upon your ideas and make the most of your skills in marketing. Facebook advertising and marketing is the easiest way an individual can get their name out there and make extra cash for themselves, but it still takes hard work.

Is It Good For Small Businesses?



This method is just as good for small businesses as it is for brands and individuals. Small businesses can benefit by gaining extra exposure and make a name for themselves when they get a page or group going. Small businesses can also start by using Facebook monetization. Your monetization efforts could grow so dramatically that you could end up growing your business into a bigger-smaller business.

Benefits Of The Course



The benefits of this course are extensive. You will learn to develop a strong marketing campaign on Facebook. Here are some of the benefits you will experience within the course:

- Learn how to find a product to market.

- See how certain topics and niches are better than others.
- Solid graphs and data on why certain things work and others don't.
- Information on click-through rates and improving your click-through rate (CTR) while lowering cost per click (CPC)
- Actionable steps to help you perform at your maximum capacity and for maximum benefit.

Chapter Two:

How to Find a Product to Market



Finding a product to market is the next hardest step. You have to find a product that has a rich market but it isn't oversaturated.

Oversaturation will only result in you struggling to find profits and benefits in the market itself. What you are looking for is something that you can promote easily, get tons of traffic and interest with and make a lot of money doing so. It's not as hard as it seems, but it isn't a cake walk either.

Step One: Research Your Demographic



Start off by doing plenty of market research. You want your product to be targeted for your ideal demographic. If you want to be in the weight-loss niche, you need to decide what demographic of that niche you want to be involved with. This is just an example. Weight loss, acne and muscle building tend to be oversaturated markets. Real estate markets are also saturated. You should find that perfect niche that may not be well-known yet, but could spark a lot of interest and viable plans for you to make money.

Step Two: Choose a Smarter Way to Find a Product

Choosing a smarter way to find a product to sell is the fastest route to getting what you want out of your own business. You have to be savvy and business smart to get the right product under your belt and sell it to others. The old wisdom of following your passion just doesn't work for internet marketing. The hard truth is that you will be very lucky to find a market niche that will also be your passion. If you get to market what you want and what you are passionate about, then you're truly a lucky person.

If you're like most people though, you will quickly realize that you can't always get what you want. You are going to have to settle for choosing a product that is not only effective to sell, but is also going to be useful to people. You want your audience to actually need and benefit from your product. Otherwise, there's not much to sell or anyone to sell to, right? Right!

Step Three: Look For Customers with a Heavy Interest or a Serious Problem



While you shouldn't pursue a passion, you should pursue customers who have a passion or heavy interest in a topic. You could also look towards customers with a serious problem. A problem can be anything from being broke to needing a cure for chronic Candida. Customers with an interest or passion or a

problem can help you get the best product to market.

You may also want to consider groups of similar products. You don't want to market a huge variety. Instead, you want to offer customers something to choose from to solve their problems. Everyone has a problem, and if you can pinpoint the exact demographic you are aiming for, then you can target your product marketing a little more effectively.

If you offer a solution to a problem, you will have a captivated-customer base that is willing to buy. If you offer something interesting related to a passion or interest, then you will have eager customers who want to pursue their interest even further. It's a win-win situation for everyone involved.

Step Four: Look For the Right Price Range

The right price range is going to be under \$200. You don't want to sell a product that is too cheap or too expensive. A too-expensive product will not net you many sales, or people may be more sceptical than usual. A low-price range will result in customers also being sceptical as to why you can sell something so cheap and have it be effective. A sweet spot would be between \$50 and \$200. This range is just the right range for maximum

profits and believable claims that customers can cling to and benefit from even after they make the initial purchase.

Higher price ranges are also not recommended because customers will want a lot of personal attention you may not be able to provide. Lower prices will result in lesser demand for customer service, requests and personal attention. It's not to say that you shouldn't give your customers attention, but more expensive products demand that extra attention most people do not have to give.



Step Five: Choose Something Hard To Find



If you choose something hard to find, then your customers will want even more of you. Hard-to-find products are valuable, and the increased perceived value is going to ensure that your customers keep coming back for more. If your customers want a pizza cutter, they can get that anywhere. But if they want a guide on how to make money on the internet, then they have

to look somewhere very specific for that.

You want your customers to find something useful, but something they can't easily find anywhere else. This gives you the opportunity to make them customers for life. It can be tricky to find that perfect product or set of products, but if you do, you are in luck. Customers are more likely to stick with what they know. And if they know your page for offering that one product they need, they will be more likely to remain loyal to your company.

Step Six: Choose a Product That Lasts

You want a product that will continue to last throughout the years. You want the information for your customers to be valuable, relevant and still available a few years down the road. Investing your time and effort into something temporary is a waste for everyone involved. Instead, you should focus on investing in something that will be around a few years down the road. This will ensure that you can continue making money off of it with minimal work to update the product. Naturally, some updates will be necessary to the product you are selling, but you shouldn't have to revamp the entire workload every single quarter or year in order to keep selling something accurately.

Step Seven: Ask Yourself, Is There Demand?

When finding a product to market, you have to know whether or not there is substantial demand for it. Google's Keyword Tool is an excellent tool to check demand and see if what you are investing in is worth the effort. If it isn't, then you can move on to something else. Always use this tool to check what the demand is, the cost per click, as well as the potential revenue you will get back from those keywords. You can also see how saturated a market is by using the Keyword Check Tool.

Tips:

- Use the "exact match" feature.



- Look for keywords with a lot of long-tail variations to make sure there is diversity in the product you are selling.
- Look at local results. Global results can still be useful, but they will bring in a lot less cash flow since global clicks and sales can be much lower than local.

Step Eight: Ask Yourself If You Can You Maintain It



Maintenance is an important part of choosing the right product to sell. Without being able to maintain your sales, you will be fishing for other products to supplement your income and to continue reaching the same goals. This is the most complicated part of all of it, but you need something that sticks. The product you choose to market should be maintainable and consistently profitable for the best results.

If you are really into a niche that has high-profit margins but isn't maintainable, you can do a risk assessment and attempt to do a quick hit and run on the niche. This isn't recommended for beginners, but risk assessments can help you obtain the goals you are looking for without compromising what you are really interested in the most.

Step Nine: Ask Yourself -- Are The Products Physical?

amazon **Try Prime** Your Amazon.com Today's Deals Gift Cards Sell Help

Introducing **kindle fire HDX**
From \$229 > Pre-order now

Shop by Department Search All Go Hello, Sign in Your Account Try Prime Cart Wish List

Selling on Amazon

Pricing
Frequently Asked Questions

Sell on amazon.com

Reach hundreds of millions of active Amazon customers
Amazon helps customers make quick, easy, and worry-free purchases.

Let us pick, pack, and ship for you
Take advantage of our optional fulfillment services.

No per-item listing fees
Choose the plan that best suits your needs

Sell in more than 20 categories
From electronics to personal care to toys and wireless.

Sell Professionally

(Professional Selling Plan)

- For sellers who plan to sell more than 40 items a month
- Fulfillment by Amazon services available
- **Unlimited sales for \$39.99 a month** + other selling fees

1 month FREE*

[Start Selling](#) [view available categories](#)

Sell Your Stuff

(Individual Selling Plan)

- For sellers who plan to sell fewer than 40 items a month
- Fulfillment by Amazon services available
- **\$0.99 per sale** + other selling fees

[Start Selling](#) [view available categories](#)

* Offer limited to new Professional Selling on Amazon subscriptions only. Offer is not available to sellers who have previously registered to list on Amazon.com. Offer includes one month of subscription fees only (you will be charged other fees, including referral fees, for items that sell on Amazon.com). A credit of \$39.99 will be posted to your seller account to offset one month of subscription fees charged. Other limitations apply. After the trial period, we will automatically charge your credit card the monthly subscription fee at the beginning of every month thereafter.

