



# facebook Marketing Made Easy

Your Quickstart Guide to Grow Your Business  
with Facebook

Special Report



Powerd by : [HQplrStore.Com](http://HQplrStore.Com)

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It is important for you to clearly understand that all marketing activities carry the possibility of loss of investment for testing purposes. Use this information wisely and at your own risk.

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## Introduction:



Thanks for buying from us and welcome to the latest and highly effective **Facebook Marketing Made Easy Special Report**, 100% created by the masters of the **NEW, Unique and High Quality PLR-Training**

**Factory: HQplrStore.com.** This special report will give you the latest methods on Facebook Marketing for offline marketers, online marketers and small businesses.

This is going to expose exact strategies that you can test and see results right away. These tips and tricks have been tried by many people with great results; if they have done it, you can do it too.

You will be able to test some great ideas that are actually working for offline stores in order to make people to come into the store and significantly increase their customers reach using Facebook.

People have tested some great tricks in order to get the most out of your Facebook Ads advertising; this will surely help you to stay away from wasting your money, energy and time on this absolutely great PPC platform for not knowing how to use it.

The don't and do's on Facebook marketing that you really need to be aware of on Facebook so you make things right and not get your Facebook Marketing straight to the ground and even get your account shot down.

## Who Are We?

We definitely are the solution for all of your product creation limitations and headaches for your Internet Marketing Success. **HQplrStore.com** is an amazing monthly membership site whose principal mission and vision is to give you every single thing you need in order to build a good and really profitable business online. More importantly, we help you set up a profitable business on complete autopilot in the shortest possible time.

There are 3 extremely important things you really need to have in order to make great money over the web:

1. The first thing you will need is a **product** with high quality and valuable information.
2. The second thing you need is an attractive, well written and good converting **sales page**.
3. Finally, you will surely need a quality **sales funnel** that will surely skyrocket your business: Squeeze page to build list, a quality report like this one (**You got from us**), follow up emails and a thank you page to deliver the product to the buyers

We run a **100% NEW, Unique and only High Quality PLR-Trainings Factory** based on the hottest and most lucrative markets online; and this is how we are so able to reach our strongest desire: give you every single thing you need to make your own highly lucrative and successful Internet marketing history.

Thousands of dollars and countless hours is what it takes to run this type of factory, and that's because we are the only creators of everything which is included inside every package.

That's who we are and we are so happy for you to enjoy our quality and we are so ready as well to give you a warm welcome to our membership.

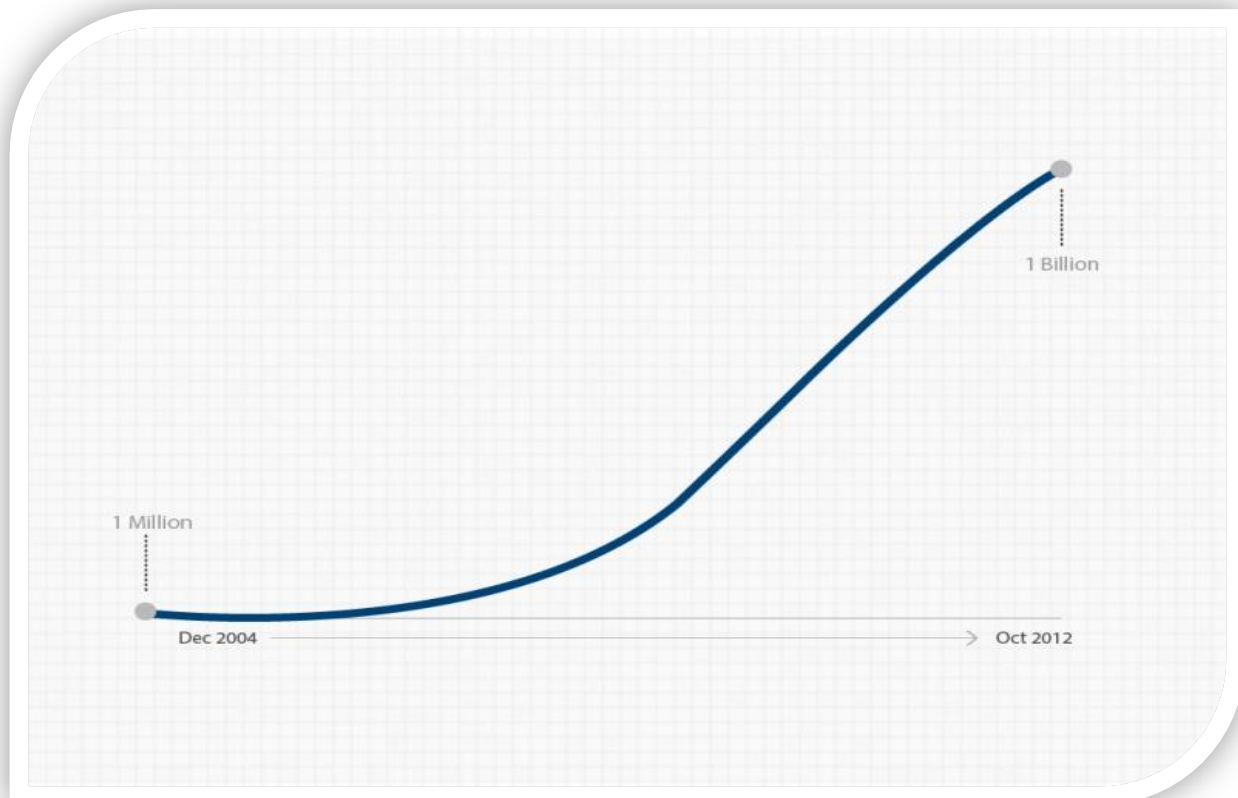
## Want PLR to a Complete “FB Training Business in a Box”: The Videos, Audios, PDF Guide, Report & a Lot More?

