



facebook Marketing

Made Easy

Your Quickstart Guide to Grow Your Business
with Facebook

Bonus Report



Powerd by : 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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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.

**Be a Part of Our Membership and Become Our Next
Success Story! [Click Here](#)**

The Top 10 Highly Effective Facebook Marketing Tricks:

1. **Website Traffic:** Get the most out of your website traffic by placing a “Like” button right on top of your home page:



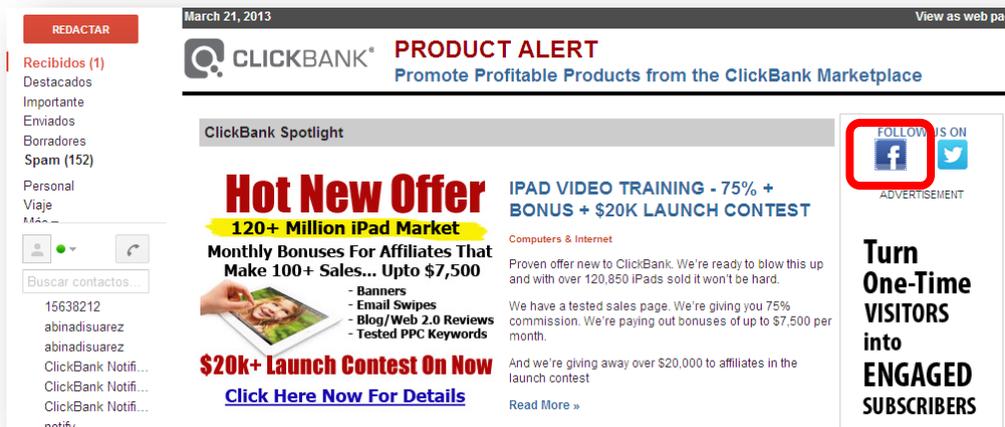
Retrieve the code from here:

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

A screenshot of the Facebook Like button configuration interface. The interface is a light gray box with various settings. At the top, there is a 'URL to Like (?)' field with the value 'https://www.facebook.com/paleodietideas'. Below this is a 'Send Button (XFBML Only) (?)' section with a checkbox for 'Send Button'. The 'Layout Style (?)' is set to 'standard'. The 'Width (?)' is set to '450'. The 'Show Faces (?)' section has a checkbox for 'Show faces'. The 'Font (?)' is set to a default font. The 'Color Scheme (?)' is set to 'light'. The 'Verb to display (?)' is set to 'like'. At the bottom, there is a 'Get Code' button, which is highlighted with a red box. To the right of the configuration box, there is a preview of the Like button showing a checkmark, the word 'Like', and the text 'You and 376 others like this.'

Once people click on that button from your site they will automatically like your page, saving them the extra hassle of having to log into Facebook and navigate to your page.

- 2. Emails:** Get the most out of the emails you send to your clients and contacts by reminding them to “like” your Facebook page:



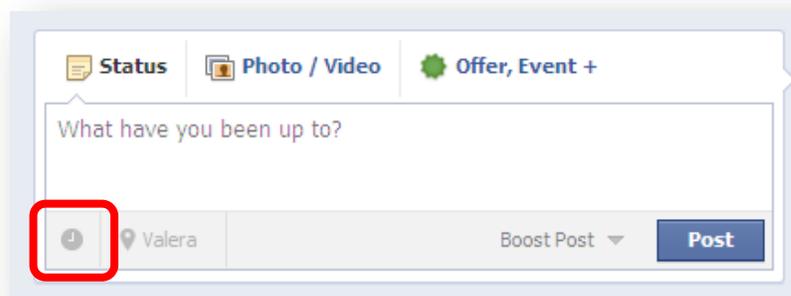
That way, every email you send will remind people that your business is on Facebook just like everyone else.

3. **Email Blast:** Blast a special email to all of your contacts inviting them to like your brand new and highly helpful Facebook Page.