Physical products aren't a necessity, but there are some benefits to using programs like Amazon Affiliates. Amazon products are well-known around the world, and it's a reliable source of products that can be sold for a quick turnover and higher profits. You can choose products to sell that are high in value and give you the most return for your time and effort. Selling physical products that don't require you to ship them is the easiest way to make money with minimal effort.

You don't want to choose one niche with one product to sell. You want to choose one niche with a variety of products to entice customers. Once you have built your skills up, you can choose multiple niches with a huge array of products to promote and sell.

Amazon Affiliates allow you to sell cameras, televisions, computers, toys, gadgets, beauty products and much more with just a few clicks and a simple interface. Amazon wants customers to be happy with their product, so it's as easy as just signing up and getting your website registered.

Step Nine: Using Services To Sell Products

The image shows a screenshot of the JVZoo.com website. At the top, there is a blue navigation bar with links for 'Login/Register' and 'My Purchases'. Below this is the JVZoo.com logo on the left and a yellow banner on the right that reads 'JVZOO TOP PICK He Makes \$10k a Month on FaceBook with This! Step by Step How Money is Actually Made Using FaceBook!'. A secondary navigation bar contains links for 'Home', 'Affiliates', 'Sellers', 'MarketPlace', 'Providers', and 'Support', along with a 'Latest News' section dated '05/11/2013'. The main content area features a large blue banner with the text 'Sell it... Promote it... Deliver it...' and 'There are no out-of-pocket costs to become a JVZoo seller. You can create as many buy buttons as you like and add as many projects as you want to our marketplace!'. Two buttons are present: 'BECOME A SELLER' and 'BECOME AN AFFILIATE'. To the right of the text is an image of a smiling man in a light blue shirt sitting at a laptop. Below the main banner are three columns of text: 'Instant Affiliate Payments' (with a stack of money icon), 'Global Vendor Access' (with a globe icon), and 'Tracking & Statistics' (with a line graph icon). On the right side of this section is a dark grey box with the text 'RECENTLY PAID CLIENT EARNINGS:' and a large blue number '\$1,450,613.37'.

JVZoo is an excellent service that allows you to see affiliate stats and information as you progress. JVZoo is comprised of products in their system that allows you to choose and sell easily. This system is a beneficial one that will enable you to do more with your affiliate-marketing campaign. This instant-commission platform is an excellent one to invest your time and energy into for the most effective campaign possible. This product-selling platform service can monitor your campaigns unlike any other, and you will be surprised by how easy it is.



JVZOO TOP PICK
He Makes \$10k a Month on FaceBook with This!
Step by Step How Money is Actually Made Using FaceBook!

Sign Up to Become a JVZoo Affiliate
Home → Affiliates → Sign Up to Become a JVZoo Affiliate [Already an Affiliate? Login](#)

Become a JVZoo Affiliate

It is free to become an affiliate at JVZoo. You will have instant access to all of our affiliate tools and training. Simply fill out the form on the bottom at the bottom of this page and you can start earning instantly paid commissions today.

Below, you will find a few of the many reasons that you should become an affiliate of JVZoo.



Free to Join and Promote Products

In just a couple of minutes, you can have access to the JVZoo Affiliate Marketplace, which contains products from a wide variety of categories.



One Affiliate Link For All Products in a Sales Funnel

When you request an affiliate link and start promoting, you will be cookie'd to all products in the sales funnel. This includes one time offers, upsells, downsells, cross-sells, etc.



Two Tier Affiliate Commissions Paid on Select Products

Certain products allow you to recruit affiliates, earning you a commission each time a sale is made by an affiliate you recruited.



Earn up to 100% Instant Commissions

Promote products via your blog, email list, website, PPC, etc. Commissions are paid to you from the vendors.



Real Time Tracking of Your Traffic and Earning Statistics

See exactly how your campaigns are performing in real time. You can even



Instant Sale Notification

Keep an eye on your campaigns with our instant sale notifications. Notices are sent to your email's inbox each time an affiliate sale is made.

Step One: Go to JVZoo's "find affiliate-product" section. This section will help you find the perfect affiliate product to promote. It will give you a long list of products to choose from. Choose the correct parameters to ensure that you are getting product information that you actually want.

Step Two: Find products within your chosen niche that have a high-conversion rate. This will help you actually sell products. Low-conversion rates are bad for business, and they won't result in as many sales. You want the highest conversion rate possible in order to see success in this type of Internet marketing.

Step Three: Request an affiliate link. This request will require you to put your information and get approved by JVZoo. You will then have a short wait period time to get approval before moving on to the next step.

Step 4: Once you are approved, you can promote your link. Your link can be promoted anywhere that is allowable by JVZoo terms. This includes Facebook, your website or blog. Promotion can be done any way you desire, but you have to be sure you are promoting the products the legal way.

Step Ten: Being Effective and Choosing Effective Products

Marketing a product or products requires that you are effective and choose effective products. It really is that simple. You have to choose products to sell that are relevant and needed by those who are looking for a problem-solving product or something to improve their lives. Without that benefit, you will be struggling to see any profits from this type of marketing. Of course, it's not as difficult as it seems.

You will find effective products and your campaign will be effective with enough effort and motivation to get to where you want to go.



Chapter Three:

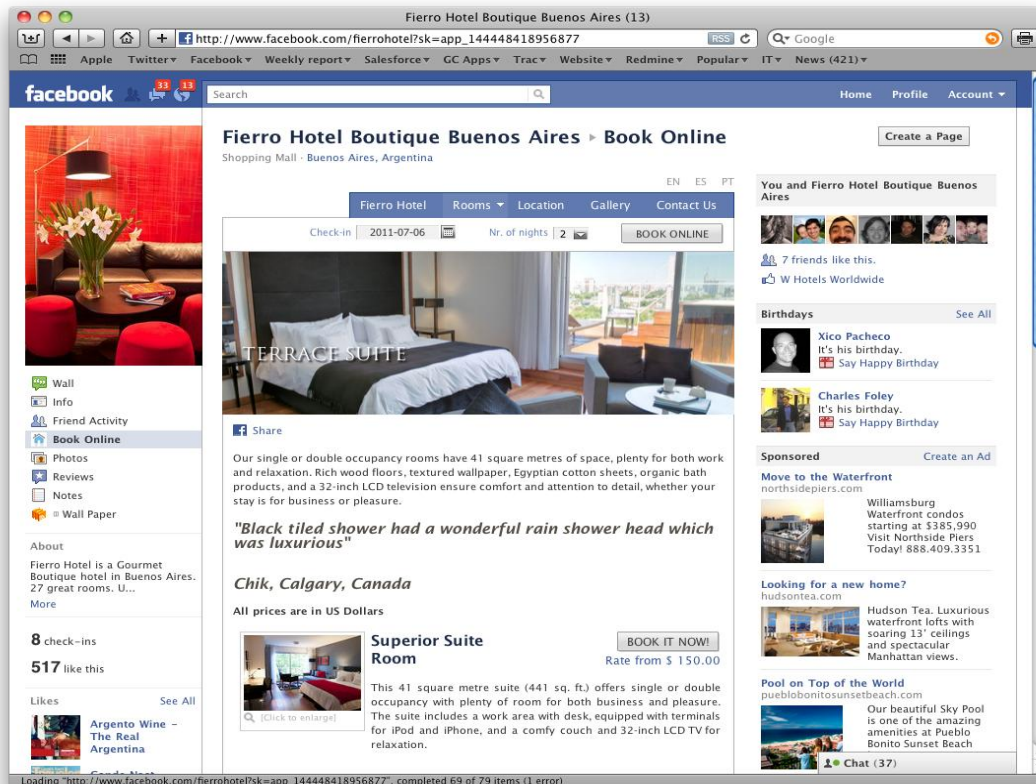
How To Build A Fan Page And Group And How To Get A Lot Of Likes



Pages and groups are two different things on Facebook. But Facebook users often use them interchangeably. They are vastly different though, and it is important to understand the difference before investing your time in either one of them exclusively. Ideally, you want to use both to get maximum results and benefits.

