

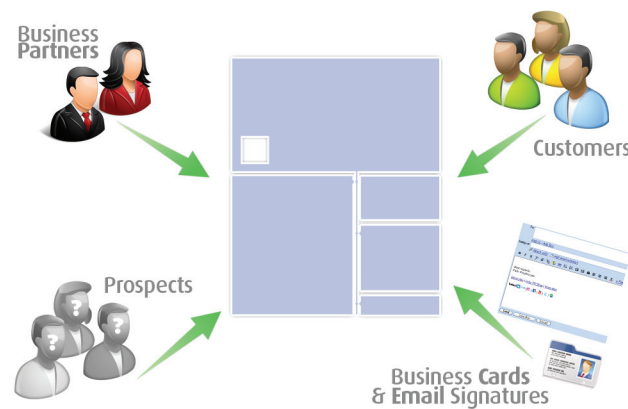


Facebook MARKETING **FORMULA**

From the Desk of Brian Moran
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1. Driving Traffic

Driving Traffic: Step #1 is to drive targeted traffic to your fan page. Sounds easy, right? For any of you who have ever struggled to get traffic to a fan page (like I did for months), here are 6 easy steps for getting the traffic flowing around your Fan Page. Now grab a pen...



- Email your current customers about your Fan Page
- Invite business partners to join your Fan Page
- Place your Fan Page's URL on your business cards (You don't need that old beeper number anyway.)
- Include your Fan Page's URL in your email signature
- Link to your Fan Page from your current website or blog
- Get involved in popular forums your target audience frequent & invite people to join our Fan Page.

Once you have a small audience going, survey your audience and find out what they find interesting & engaging. Then start a dialogue with your new audience by regularly posting relevant, engaging content in line with what your audience has told you they enjoy (See why that survey is so important??).

- Wisestamp.com
- SurveyMonkey.com

Sidenote] Be the expert on your audience! Don't let anyone else tell you what your audience likes, dislikes, gets excited about, what problems they are dying to solve, or even what toothpaste they use. You are responsible for understanding what your audience wants, and giving it to them! Now, back on track...

Consistently follow-up with your audience by asking questions and engaging them in conversation. It's not just polite behavior, it's actually really going to help increase your traffic through Facebook's EdgeRank formula. But that is for another report...

There are tons of articles out there about driving traffic. And to be honest, I've found traffic isn't even the hard part about doing business on Facebook. But that's only because attracting fans isn't the whole goal! Fans are nice, but let's be honest, if you don't have a strategy in place to turn fans into something more valuable to your business, then your fan page is just burning up your time!

You're a business owner. Don't ever forget that. You need to be aiming higher than just attracting fans. And this step is where so many of us can fall short. So let's get to Step #2, where you really start taking things to the next level...

2. Create Your Custom Tabs

Create Your Custom Tabs: Here is where the real power lies in Facebook Marketing. Because when you're building a business using Facebook, there is a secret to converting fans into something 100x more valuable. And it's all about the custom tabs.

Some people think the use of custom tabs can be manipulative, but the truth is that the use of custom tabs is just smart marketing.

This Facebook Marketing formula is one of the simplest, most easily replicated business strategies online right now. And so I hope your taking notes, because you're reading the exact formula that has made a lot of businesses very wealthy.

But there is one big hole in the formula. And I hate to say it, but there is nothing you can do to change it.

You see, Fan Pages aren't enough by themselves. They are empty, lack creativity, and don't do a thing to grow your business in their standard form. And none of us can do anything to make Mark Zuckerberg change the basic state of Fan Pages.

But, if you introduce custom tabs into the mix, your Fan Page turns into a powerful, lead-generating machine for your business. Facebook fans are good, but custom tabs are the key to taking fans and turning them into something 100x more valuable.

Create your custom tabs, provide a call to action, and have your users take another step toward becoming a customer....