HQplrStore.com is Coming with Next HQ Publication: “FB Business In a Box” Monster PLR on **Thursday, June 27<sup>th</sup>** so stay tuned for our announcement to get everything with complete PLR for **less than \$10 (60% Off) for 7 days only.** You can sell them as your own & keep 100% profit with you.

## Stay Tuned!! It's Coming on 27<sup>th</sup>...

# Chapter I: Why to use Facebook!

## Facebook Crossed 1 Billion Users!



Facebook has become the number 1 website in the world as of 2013

Finally, here you see how fast this absolutely amazing social site has grown in less than a decade.



Date	Active Users
August 26, 2008	100,000,000
April 8, 2009	200,000,000
September 15, 2009	300,000,000
February 5, 2010	400,000,000
July 21, 2010	500,000,000
January 5, 2011	600,000,000
May 30, 2011	700,000,000
September 22, 2011	800,000,000
April 24, 2012	900,000,000
October 4, 2012	1,000,000,000
March 31, 2013	1,110,000,000

## I Dare You to Make the Following Test:



Take a moment at the TV and watch how in almost every commercial, you will see how a company or people ask you to check out their Facebook page and be part of their community.

And even more impressive is the fact that if you ask all of your friends if they already have a Facebook

account, I'm absolutely sure that 10 out of 10 will say yes. Do you think that it will be a lot easier to find all of your existing and potential clients and customers using Facebook? I'm sure you do.



I'm absolutely sure that if you ask those friends what they use the most when they are online: Facebook, Google or Email, I'm so confident they will say Facebook.

Facebook is everywhere. Actually Facebook.com is the top site on the planet. Yep that's correct, Facebook has just beat Google, according to Alexa.com and has become the number 1 website in the world now in 2013

So this is your chance to make the most out Facebook by applying every one of the following techniques that will surely skyrocket your business' online presence in a matter of days.

## Eye Opening Facebook facts:

There are over 1 billion people on Facebook and more than 500,000 login each and every day	
	5 new Facebook profiles are created every second. That means new potential clients and customers join Facebook constantly
On average, users spend 20 minutes per visit. This is plenty of time for you to reach them with your business.	
	510,000 comments are posted every minute. This means potential engagement and viral power.
42% of marketers say Facebook is critical or important to their business. And that percentage has been growing steadily.	
	Some universities have stopped distributing e-mail accounts. Guess why?