4. **Store Promoting:** If your business has a physical location, you can promote your Facebook Page right from there:
 - ✓ Place pictures of it for people to see.
 - ✓ Give away flyers describing your business and place your Facebook Page address on them as well.
 - ✓ Give away greeting cards and invite people to “like” your Facebook Page in a corner of the card.
 - ✓ Include a Facebook advertisement at the end of all of your business documents.

5. **Car and Mobile Promoting:** You could even use your personal goods as well. For instance, you could create a sticker and put it in your car or put your Facebook Page address at the end of your voicemail.

6. **Schedule Posting:** This is an amazing feature you can use for posting. You might have a tight schedule, but it is of paramount importance that you stay in contact with your clients and customers. You should post content for them in order to educate, entertain, and empower them, or even inform them about something important. This is made easier by the “schedule post” feature:

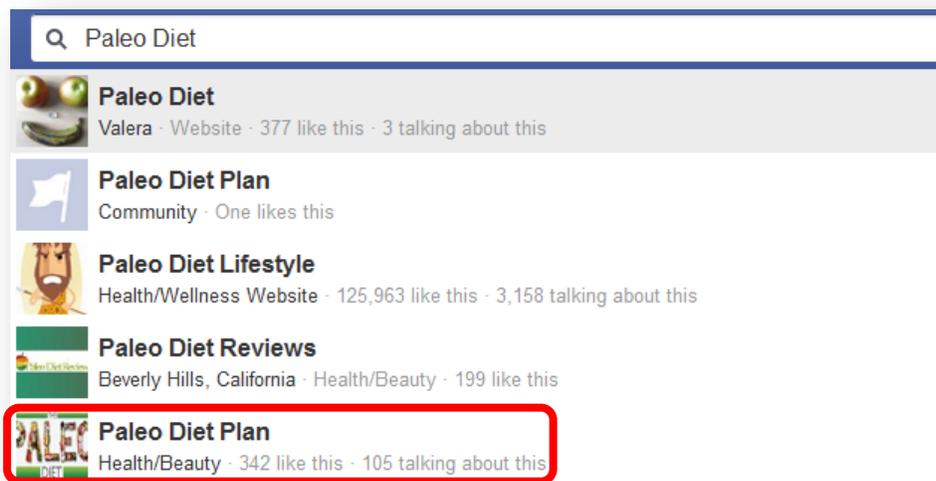


It is recommended that you post 2 to 5 times per day (between 9:00 am and 5:00 pm) with at least 2 hours interval on each post

7. Contests: One of your main goals should be to make your clients and contacts fall in love with your Facebook Page. You can do this by holding a contest every now and then. You could give away your own products as prizes or give away a 1 hour personal consulting call. This will build a fruitful relationship and create trust between your business and your customers.

8. Web Address and Page Name: This step requires care and a little bit of research. The Facebook Web Address is the URL Web address for your Facebook Page and is one of the 3 most important factors for search engines to rank your Facebook Page to the top of the search results.

You will need to find a great keyword and use it here. Find a keyword that has an important social presence on Facebook as well as one which is commonly used to search the web. Go to your personal Facebook page interface and perform a general search in the Facebook search bar:



As you can see this topic is hot online; it has many likes. Another important indication is the “talking about this” statistic, which shows how many people are talking about your business.

In this example, the “Paleo Diet Plan” phrase is doing very well. You can tell because almost half the people that liked the page are talking about it with their friends (105 out of 342 people are talking about it)

Using <https://adwords.google.com/o/KeywordTool> you can see whether a phrase has been used by many people on Google.