You want a lot of likes and followers because this means more traffic. More traffic means more leads. More leads can potentially lead to

more clicks and then more sales. It's a tier effect that allows you to make the most possible money each day. Getting these likes and followers is important and vital to your ultimate success as a Facebook marketer.



A page can be built for any company, non-profit, individual, pet, product or business. You can make a page for just about anything, and a page can garner interest and likes. Pages on Facebook are highly monitored and regulated though. Pages no longer reach their full audience all of the time. This causes some advertising problems. If you can't reach your audience, how are you supposed to market anything? Pages are beneficial because even if people don't always see your page, they still show up as a total number of likes. This means that people who visit your page will see that you have X amount of fans and will be more likely to develop trust with your company.

Pages allow you to post information for your fans to access quickly and easily throughout their day when they are on Facebook. You can monitor your statistics for new likes, interactions and much more. Groups don't have all of these features, but you can share exclusive and private content while also protecting the privacy of the users in your group.

Viral Effect of Pages



Pages have a viral effect that you may not be aware of. Pages can share posts, links and other information. The sharing is what creates the viral tier that allows people to find your page. It also sparks an interest in your page. Viral sharing and liking is the fastest and easiest way to get attention and interest in your page.

Advertising Your Page For Likes

Advertising your page for likes is the key to success. You can get ads to do this, but you can also advertise to friends and family and use viral marketing to get your page out there easily and quickly. Advertising for likes is the best way to ensure that you are maximizing the number of likes you should be getting through to your page. There is a huge section later in the course dedicated to building a stronger following. This section will help you more in-depth for developing a strong following.

Tips for advertising your page:

- Post about it on Twitter
- Post about it on your blog/offer a blog like box
- Use ads to get likes
- Use word-of-mouth marketing
- Share often

Creating A Fan Page



The screenshot shows a Facebook fan page for 'Seventeen Magazine'. The page header includes the magazine's name and a 'Become a Fan' button. Below the header are navigation tabs for 'Wall', 'Info', 'Photos', 'Boxes', and 'Events'. A secondary navigation bar shows 'Seventeen Magazine + Fans', 'Just Seventeen Magazine', and 'Just Fans'. The main content area features a post by Sylvia Mazon, dated 'Yesterday at 2:13pm', which includes a photo of a group of people and a text post about favorite books. The left sidebar contains a 'Become a Fan' button, 'Add to my Page's Favorites', 'View Updates', and an 'Information' section showing the page was founded in 1944 and has 6 of 92,547 fans.

Click this link.

You can start a fan page with your current Facebook page. Follow these steps to get a new fan page up and running in no time at all.

Step One: Log out of Facebook, and go to the home page of the website. On the bottom right side you will see a link that says “create a page for a celebrity, band or business.”

facebook

Email or Phone Password [Log In](#)

Keep me logged in [Forgot your password?](#)

Sign Up

It's free and always will be.

First Name Last Name

Your Email

Re-enter Email

New Password

Birthday

Month Day Year [Why do I need to provide my birthday?](#)

Female Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

[Create a Page for a celebrity, band or business.](#)

Step Two: Choose what kind of page you are starting. Your options will include local business or place; company, organization or institution; brand or product; artist, band or public figure; entertainment; cause or community. Your page may fall under public figure, company, local business, product or brand. Choose the page that will be most relevant to you. Facebook can ban you for creating a page that does not fall under the correct category.

Step Three: When you choose your category, you will then be asked to choose a sub category. These categories specifically place your page in a very-targeted niche for optimal results. You must choose the one that matches your page the closest. You can then come up with a permanent page name to get started. You will then have the option to log in with Facebook using your primary account, or you can create a new business page completely. Depending on how professional you want to be, you should go the route of creating a new page.

Step Four: Input all of the information that Facebook asks for. Thoroughly fill out your business details. You will have the opportunity to add photos, and you should do so now.

Step Five: Publish your fan page. Make sure it is ready for the public. When it goes live, other people will be able to find your page.

Step Six: Start inviting friends to like your page and creating posts.

Step Seven: You have successfully created a Facebook fan page, and you can now start monetizing it!

What Is A Group?

A Facebook group is a group that is designed to have a select number of people and only certain people are allowed in. There are a number of settings that can be in place for groups. Groups can be any of the following:

- Completely secret and private- Allows the moderators to invite only specific people
- Secret - Allows any member to invite people
- Private- Visible but allows people to request to join
- Open - Anyone can see what is posted and anyone can join with approval
- Auto-join features are also implemented so anyone can join the group

facebook Profile edit Friends ▾ Networks ▾ Inbox home account privacy logout

Search ▾

Photos Notes Groups Events Posted Items

Who's on Facebook? Find people you already know.

University of Phoenix Thinking ahead.

ONLINE PROGRAMS

ASSOCIATE'S DEGREES

- Associate of Arts in Business
- Associate of Arts in Health Administration
- Associate of Arts in Criminal Justice
- Associate of Arts in Accounting

BACHELOR'S

Friends of "The Best Laid Plans" Podcast Global

Information edit

Group Info

Name: Friends of "The Best Laid Plans" Podcast
 Type: Entertainment & Arts - Books & Literature
 Description: A group for listeners of the The Best Laid Plans Podcast and eventually readers of the novel when it's published in the summer of 2007. The Best Laid Plans is a satirical novel of Canadian politics podcast one chapter at a time by the author, Terry Fallis.

Contact Info

Email: tfallis@gmail.com
 Website: www.terryfallis.com
 Province: Ontario

Recent News edit

The final two chapters of the novel will be podcast before May 16, 2007.

We're in the final stages of copy editing so we're only a month or so away from publishing.

Check out the blog at www.terryfallis.com for up to date news.

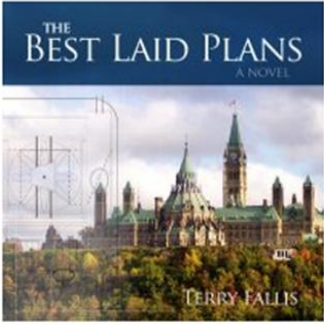
Photos

No one has uploaded any photos. Add photos.

Discussion Board

There are no discussions. Start the first topic.

THE BEST LAID PLANS A NOVEL



Message All Members

- Edit Group Profile
- Edit Group Members
- Edit Group Officers
- Invite People to Join
- Create Related Event
- Leave Group

Share +

Related Groups

- Fans of the Inside PR podcast
Common Interest - Activities
- ICE: Interactive Content Exchange
Business - General
- Elect Justin Trudeau for MP of
Papineau

The route you take with your group is completely up to you. It's best to offer a private group where moderators approve members. This creates a safe and sane environment where users feel like their information and what they talk about is protected. Secret groups are great if you want to allow certain fans access to exclusive content, sales and promotions. You can make a game out of the groups to see how effective they can actually be.

Unlike pages, people will always see what is posted in a group unless they have their settings to not have the group at the top of the favorites list. Favorite groups get priority, and users can control notifications. You can ask your group members to set notifications to be turned on, and you can also ask that they place the group at the top of their favorite-group lists. This will ensure that your group always gets priority over other groups.

You should use groups and pages in conjunction with each other for the most benefits. This will allow you to multiply and maximize the benefits of your overall success and profits as a Facebook marketer.

How To Create A Group

Step One:

Start by being logged in on your primary account that you use for business. On the left-hand side of your page there will be a section that says “groups.” Under this section there will be a link that says “create group.” You click the link and begin the process.

Step Two:

A window will pop up with information asking you to fill out the group name, members you want to add and the privacy settings. If you choose open group, it means anyone can see it, who’s in it and what members post. Closed group means that anyone can see it and who is in it, but only members see the posts. Secret groups are only viewable by members, who is in and what members post.