53% of shoppers who click through from a Facebook Page make a purchase. That is a significant amount of commercial power.	
	Consumers who follow a link to a retail site from Facebook spend an average of \$100. That means Facebook traffic is valuable for businesses, don't you think?
51% of fans are more likely to purchase from brands they "like" on Facebook, so you better make sure many people like your business on Facebook.	
	Here in 2013, a Facebook fan (like) is worth an average of \$175, varying from brand to brand. This is a 28% increase from 2010.
68% of marketers say Facebook ads are effective in fan and customer acquisition. Do you think they are making some money out of it? Of course they are.	
	The ROI of social media ensures that your business will still exist in 5 years. If that's what you want, you just need to create a Facebook page for your business.

We don't have a choice. The question isn't whether we do social media; the question is how well we do it. In this Highly Effective Facebook Training guide you will know exactly what to do.

# Chapter II: Grow Your Business with Facebook

## Facebook Marketing for Offline Businesses? Yes, it's Possible...

People online ask the question: Is it possible to get more people to buy my services using Facebook?

The answer is **yes**, absolutely, and there are some great tips and tricks you can use to make that easier.

It is extremely important that you

have a local audience on Facebook in order to be successful, because if you don't start with the essential friends from your local town, it will be difficult to get people to pass by your store.

**Trick #1:** Create a 'special offer' coupon only accessible through your Facebook page. You may hold a special deal for a very limited time, show a coupon code only on Facebook and invite your Facebook friends to come by your store to take advantage of the great deal.



**Trick #2:** Hold official sales, events or contests in your store and promote them on Facebook. Any important special activity that you may plan to have in your store should last more than regular working day so that your friends have a chance to find out about it.

**Trick #3:** Announce a product so cheap that a great number of people will come to buy it, but use an extremely limited stock. This will create a sense of urgency as people will think that they need to go right away, knowing that otherwise they may never see such a fantastic deal again.

**Trick #4:** Make a Facebook post asking people to come to your store with a printout of the “post” for an instant 10% discount on their total purchase.

**Trick #5:** Facebook now has an "event" option--you can set something up at your store like a "promotional event" and entice people to show up by offering a discount, food, etc.

**Trick #6:** Make “discount coupons” and make them print so when people go to your store with the coupon they get 10% percent discount

**Trick #7:** Display your business contact information, pictures of the store, a sense of its look and feel, directions to travel there, maps, transportation help, and show all the services you offer at your store. People will come attracted to something they need and that you have.

**Trick #8:** You would probably only go into a jewelry store if you were buying your mom something for mother’s day, or your better half something for Valentine’s Day, etc...

## Facebook Marketing Tricks... Tested and Proven...



**Trick #1:** The best way to promote a coupon is with a sponsored post, so if you have some money for this that would be great.

**Trick #2:** In order to get any serious volume of Facebook ad clicks, your bid should be around \$0.40, \$0.40 or even up to \$1.00 depending on your niche.

This is not good if you get a very low conversion rate. To overcome this you can switch the bid to CPM instead of CPC. Then you may create a dozen versions of your ad with different titles and images.

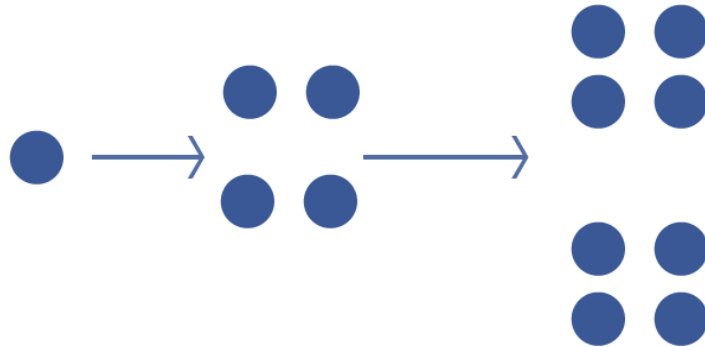
Finally, run all campaigns and cancel all but the ones with the highest CTR. You will get multiple great ads instead of one emptying out your bank account and you will be able to lower your cost-per-click significantly at the same time.

**Trick #3:** You can test campaigns for CPC and then switch them to CPM once you find a higher converting ad. You might spend some money but not a lot. You may test multiple campaigns using CPM and simply alter the campaigns until you have a good CTR. You can plan to only test each campaign at around \$4 to \$5. The higher CTR's obviously stay and you can use them as new baselines in order to create future ads.