**Call to
actions**
Buy Now,
Subscribe,
etc.

3. Build Your E-Mail List

Build Your E-Mail List: If Facebook Fans are “nice to have”, then email subscribers are like having a lifetime immunity from taxes. Email subscribers have placed trust in you that you won’t find from even the most loyal of Facebook Fans. And as long as you understand what your audience wants (Again, see why that survey from before is so important?), your email list will become the most valuable business resource you have.



Obtaining custom tabs that can do this work for you can be very challenging. Creating them can often mean extensive coding, shelling out money to high-priced designers, or hours and hours spent pouring over HTML code yourself.

Also, let’s just say you took one of the above routes, what guarantees do you have that your new custom tab will actually do the job of converting fans into subscribers or customers?

[Sidenote] The goal of your custom tab depends entirely on what kind of business you’re in. Just because our example here includes building an email list doesn’t mean that you’re business doesn’t require a different metric for success!

Speaking as a guy who has created a lot of custom tabs that have completely

crashed & burned, not every custom tab converts on Facebook. So take care to make sure you are building a custom tab that is designed to convert your fans into something more valuable!

Once you do start building your email list, the next steps are to provide valuable content, and move all of your prospects towards a buying decision. Take care of your subscribers! They are people, and they have trusted you to provide something worthwhile. So do it! Here again is that challenge to become the expert in your market!

Use your email list to continue to build a relationship with your subscribers. Continually provide them with valuable, relevant content. And soon, you will see that you truly are establishing yourself as a reliable, trusted authority in your market.

4. Follow-Up & Backend Sales Funnels

Follow-Up & Backend Sales Funnels: Step #4 is really what it is all about as business owners. If you want to successfully run a business, you need to provide your subscribers with opportunities to buy products, services, or even goods from you.



[Sidenote] If you're not a jerk, you have no reason to shy away from asking people to purchase from you. If you've followed this report, you are a valuable resource of relevant information & an authority in your market. Purchasing from you should be a privilege for customers, not a desperate ultimatum.

The purpose of your email list should be to provide value, and present opportunities for subscribers to become customers. If you take pride in offering world-class products & services, then having your subscribers become customers is the highest form of value you can possibly offer to them!

I am well aware that many people think people on Facebook "aren't looking to buy anything". Well, that's exactly why we say that it is so important to convert your fans to email subscribers! That way, you get to take the conversation off of Facebook, deliver 100x the value you can if they are just your Facebook Fan, and truly start building a relationship.

Take pride in your business. Take pride in whatever you offer to customers. And make sure that someone becoming a customer is the highest amount of value you could ever offer them. All of the sudden, presenting people with the opportunity to buy from you doesn't have to be pushy or nerve-wracking. It can just be business as usual.

Following up with subscribers is the best and most effective way to build your business, promote purchases, and raise the lifetime value of all of your customers. There are excellent tools & resources out there that can take subscribers & send them pre-written emails from you for next to nothing. Below are two email marketing tools we highly recommend (these are not affiliate links). Read up, and see if your business is ready to take this next step.

- [Aweber Communications](#)
- [iContact Email Marketing](#)

The Wrap-Up & Next Steps

I hope you have enjoyed this report, and your inside look at the real, living, breathing strategy behind my businesses (And many, many others. I'm not inventing the wheel here!).

If you remember nothing else from this report, please remember this. I want to challenge you to take the utmost pride in your business. World-wide, these are tough times economically. But if you take pride in what you do, sincerely invest in the people whom you want to serve, and offer the highest quality you possibly can, then you can't fail. Always remember how fortunate all of us are for another day, a clear mind, and the ability to pursue our passions.

To continue with your Video Walkthroughs of this whole process, please check in at www.5minutefanpage.com/video-1. That link will take you to the 1st of your Video Walkthroughs, and there will be information there on how to get a hold of the other videos as well.

Wherever you are personally, or with your business, I hope that some of these words have opened doors for you. Thanks so much for reading.

All the best,

Brian Moran

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