The screenshot shows the Google AdWords Keyword Tool interface. It displays search terms and keyword ideas for the keyword 'paleo diet'. The search terms section shows one result: '[paleo diet]' with low competition and 368,000 global and local monthly searches. The keyword ideas section shows 60 suggestions, with the top result being '[paleo diet plan]' with low competition and 9,900 global and local monthly searches. This row is highlighted with a red box.

| Search terms (1) | | | | |
|------------------|-------------|-------------------------|------------------------|--|
| Keyword | Competition | Global Monthly Searches | Local Monthly Searches | |
| [paleo diet] | Low | 368,000 | 368,000 | |

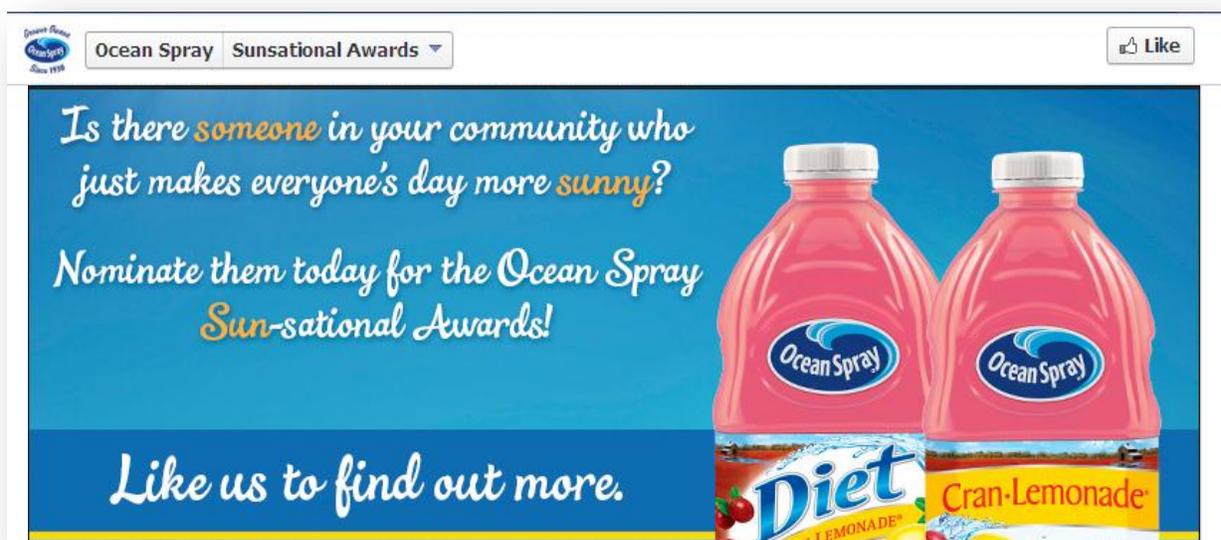
| Keyword ideas (60) | | | | |
|---------------------------|-------------|-------------------------|------------------------|--|
| Keyword | Competition | Global Monthly Searches | Local Monthly Searches | |
| [paleo diet recipes] | Low | 27,100 | 27,100 | |
| [paleo diet food list] | Low | 14,800 | 14,800 | |
| [paleo diet plan] | Low | 9,900 | 9,900 | |
| [the paleo diet] | Low | 9,900 | 9,900 | |
| [what is the paleo diet] | Low | 6,600 | 6,600 | |
| [what is paleo diet] | Low | 4,400 | 4,400 | |
| [paleo diet meal plan] | Low | 4,400 | 4,400 | |
| [paleo diet for athletes] | Medium | 3,600 | 3,600 | |
| [paleo diet breakfast] | Low | 2,900 | 2,900 | |
| [paleo diet menu] | Low | 2,400 | 2,400 | |
| [paleo diet reviews] | Low | 1,900 | 1,900 | |
| [paleo diet foods] | Low | 1,300 | 1,300 | |

There you can see that 9,900 searches have been made every month by people using the phrase “Paleo Diet Plan” That’s what you want for your own keywords.