## Facebook Marketing Viral Tips... Get Contagious...

### Trick #1: Pay with a Facebook

Share is an amazing way to get people to spread the word about your business. You can use a great free service called “Pay With a Tweet” at



<http://www.paywithatweet.com>. Go inside and check on the steps to create a one of these useful buttons. That it is also available for Facebook.

**Trick #2:** Get the most out of the traffic that you already get to your website by placing a “like” button right on top of the home page. You can get the code [here](#). Once people click on that button from your site, they will automatically “like” your page, saving them the trouble of having to “like” it inside of your Facebook page. This is really easy and quick. To get more exposure, you could install a “like” button and put it right on of the pages of your website.

**Trick #3:** Group administrators have the ability to message all members of their group. There are many groups with thousands of members and many of them will be related to your niche. You may contact them and even offer money for the ability to message the group for you.

**Trick #4:** Hosting a [Facebook Event](#) allows you to message all members who attend. This can be a great way to get them to spread the word.

**Trick #5:** [North Social](#), [Involver](#), and [Wildfire](#) have a number of great applications that can make your Facebook page stand out from the rest.

## Dos and Don'ts of Facebook Marketing... Critical...



**Don't** beg your visitors to like you.

**Do** MAKE your customers “like” your page in exchange for value by offering them valuable information or a free product so they will be enticed to “like” your page on their own.

**Don't** forget about your friends and contacts but do not overshare by sending them every single thing that comes to your mind. They will block you right away.

**Do** share with your friends and contacts occasionally. Send them things that are related to your topic and could give them valuable information. Use it to resolve their concerns as well (customer service).

**Don't** go straight and create a Facebook page without getting some advice.

**Do** read the [Facebook Page Terms](#) really carefully, that will teach you many of the “don'ts.”

**Don't** self-promote all the time.

**Do** share a variety of quality content that will help your friends and contacts to notice that you really care about them—so much that you took the trouble to search and send them valuable information from various sources and perspectives; not only yours.



**Don't** even try to auto publish your tweets to your Facebook page. This is horrible; people will even personally ask you why you post so much. You will actually annoy them with this.

**Do** write your posts yourself. Schedule them if you want, but write and build them yourself. Post something original, not something copied from somewhere else.

## Is Facebook Effective For IM?... Controversial...

This is probably the most commonly asked question for Internet Marketers and there is an answer for this as well—a really great answer.

Of course it is possible to make money online using Facebook! Facebook has invested millions of dollars so businesses

can make money advertising on Facebook. Businesses wouldn't want to spend so much money on Facebook ads if they knew they were not going to see any money in return.

I'm sure you have heard that Google Amounts of Advertisers and Google Cost-Per-Click are perfect indicators of highly profitable keywords you could use to make money over the web. Advertisers are spending lots of money on Google AdWords because they are getting more money in return than the money they are spending.



## Get Controversial

The same applies to Facebook Advertising. Let me show you some facts that will blow you away about making money on Facebook. Hubspot.com in a free report about [47 Handy Facebook Stats and Charts](#) has discovered:

- Retail is the top industry that has acquired customers through Facebook.
- 53% of shoppers who clicked through from a friend's Facebook page have made a purchase.
- Consumers who followed a link to a retail site from Facebook spent an average of \$102.59.
- 51% of fans are more likely to purchase from brands they "like" on Facebook.
- 90% of marketers plan on using Facebook ads in the future.
- 56% of marketers have increased their Facebook ad budget for 2012.
- 68% of marketers say that Facebook ads are effective in fan and customer acquisition.
- The average Facebook advertising costs in 2012 were \$1.21 per click, and \$0.12 per CPM.

I think this answers the question really well. The question in reality should be "how" can you make money on internet marketing with Facebook?

**Making money on Facebook will depend on the markets you choose** and also on the approach you use. You just need to do some research to find out which markets people are actually making money in on Facebook and how they are doing it.

With Facebook, you get the perfect opportunity to interact with your audience and develop good relationships, so converting them to buyers is relatively easy.

However, you do need to develop those relationships anyway, which will help you to get more regular buyers and new customers.