Closed group is the default and recommended option. You want people to be curious and request to join. They can’t do that if it is secret. If the group is open, people can stalk it without participating, and it also ruins the privacy of your group.

Step Three:

Click the *Create* button and you’re ready! You can start posting links and documents right away to fill out rules and other information you want your members to know.

Free Traffic With Groups And Pages

Groups and pages can offer a lot of free traffic if you play it correctly. When you advertise through these mediums, you are getting traffic to whatever you link to. You could link to anything and likely get the right traffic to net you sales and other added perks.



When you start a fan page, you are driving a concentrated demographic to your website. You get the people you want directly where you want them without pushing or being overly demanding about it. You get it legally, safely and quickly. This traffic is then pushed to whatever location you want it to go to. When this traffic is pushed outwards from Facebook, you will be getting hundreds, if not thousands, of page views and affiliate-link views that you wouldn't be getting otherwise. It's also the exact demographic you want to be viewing your information. This highly targeted traffic is more likely to convert to more sales, and then you will be making more money as a result of this.

Why Is This Traffic Better Than Cold Website Traffic?



Cold website traffic doesn't register well, and it doesn't always net you the profits or sales that you want. This type of free traffic stays within Facebook, can boost your viral stats and it can net you a lot more sales than you anticipated. Getting these conversions should be your priority. Targeted Facebook traffic with Facebook marketing simply works. Here are some tips to get you on the right path:

- Build your Facebook profile up to reflect your business.
- Add links to your websites that direct back to your Facebook pages.
- Stay active so that your traffic and interest continue to be beneficial.
- Post often so that users can have something to look for. Authoritative links from Facebook directing to your website beat cold traffic any day because they look better to search engines.
- Keep your content updated and moderated so that it is always up-to-date.
- Offer incentives to keep your traffic flow going smoothly. Incentives are what keep people engaged, and this is better than offering nothing at all. People are attracted to incentives.

Not all traffic is great. You may be excited to see 1,000 page views in a day, but if it isn't relevant traffic, you are missing out on a lot of potential. Cold traffic often leads to dead leads. These dead ends don't net you any

money, and they don't provide the kind of return you really want for your pages.

Free Facebook traffic is better because it's all concentrated, and it's probably going to be a lot of people who are actually interested in your service, product or whatever you are promoting. This method allows you to get people where you want them and when you want them. It's a huge advantage over just expecting your pages and links to get traffic that converts highly.

Warning: Be careful if your conversion rate is too high. Affiliate programs and ads can ban you for having a high conversion rate. It looks suspicious to web crawlers if the conversion rate is too high since it's unnatural for people to get their desired demographic so easily!

Chapter Four:

Long-Term Strategy For Fan Page Monetization

You need a long-term strategy for fan-page monetization.

Monetizing your fan page will take time, dedicated effort and a lot of energy. It's not the easiest task in the world, but it does make for excellent profits once you get the ball rolling. The number-one mistake people make when they are developing monetization plans for their page is that they don't plan for the long term.

Not planning for the long-term causes the following problems for your business:

1. Your business develops quick interest, but it declines rapidly as well.
2. Your business sales suffer after the peak is reached.
3. Your business isn't seen as a reputable and authoritative source any longer.
4. Your business will eventually stall on social media, and you will be left with no method for monetizing and amplifying your business potential.



If you plan smartly, then you can avoid these problems altogether. You can start by developing a solid plan that starts with following a core plan for building your page. After you build your page, you can move on to monetization.

Step One: Build Your Page Completely

It's important to fill out all of the details of your page in order to reap the benefits. Be sure to include all contact information, descriptions, relevant information, additional contact information and addresses if necessary. Fans get frustrated if they don't have a way to easily contact a business on Facebook, so having that contact information is going to be the most important thing you can fill out. Regardless of what is most important, be sure that you always fill out information fully.

Be sure to also include images. Include images of products, yourself if you are inclined to do so and other photos that would be relevant to your fan page. This will give users something recognizable and realistic to look at while they visit your page. A page without photos is often seen as a fake dummy page, and that can negatively impact your overall experience and profits.



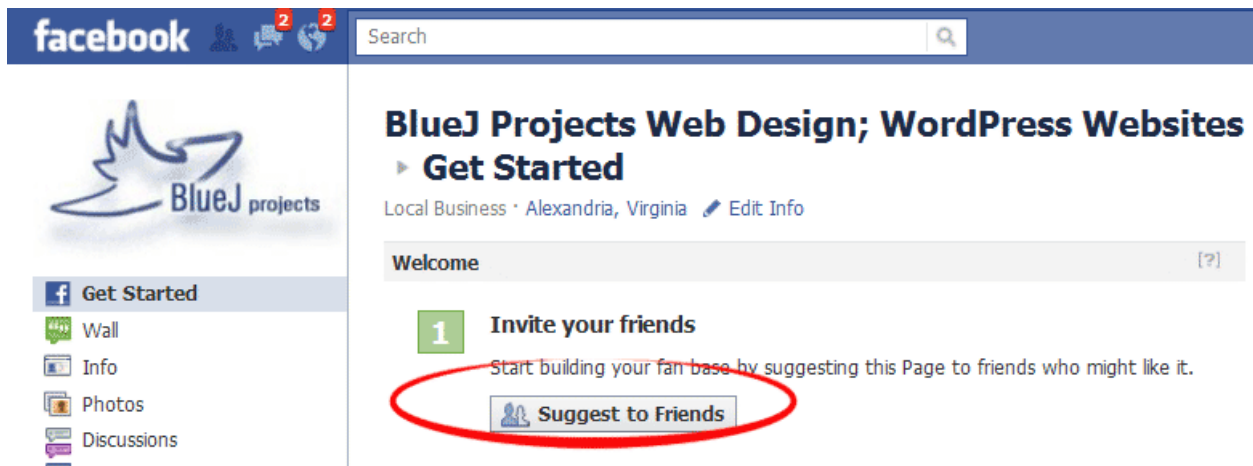
Step Two: Create A Custom Page



A nice and custom landing page is sometimes all it takes to see your business boom. The most successful businesses have a custom page on Facebook that is complete with graphics and artwork to make it stand out. Custom landing pages are a new thing, and Facebook is just starting to support them more fully. Once you get one, you will see what a difference it makes in converting users to fans quickly and easily. A custom page may cost you something upfront if you can't do it yourself, but it is worth the business investment.

Custom pages include special buttons, promos, logos, graphics and design that make your page pop and stand out from the rest. These landing pages allow users to go where they want with a few clicks. It's attractive and can boost your sales and conversion rates.

Step Three: Suggest To Friends



Suggesting your page to friends and friends-of-friends is the best way to grow your page. There is a cap on suggestions, but it is less intrusive than other methods of getting new likes. If they're your real friends, they will see you need help and want to give you a like. This method has worked for some of the biggest fan pages on Facebook, and it can work for you too. Suggest your limit each day, and keep suggesting until you can't anymore.

Step Four: Engage Your Users

Engaging your users is the best way to keep them hanging out and clicking ads and bringing you traffic. If you aren't engaging your users enough, you probably notice a lack in conversation or likes. Activity will be slow. Here are some tips for engaging users on your page:

- Ask questions at the end of posts.
- Post challenges if it is relevant to your business. Ask users to post pictures of themselves posing with your products if they can, or to post reviews.
- Have games on your page.
- Spark a little controversy. Be careful and don't take sides. Just get your users talking to each other. Be sure to moderate users who are

out of control though. You want your page to be a friendly environment!

- Share interesting and new information.
- Be personable.
- Talk to your users in comments and reply to them.
- Include videos.
- Use images and credit images where necessary.
- Cite sources where necessary.
- Post hot news as it comes out if it is relevant.



The above ways are just a few ideas for getting users engaged in your page, but there are dozens more. Be creative and let that creativity shine through. Make the most of your experience on Facebook.