Let’s use this keyword as our Facebook Page Web Address. If you have already created your Facebook Page and have more than 25 likes then go here directly: <https://www.facebook.com/username>

The second most important search engine factor is the Facebook Page Name. It is a good idea to make your Page Name using that same keyword. The third and most important factor is that you use your keyword in your Facebook posts as well.

9. Reveal Tab: The reveal tab shows viewers a grabbing question or fact related to your business and prompts them to “like” your Facebook page to find out more. This is extremely convenient because you can use it as a magnet to draw people in. For instance:



The image shows a Facebook post from the page "Ocean Spray" (with a dropdown menu showing "Sunsational Awards"). The post features a promotional graphic with a blue background and two bottles of Ocean Spray juice. The text on the graphic reads: "Is there *someone* in your community who just makes everyone's day more *sunny*? Nominate them today for the Ocean Spray Sun-sational Awards! Like us to find out more." The bottles are labeled "Ocean Spray Diet LEMONADE" and "Ocean Spray Cran-Lemonade". A "Like" button is visible in the top right corner of the post.

Liked!

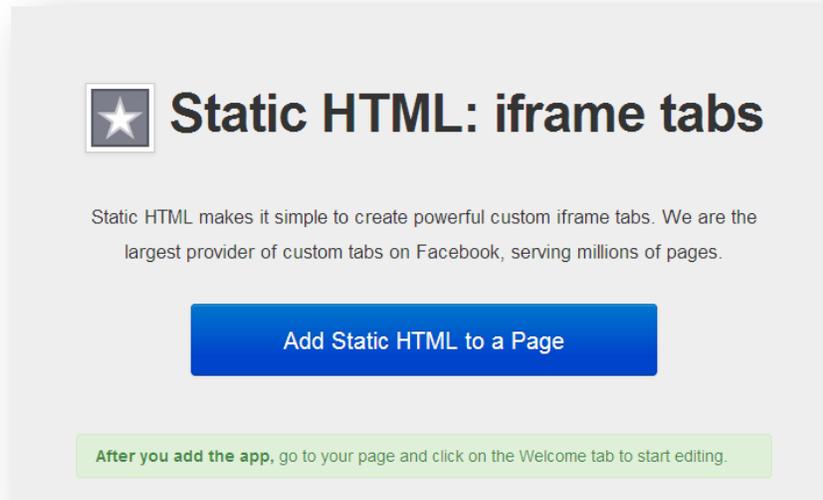


There are many ways to get people to “like” your page. You can offer them a free report, a coupon code, a special promotion, a video, secret training, a free product sample, etc. You can get many “likes” this way instead of funneling all the traffic to your Facebook Page directly.

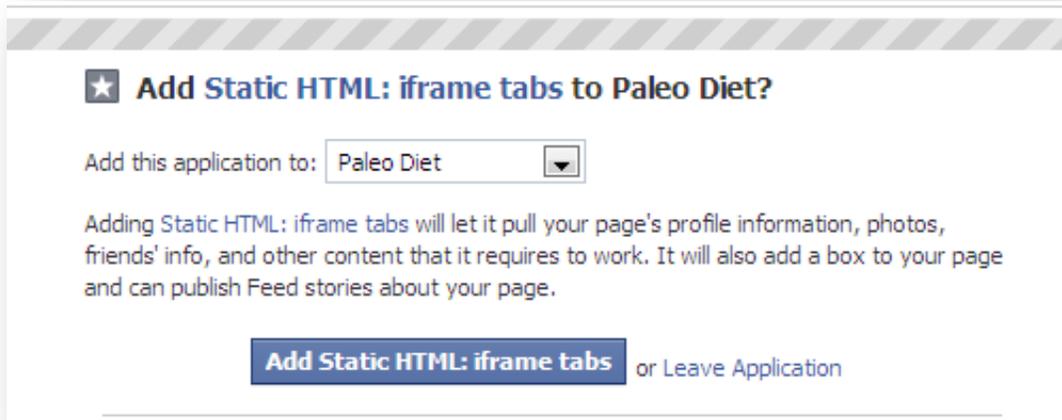
Type “html” on the Facebook search bar and remember to do it from your personal Facebook Account interface:



Select the Static HTML: iframe tabs and click on “Add static HTML to a Page”



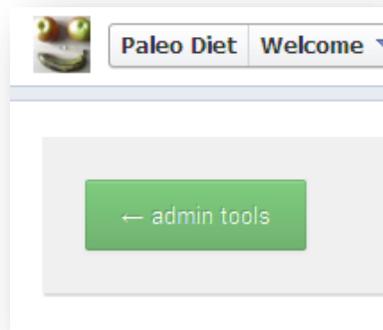
Select your Facebook Page and click on “Add static HTML: iframe tabs” again:



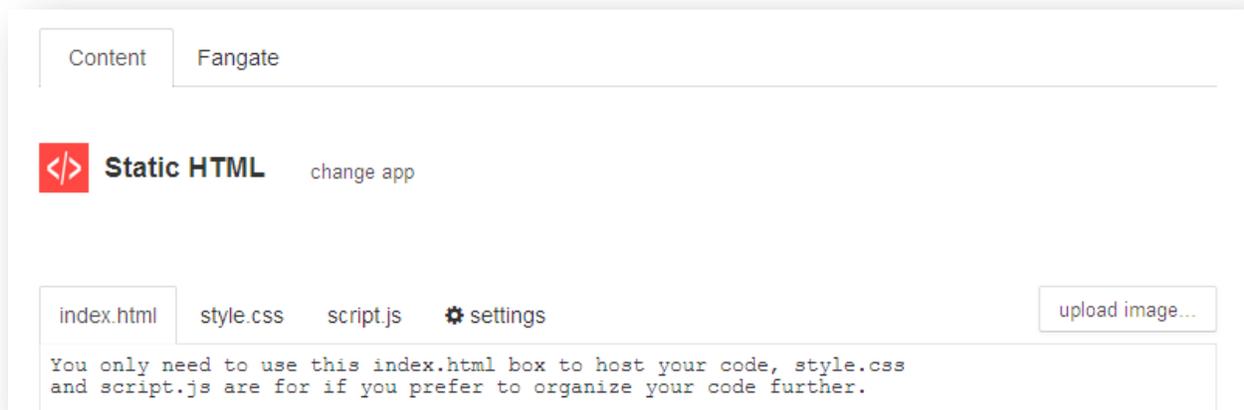
And there you see your new html Page named “Welcome.”



Now let's go inside to customize it. Click on the star box, then click on "admin tools."



You will now see the interface for the content and for the fangate.