**Building a great relationship** with your audience will create trust and make people prefer your service to others. That will lead them to buy from you and easily and naturally spread the word about it to their friends. Facebook seems to convert more effectively for people who are not selling in the Internet Marketing niche but rather for people who are sharing information which leads to CPA offers or information about hobby/crafts, pets, recipes, and those types of niches.

**Treat Fans Like Subscribers:** So, for that reason, we can say that Facebook is a great way to make money online treating it as if it were a list of subscribers. You need to teach your subscribers to open your emails. In order for them to read the emails and click on the links inside, you even need to teach them to buy things you recommend to them.

The same is true with Facebook; you need to train your audience to read your content and to share it with others. Only then, after a great relationship (which can happen with a list of subscribers), will they start trusting you enough to buy what you are recommending to them.

# Resources:

1. Want to Get PLR rights to this guide?

[CLICK HERE](#)

2. Hosting Facebook Events:

<https://www.facebook.com/help/events>

3. Adding Facebook Like Button:

<https://developers.facebook.com/docs/reference/plugins/like/>

4. Facebook Page Terms: [https://www.facebook.com/page\\_guidelines.php](https://www.facebook.com/page_guidelines.php)

5. 47 Handy Facebook Stats and Charts: <http://www.hubspot.com/free-ebook-47-handy-facebook-stats-and-charts>



## Get Your Work Done Professionally:

Want to get your online marketing work done professionally without any effort or headache? We are the one stop solution for:

- Creating social media profiles and social media branding
- Building professional WordPress/Html “Custom or mobile websites” for you and your client’s businesses.
- Professional Graphic Design
- High converting sales copywriting and sales pages creation in html or in WordPress.
- Website conversion optimization and online marketing consultation.

Save your spot for a **Free Consultation** with us today. We accept only limited orders at a time.

### [Get a FREE Quote for Our Services Today!](#)

(Don't worry we don't bite during Free Consultations, so feel free to contact us)

#### **Facebook Marketing Services You can provide to Your Customers & We'll Do All the Hard Work For You:**

- ✓ Cover Image Design
- ✓ Profile Picture Design
- ✓ Custom Tabs Image Design
- ✓ General Image Design
- ✓ Facebook Page Creation
- ✓ Facebook Page Administration

# Complete Facebook Training Guide



Our **Unique and High Quality**  
**PLR-Trainings Factory:**

**HQplrStore.com** is pleased to  
announce our latest publication:  
**Facebook Marketing Made Easy;**

A complete and high quality

training: contains **10 step by step and HQ Video tutorials** and **82 pages of pure training guide in PDF format** & much more... that will surely guide you to easily and effectively position your online or offline business over Facebook in no time.

This Facebook Training Guide is going to expose the exact strategies that will **take you by the hand and position your business over the largest and most used Social Media Site ever**, in the shortest possible time.

You will be able to quickly and safely build a huge army of clients or customers 100% targeted to your business. You will be able to effectively contact your new and existing clients or customers in order to scale your business into a whole new level of success.

## 8 Simple Steps are All That You Need

8 very easy to follow steps are more than enough to get you where you really want to be.

- You don't have to worry anymore about wasting your time.
- You don't have to worry anymore about old and ineffective Facebook Marketing Strategies that are still on the web.

The only thing you have to be worry about is to read every single word of this guide and apply it.

You will have a lot of screen pictures as well that will show you specifically about every step of the process. Having access to the Facebook Video Training Guide will make every step a lot easier.

## Millions of Dollars in Investments

Millions of dollars have been invested in Facebook during a short period of time in order to give outstanding benefits to you and your business. Facebook has a lot of great and powerful tools that will give your business a whole new level of interaction with your potential customers or clients and this course will show you the best ones.

But all this information about these great functions Facebook actually offers to its users can certainly be overwhelming. For that reason **this excellent course will take you by the hand and show you step by step, topic by topic and tool by tool what you really need to know** in order to position your business on Facebook the easiest way possible, using the most effective tools and in the shortest time possible.

After you read this course you can certainly say that you finally know the most effective strategies you need to apply in order to establish your brand on Facebook and scale your business into a whole new level that will never be the



same again. Facebook is amazing and you will see why we are so confident in saying that.

We are so excited to be part of a new Successful Business Story: **Your Story**.

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