Step Five: Follow The Rules

It's important that your Facebook fan page follows all of the necessary rules for use. Don't break these rules and risk your page getting banned. It's worth it to sit down and read through the rules for fan pages before you start getting too involved. This will prevent a ban that could ruin your business framework that you have worked hard to build.

There have been thousands upon thousands of successful pages that broke the rules and lost their privileges. Facebook starts off by warning users and taking away certain benefits to having a page for a few days.



You don't want this to happen to you. It can severely damage your ability to make money with Facebook. Follow the rules exactly.

Rules to NEVER break on your page:

- Don't post racist, homophobic or sexist material.
- Don't post pornographic content or something that could be seen as pornographic.
- Report all abuse of the website that you notice. Not reporting could get you in trouble too.
- Keep your fans under control by having a no-tolerance policy for abuse and bullying.
- Don't post anything related to illegal behaviors.
- Do not encourage illegal behaviors, products or sales on your page.
- Do not sell illegal products or services with your page.
- Be aware of your audience.
- Stay family friendly.
- Don't post photos without credit or permission.

- Don't post copyrighted materials to your page without appropriate credit and sources.

Following the above rules should cover most of everything. You should always read the rules and stay informed so that you are following the correct rules.

Step Six:

Use Applications To Build Your Fan Base

Applications like Hootsuite and Twitter both offer options for building your fan base. They can promote and cross promote your posts so that your fans are all over the place and grow at a rapid pace. To use these applications, follow the following steps:

1. Sign up for Hootsuite.
2. Connect your accounts to Hootsuite.
3. Start creating posts using links and hashtags that are shortened.
4. Set timers as necessary.
5. Get automatic posts updated to your pages.

hootsuite | Features | Plans & Pricing | Blog | Resources | Sign Up | Login

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Hoot's Using HootSuite



"HootSuite is an essential tool for managing social networks by allowing teams to efficiently track conversations and measure campaign results."
 - Pete Cashmore, CEO, Mashable

Now For Monetization

Now that you know how to start the monetization process of building your fan page, you can start getting actual money. There are more than a few ways to monetize your Facebook page. You can start with the following ideas and see where they take you. Monetization of Facebook pages is the way of the future. If you aren't tapping into these methods, then you are missing out on a cash cow that could be changing your life.

Monetization is the opportunity of a lifetime. When you monetize a page, you are making money off of your fans and followers in order to provide them with a product or service that they want or need. These methods are being used widely, but they still aren't known by everyone yet.



There are tons of ways to go about it, and it would take several courses to thoroughly discuss the options that are available for monetizing your Facebook page. It really is that involved! Here are a few methods to get you started.

Sell Products Through Facebook Directly

Selling products directly through Facebook is an easy way to build an e-commerce site that helps you gain a ton of money. Selling products directly requires that you balance your page appropriately. There are dozens of products you can sell through Facebook. You can create a storefront right there for customers to easily access. Facebook even comes with implements to have secure-cart checkout as well.

You can set up stores to be based on whatever you want. Store ideas include the following:

- Beauty products
- Self-defence products
- Food
- Clothing items
- Accessories

- Tools



- Organization products
- Services
- Jewelry
- Music
- Technology toys
- Gadgets
- Laptops
- Computer accessories
- iPhone accessories

And much more!

The options for what you can do for your drop-shipping store are endless. There are plenty of ways to monetize your page, but setting up a direct-store front is one of the easier ways to start making money. That means all you need to do is start promoting.

If you don't want to sell third-party items, you can also use your Facebook as a store in a different way. If you make, buy, sell or trade items, you can post photographs of those items with a price. You can sell directly this way and use PayPal to get users to buy your goods. Virtual yard sales are booming right now, and it's another way to sell directly through Facebook and still make profits.

Use Ads

Using ads on Facebook to promote your page is the best way to drive traffic and monetize your site. With advertisements, you can drive traffic within Facebook directly back to your Facebook page. It's difficult to get people to click your ads on Facebook because people aren't in a mode to be buying and spending. They are in a time-wasting mode that they want to

escape from. However, you can change their perceptions by using a few tricks.

Make the ads related to social media. It's a multi-step process to get people to click your ads so you can make money off of them. You have to follow all of the other steps in this guide for this to work properly, but it can be done.



It can also work to your advantage if you know how to do this the right way the first time.

A unique thing about Facebook ads is that they are based on who the user is, and not what they are looking for. Ads are highly targeted on Facebook, and if you have ever seen an ad and gasped, you were probably surprised by how much it knew about who you were as a person and what you were looking for. If you are an active Facebook user, you know what this means. These ads work as long as people are viewing them, and they target people in a different way compared to Adwords and other advertising agencies on the internet.

You can't rely solely on ads though, and that's why there are other options for monetizing your Facebook page. Ads can be blocked, and most people never notice ads or pay attention to them.

Local businesses, national brands and marketing pros all have a different approach to take. However, all three of these groups still have something in common. They all want their ads to be clicked to make money, get traffic and be successful with Facebook monetization.

Use JVZoo

Programs like JVZoo help you find products to sell. We mentioned JVZoo earlier in this course, and you should refer back to that to learn how to implement JVZoo into your Facebook monetization program.

Use Amazon Affiliates

Amazon affiliate program is a great program for making money with your fan page. You can go in and choose multiple products to promote and sell throughout your fan page. This is an excellent program, and it's one of the best out there. Here are the basics for starting your fan page.

1. Sign up for Amazon Affiliates.
2. Wait for confirmation to get your account confirmed.
3. Choose products you want to sell through your Facebook.
4. Get the link to those products and link directly on Facebook or through Hootsuite.
5. Wait for profits to start coming in.

The image shows a screenshot of the Amazon.com homepage. At the top, the Amazon logo is on the left, and navigation links like 'Your Amazon.com', 'Today's Deals', 'Gift Cards', 'Sell', and 'Help' are in the center. On the right, there's a 'Back to College' promotion and a 'Save now' button. Below the navigation bar, there's a search bar and a 'Go' button. The main content area features several promotional banners: 'Kindle fire HD' and 'Kindle paperwhite' with their respective prices and 'Shop now' links; 'THE AMAZON SHOE STORE' featuring 'RUNNING SHOES' with 'Shop Athletic' and 'Shop All Shoes' links; and a 'NEW NIGHT' TV show promotion. There are also smaller ads for 'Sell your iPhone at Amazon.com' and 'New WD My Passport Ultra Hard Drives'.

It's an easy process that anyone can do, and it's great for beginners who are new to marketing on Facebook.

Build A Relationship

Building a relationship with your audience is so important for lasting conversions and profits. You have to get them interested in what you have to offer. Building this relationship takes time, but it also requires respect and boundary recognition. Building a relationship means the following:

- Maintaining your integrity
- Knowing that the customer is always right
- Being courageous in your marketing
- Being honest about your marketing
- Offering something people really need or want
- Offering a fair price for your goods
- Being reasonable when handling disputes



Building a relationship with your customer base is the best way to ensure that your monetization efforts are maximized and beneficial to your company.

Make Your Facebook Page Mobile Friendly

Mobilized Facebook tabs on your page are an important part of having a functional and monetized page. A majority of users are using Facebook on their phones, and having a mobilized page will allow users to prefer your page over others for their needs. If you are accessible through any means necessary, more people will visit your page. Spending more time on the fan page could mean higher conversions for you when it comes to selling products or services.

One-third of Facebook users access their Facebook through their mobile device. If you weren't going to mobilize your page, you could be missing out on one-third of potential traffic. That's huge for a page, and you need all of the traffic you can get in order to continue making money.

Facebook is not currently the most mobile-friendly website out there, so it is up to you to make the user experience more mobile friendly for the sake of your users and followers. They will appreciate it a lot more, and you are likely to get better conversions.



Use Time Sensitivity Wisely

Monetization involves being clever. Time-sensitive promos and monetization will allow you to offer amazing deals at a lower price to get traffic, interests and even more likes. This can convert over to having more sales and profits easily.