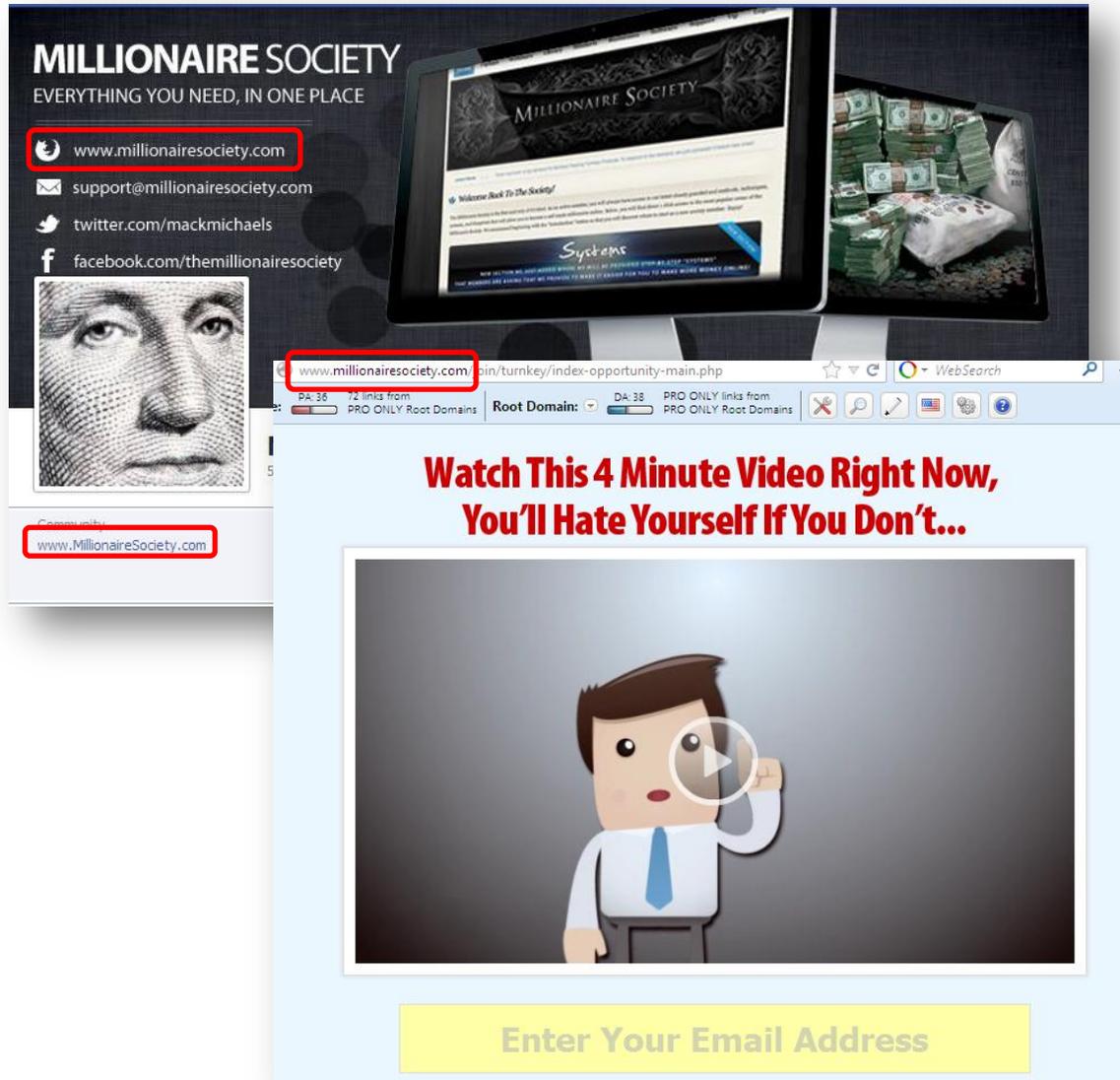


The "Fangate" side is for the people that have not yet liked your page. The "content" side is for those that have already liked your page. As you can see, you can place html, style.css, script.js code and images in this area.

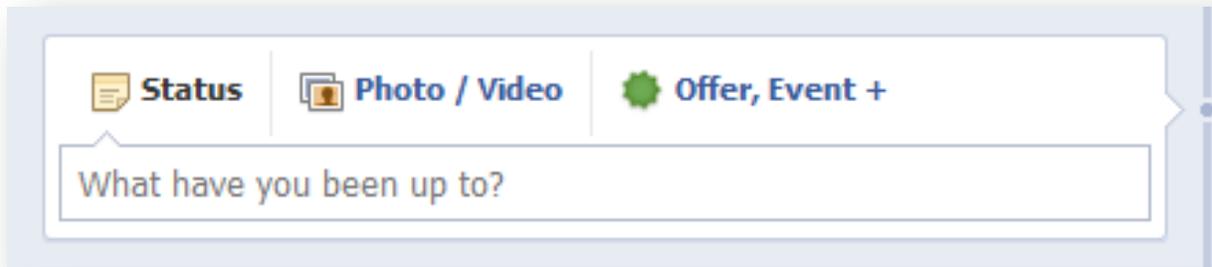
10. List Building (Lead Capture): You can built your email list or lead database using Facebook. Maybe you work best with email marketing. One benefit of this is that you may get more specific information about your customers or

clients. My advice is that you use as many ways to grab the contact details of your customers or clients from Facebook:

You can create an option form on the home page of your site and place your website address on the image cover.