Chapter Five:

Free Methods For Building A Follow-Up



Now that you have some incredible ideas for monetizing your Facebook page and getting yourself extra income, you want to start building your traffic and following to insane numbers. This can be quite expensive if you go through certain companies to get likes and followers for you. Chances are you don't want to spend any money on fans and followers. You want this to be organic, natural and clean traffic that looks good to customers and search engines as well as the social-media platform you are using. It's possible to get free followers and likes in completely legal ways. These methods will take time to develop a strong following, but your business will be stronger because of it. If you are serious about building traffic and a

following, then follow these free methods for building a fan base that celebrities would be jealous of.

Step One: The Good Old-Fashioned Way



The old-fashioned way of getting a following involves simply aging your pages or groups. The longer they are around, the more fans and followers they are going to build and develop. Building this kind of following takes time and patience, but it isn't the only method. It's simply the tried-and-true method for getting free followers with minimal effort. Word-of-mouth following spreads quickly though, and depending on what you offer, you could gain followers at a quicker

pace than usual. Waiting it out is the hardest part of this method.

Quick Tips:

- Post about it on your personal page.
- Ask people to like you.
- Wait around for it to happen.

Step Two: Advertising On Your Own Blogs

Advertising on your own blogs for your fan pages is an easy way to convert your website traffic into traffic and likes on Facebook. If you have a relevant blog for your Facebook page or group, then you should also be advertising to your followers to like your page on Facebook too. This can draw in a lot of customers and followers, and it can build your fan base quickly. It's a

much faster method and it ensures that your fans are cross-liking all of your content. This allows you to reach your audience more effectively.

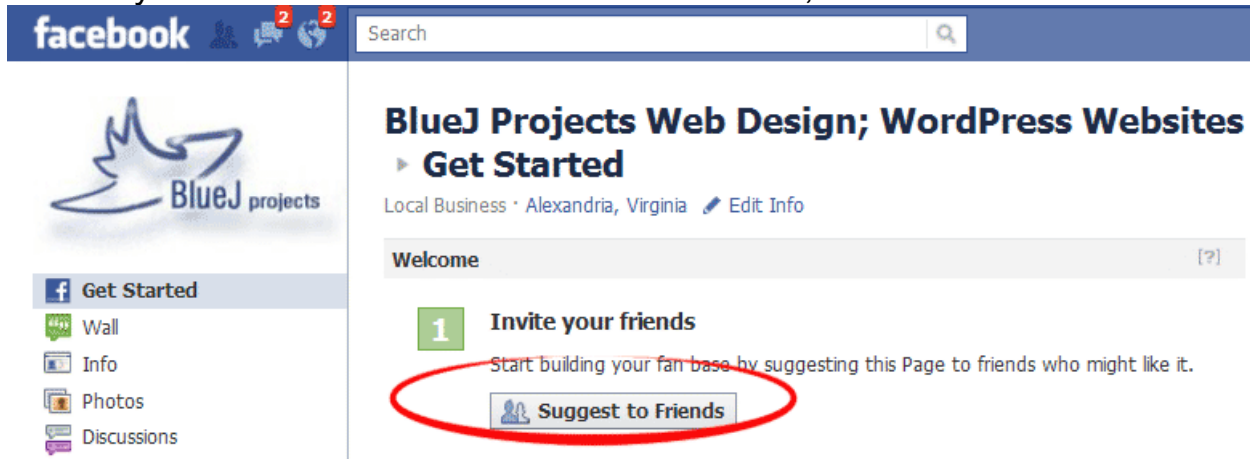
Quick Tips:

- Make your “like” box attractive and seamlessly blended into your blog.
- Direct your followers to it with the use of buttons or creative graphic design.



Step Three: Suggest To Friends

The suggest-to-friends feature is a fantastic one for getting a lot of free likes. If you have a substantial amount of friends, don't feel bad about



inviting as many as you can. The suggest-to-friends feature is capped to a certain number of friends each day to reduce spam, but it is a useful feature to draw attention to your page without begging. It's merely a suggestion, and your friends are likely to go ahead and like your page too. Even if they are never customers of yours, they can still attract other people to your page which would result in more customers and sales for you.

Quick Tips:

- Don't spam your friends.
- Invite to the max each day
- If a friend declines, then don't invite repeatedly.
- Be nonchalant about the invite. Just do it quietly.

Step Four:

Follow Other Pages & Comment With Your Page

You can use Facebook as your page and you can comment on posts that are made by other pages. This interaction is easier than blog commenting, and it's a lot more fun. If you are already using Facebook and commenting

on posts, just quickly switch over to your page to start commenting and liking on those same pages. Other people will see you, and they will drift to your page to see what you are all about. This can work in a few different ways:



- You can reply to comments individually.
- You can reply to the post in general.
- You can ask questions or post recommendations.

These methods are all free, easy and perfectly acceptable methods of garnering attention for your page. You can get a lot of new fans this way, and you may be surprised at how much of that traffic converts to sales for you. Post on relevant pages for more attention. News pages are also great places to get a lot of people interested in your page.

Step Five: Host Fan Contests



Fan contests are a fun and easy way to get a ton of likes with minimal effort. Give away something simple when a certain number of likes are achieved. If you come up with say, 500 likes, then you could give away a \$5 or \$10 gift certificate for whatever you are selling. This is only one example, but there are hundreds of ways to host contests and giveaways for likes that come to your page. You should then ask your fan to upload a photo of them holding the item they won and to tag your page. This will also get you more likes and attention directed towards your page.

Quick Tips:

- Host contests for reaching a certain amount of likes.
- Host share, like and comment contests.
- Host contests for referrals and recommendations.
- Host contests for posting photos.
- Host contests for invite challenges.

- Host contest for sale records such as breaking your 1,000th sale and offering a free item to that person.

Step Six: Cross-Post On Social Media

Cross posting on social media is a great way to get a bigger following from your fans. Use Twitter, Google Plus and every other social outlet to advertise your Facebook page. You can get a lot more interests by cross posting instead of posting on just one site. Social-media synergy applications can allow you to cross post the same information quickly and easily. You can even do this with shortened links for maximum efficiency and tagging. Now that Facebook supports hashtags, you can hashtag your posts too for even more followers.



Step Seven: Use Followed Fan Pages



A follow-fan page is a page that is designed to give shout outs and follows to other fan pages. It's essentially an exchange between businesses to get recognition and likes. There are tons of these circles out there for specific niches and broad niches. You can grow your fan-page base by at least 20 in a single shout-out setting. Repeatedly using these ladders will help your

business page grow at a rapid pace.

Quick Tips:

- Don't represent yourself. Represent your audience.
- Be respectful when following other pages and posting.
- Don't get involved in hot controversy that could reflect badly on your Facebook page.
- Be honest and courteous to your users.
- Be fun and engaging.
- Trigger commentary and responses from your audience.
- Post links, but don't spam your links.
- If you have used a business, then leave a recommendation using your business page.

Chapter Six:

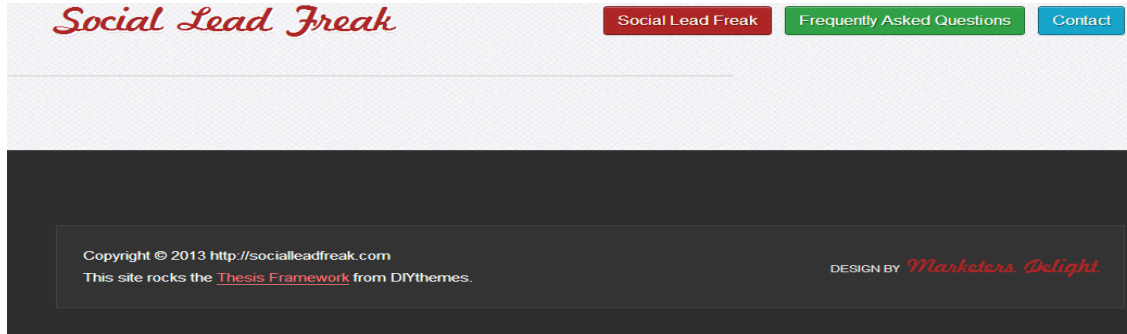
Paid Methods For Building A Follow-Up



Paid methods can get you a following much faster than free methods, but that means you have to pay a little bit of money in order to get those clicks and likes. It can be worth it if you don't want to wait for natural and organic following to develop. Paid following is still valuable and useful for your page, but you have to play it carefully and make sure you go through the appropriate sources beforehand.

Social Lead Freak

Social Lead Freak is an excellent tool for getting leads to your affiliate websites and links.



This could convert to more sales and profits. Social Lead Freak is an application that helps you get what you want from your ultra-targeted audience and fans. This is used to scrape leads from existing pages and groups to create custom audiences for you.

FB Lead Chef

FB Lead Chef is the same in application and it allows for a more targeted audience that you wouldn't have otherwise. It is another application that gets you leads directed to your Facebook account. It's slightly different from Social Lead Freak, but if they are combined, you are in for a ton of leads and follows from using these programs. They help you get high-converting leads that will boost your profits and following.

Paid advertising on Facebook is an excellent way to build-up that following you have always wanted. There are several options for paid advertising that can net you thousands of likes in just a few days. This puts you far ahead of the game, and it gets you followers you wouldn't have had otherwise.

The video course I have created will help you understand how important it is to get lower costs on clicks and advertisements.

Hiring A Manager



You can also hire a manager for your page to get the social-media attention done for you. This allows them to decide what is best and get your name out there. Hiring someone who knows the system can be a smart move if you don't want to work hard to manage your page. They will be able to control the posts and cross-postings for you as well as utilize the free and paid methods of Facebook following.

We also have a special course on how to get a strong following with just a few cents per click with Facebook targeted advertisements. This is one of the most genuine and powerful ways to get a strong following that you will

absolutely go nuts for. If you never thought having tens of thousands of followers was possible, then you haven't seen anything yet! These methods work, and it's the method big brands have been using since fan pages were introduced.

Chapter Seven:

Other Monetization

Methods



Strategies for making quick money via Facebook are relatively easy. These strategies will bring in a few extra bucks here and there, and they can provide you with a padded income that other strategies won't.

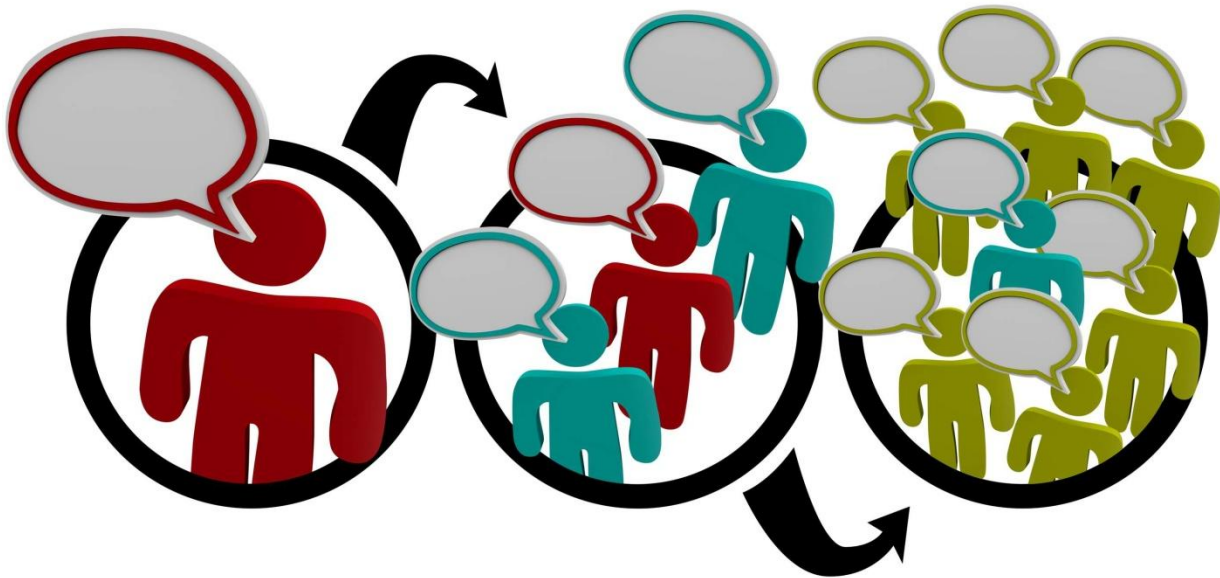
Don't think that there are limitations on how many different monetization methods you can utilize for your benefit. There are dozens of them, and we are only covering the best strategies to help you get the most for your time and money.

Recruiting And Classifieds

Say your Facebook page has over 30,000 fans, that's a substantial amount of people who are viewing your page on a regular basis. You may have more fans than this, but you may also have fewer. Either way, if you have this many fans then you have grounds to start charging job companies for recruiting and classified ads. If your page is relevant to the job industry or a specific industry in any manner, then you can probably put out feelers for companies who are looking for qualified individuals, and you can make big bucks doing it. It's fairly quick, easy and fun to do. According to a survey, 80 percent of human-resources departments use social media as part of the hiring process. 80 percent is a huge majority of all jobs out there, and you could be tapping into a big market. Plus, you may be responsible for helping someone find their dream job.



Cross Selling And Virtual Marketing



Rebranding is a big deal. You could easily implement a program into your page that allows you to sell content that helps people do what you are doing – monetizing Facebook. This cross-selling phenomenon can take you anywhere you want to go. It's an excellent platform for getting the most out of your marketing on Facebook. You could include a cross-sell as part of your overall marketing plan, or your marketing could be exclusively cross-selling. Whatever you choose to do, this is a quick and simplified way to market on Facebook.

Transaction Fees

This tried-and-true method for marketing on Facebook is quick and easy. When you have a large following, companies will want to come to you so that you can promote or sell their products. This marketing technique is pretty common, and tons of people are taking advantage of the benefits that are to be had by using the transaction-fee method.



Transaction fees are collected before you send your fan base out to make purchases elsewhere. Outside parties offering social goods and services are booming right now, and you can take advantage of that by implementing a simple fee structure to make the most out of your Facebook-marketing strategy.

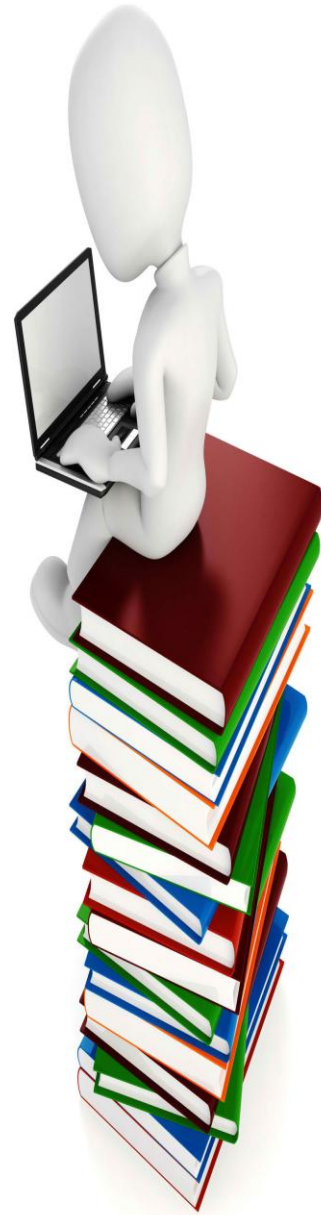
Premium Subscriptions And Content

Premium subscriptions and content can direct users to better and more informational content that will help them in some way. They can pay a small fee for accessing this content in a special group, on a separate website or even with a third-party host. You can offer this information in a bundle and do micro-transactions to get extra money quickly.