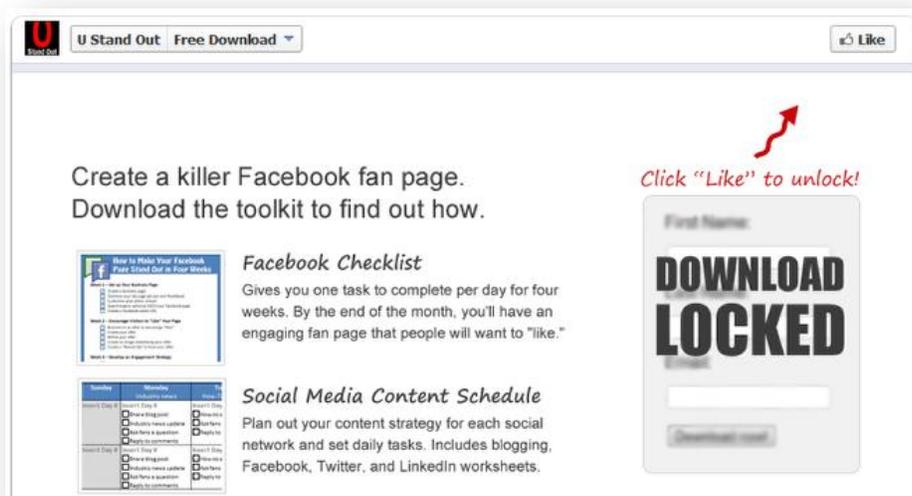


You can post to your audience daily and create an attractive promotion or a landing page to get their details.



If you post how long the promotion will last they won't get angry at you for posting the same thing all time. Instead, they will notice that you are just advertising an important promotion. Another great thing you can do is include a different benefit in every post.

You can use the marvelous Facebook Reveal Tab technology and build a 3 steps registration process. Step 1: Like our Facebook Page, Step 2: Enter your contact details in order to send the details to your email, Step 3: Here you have the Information.



Or you can use it to only take their contact details:

Minnesota Timberwolves Wolves Trivia by Life Time F... ✓ Liked

TIMBERWOLVES TRIVIA

PRESENTED BY **LIFETIME**
THE HEALTHY WAY OF LIFE COMPANY™



ENTER TO WIN FRONT ROW SEATS!

Enter weekly to increase your chances. It's easy!

1. Provide your name, email and favorite workout
2. "Like" Life Time's Facebook page
3. Answer the trivia

Full Name*
Email*
Favorite Workout*
Answer 1
Answer 2
Answer 3

Note: By submitting your e-mail, you agree to letting Life Time contact you.

- 1 **WHAT YEAR DID THE WOLVES PLAY IN JAPAN?**
- 2 **WHAT IS CRUNCH'S FAVORITE MOVIE?**
- 3 **WHERE DID THE WOLVES PLAY THEIR FIRST GAME?**

Finally, you can use some outstanding list-building or lead capture machines to get great results. You can find them by checking the resources section of this guide.

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

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

6. **Special Facebook Marketing Automation Weapons:**

- ✓ <http://www.facebooklistbuilding.com>
- ✓ <http://get.fbtrafficsniper.net>
- ✓ [Number 3](#)
- ✓ [Number 4](#)

7. **Special Facebook Marketing Strategy Plans:**

- ✓ [Number 1](#)
- ✓ [Number 2](#)
- ✓ [Number 3](#)



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- ✓ Affiliate Area

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