Micro-transactions are all the rage right now. It's essentially when you offer something valuable to your audience, but you charge a small amount. They are more likely to purchase or invest in it because it's so affordable, and everyone these days has a few bucks in their PayPal account to spend on something that could be useful. Premium subscriptions can be renewable, or you can keep releasing information to keep them coming back for more. The goal is to keep things small scale and refreshed so that there is always something new and exciting for your audience to follow.

Webinars keep people engaged in the community so that they are likely to keep coming back. Community engagement is an important part of marketing, and you need to keep your audience interested and involved in order to hold their attention and keep them coming back for more.

You have to make them really want it though. Offer an excellent product and get people talking. Viral marketing works wonders when paired with premium subscriptions and content. You could be missing out on a high-profit market if you don't take advantage of it.



Promotions



Having a strong following can work in your favour. If you have thousands of followers, you can charge small fees to quickly promote people or pages or groups. These promotions can net you extra income very quickly and easily. You basically do nothing to make at least \$10 per promotion.

You can set up special deals where a customer gets an exclusive promotion for a higher cost. Exclusive promotion could involve highlighting the post on your page and promoting it to thousands of your followers. You could also take it a step further and guarantee that they are the only page promoted a certain number of times within a day, every few days or within a week.

The possibilities are endless when you market

on Facebook using promotions as one of your strategies.

Combining Strategies

You don't want to go overboard and combine too many of these strategies. But combining strategies can be an effective tool for getting money quickly and easily. You should take a few of the above suggestions and combine

them on rotating days. Develop a strategy that works for you and keep doing it. If something isn't working, try rearranging how you are performing and doing your strategy.



Whatever you choose to do with your monetization, you should be careful and not overdo posts on any given day. Posting often is a great way to engage your audience and ensure that you are getting your traffic to convert for profits. Unfortunately, you can't overwhelm your audience. Being spammy and being promotional are separate things, and you have to make sure that you are getting things done the right way. You don't want to spam your audience, ever. Spamming is a fast way to get your Facebook page or group banned, and it's also a fast path to lose following. No one likes a spammer.

Chapter Eight:

The Wrap Up

This guide was written with you in mind. It was written with the average person who wants to pursue business and entrepreneurship seriously and actively. If you want to work hard to make amazing money with Facebook monetization, then this is the trick to getting it done.

The guide covered how you can start your Facebook page or group successfully, build a following and advance your marketing to the next level. It's a guide that is written with experience and knowledge to help people who really just want to make that extra income they have always dreamed of having.

Earning money online is no longer a scheme that businesses build. It's a legitimate way to make the money you want without ever leaving your home. You



can be at home and work all you want and make the money you need for bills or play. It's really that simple when it comes down to it, and this guide has served as your portal to that exclusive world.

Being successful takes time. There are several keys to success that you need to be prepared for and aware of in order to see a booming career with internet marketing.

Start And Build Slowly



There's no rush to get somewhere quickly. You should start slowly and build your audience up so that you develop a reputation. This will allow people to adjust and adapt to your ideas and marketing in a way that is most effective for you. You can't start everything at once and hit your audience with a massive load of information and marketing strategies. You have to work up to that level, and then you can hit them all at once with guerilla techniques.

Starting quickly is a surefire way to lose the race the fastest. You are more likely to fall behind, not be able to manage your time and

efforts properly and go broke quickly. Take things at a natural pace for the best results.

Be Patient

You may need to frequently re-evaluate your perspective and what you are doing in order to see the results you want.

What you start off with may not work for your business concept or niche. You should re-evaluate your business strategy every month at first. After you develop something that works, you should only re-evaluate quarterly.

Patience will be your best friend down this journey, and it will ensure that you are successful and happy with the profits you are bound to make using internet marketing on Facebook. It's not easy to be patient when you are excited about all of the potential that you have to make a lot of cash with this plan. It's understandable to want to rush things, but know that rushing will only make things take longer and harder work in the long run.



Set Goals

Setting goals for what you want to accomplish while you are marketing your Facebook page or group will keep you focused. You can't be successful if you don't have goals in

place to help you get to where you want to be. Set goals such as the following:

- Income goals. Start small. Start by saying you will earn \$25 a week, and then build up from there.
- Set goals that are related to followers. Make a goal to get 100 followers a week, and then increase it realistically as you gain more followers. You should ideally be gaining at least 10 percent in followers and activity each week for the best results. More is better.
- Choose goals that are related to sales. If you aren't focusing on profits, think about your conversion. If you want to reach a certain conversion percentage, make that goal and work towards it.
- Set goals that are going to help you gain authority. Start with being in business for a certain period of time.
- Set interaction goals. Make it a goal to contact and respond to emails daily at all costs. This will keep people liking you and respecting your authority in your niche.
- Set goals related to the appearance of your page. You want to maintain a fresh look that lasts and doesn't get outdated too quickly.

Goals can be set for nearly everything, but the above ideas are just to get you started on the right pathway towards reaching the goals you want. You do have to set these goals. Without goals, you won't have the direction and discipline that is necessary to be successful with making money on Facebook.

Be Proactive And Don't Give Up

When things look dire, it can be a challenge to not give up. Don't give up. Keep being proactive towards the goals you set. Keep pushing towards your financial and marketing goals. You will see results if you are positive and actively pursuing these goals. It's the same concept that applies to anything in life. You just have to be aware and be positive.



If you find yourself wanting to give up on marketing with Facebook, re-read guides and refresh your plan. It doesn't hurt to invest in new materials to keep you motivated either.

Surround Yourself With Like-Minded Individuals

Surrounding yourself with like-minded business partners and individuals will be a good motivator for staying successful with Facebook monetization. Get out there and network. Get to know the community better so you can establish yourself as a reputable source of information and marketing. Being involved will help you the most, and you will be more successful. It helps to attend conventions and conferences for Internet marketing. Get business cards and put yourself out there. The more you know, the better your business can become. If you're serious about developing something like this, then you need to be willing to put in that extra time investment and effort. Conferences and conventions are fun, engaging and give you hands-on workshops to teach you all there is to know about building businesses and marketing. You will also make a lot of great friends who share your passion for building websites, marketing and the Internet.



Like with any other interest, you need to show that you are passionate about what you are doing. You don't need to be passionate about what you are selling, but having a serious interest in Internet marketing will make all the difference in the world when it comes to bonding with like-minded people in your area and around the world.

Find A Mentor

Mentorships are a great way to acquire the knowledge and support you need from someone very experienced in Facebook monetization. Mentorships can be found everywhere. It's a matter of finding a person who works with your needs and goals and wants to help you achieve those goals. A mentor is a great solution if you are new and unsure of what to do and need that extra push. Mentorships can be free, but some people charge for premium mentoring services. You should be aware of this and choose accordingly. You may already know someone who can help motivate and mentor you. The best part is that you don't need to live near your mentor to get mentored. You can do it easily through Skype, phone calls and emails.



Quick Tips:

- If you can't find a one-on-one mentor, look for someone to look up to. Read their blog and mimic their steps.
- Develop your own style. You can mimic at first, but you don't want to copy them directly.
- Be careful with who you choose as your mentor. You want someone who is going to represent your name well.

Conclusion

If you follow the above steps and tips, you are sure to be successful with your Facebook marketing strategies. You are going to make money, achieve your goals and dreams and be happy doing it.



Marketing isn't always the easiest route to take, but it is a lot more fun than you may think. There are tons of outlets and methods for making money on Facebook, and Facebook is just one medium out of many!

Think of all of the possibilities there are when you put yourself out there and start getting involved in internet marketing with Facebook. Clicks, ads, product sales and networking are just part of the program, and you will have a blast getting yourself out there and making cash.

Facebook marketing is a revolutionary way to make money, and these secrets will help you get the most out of your Facebook and marketing experience.