

**How to Drive Facebook Fans**

# **How to Drive Facebook Fans to your Website**

**By Dennis Becker and Rachel Rofo**

# How to Drive Facebook Fans

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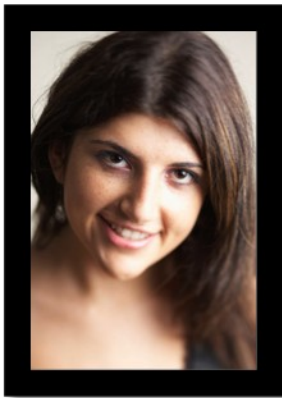
## About Us:



**Dennis Becker** began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



**Rachel Rofo** has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

# **How to Drive Facebook Fans**

## **Introduction**

Making connections through Facebook is one of the best ways to brand your business and connect with a community in a whole new way. Setting up a fan page through Facebook provides you instant access to a crowd of new faces from all over the world. You may find that your Facebook popularity far out ranks your website clout.

This report will teach how to get those raving fans to leap off the pages of Facebook onto your website. Heck, since they are already fans of your work, then they will likely convert into sales once they rummage through your web pages.

## **Complete Your Facebook Profile**

It sounds elementary, but completing your profile on your Facebook fan page is the number one step to help push traffic to your website. Complete all of your business information, and include your URL in as many places as possible. Add photos of your products, services, employees, and anything else business related to your photo albums.

Add your URL to wall posts frequently as a constant reminder of your business. Don't get too obnoxious, though. You don't want to annoy your fans. Just keep them informed.

## **Build a Strong Network**

The network you build in Facebook is one of the best marketing tools you can find. Explore the pages of others in your niche and find new fans. Network with others in your community that have businesses related to your own, and with people in groups related to your field.

It is also a good idea to update your profile picture often. Keep sources of banners, logos, and even your personal photo in your photo albums so you have them ready for rotation. Every time you update your photo, the change appears on your fan's news feed. This will constantly remind them that you are out there and thriving.

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## **Keep the Posts Coming**

One of the biggest Facebook myths is that thought that if you build a page, people will automatically flock in your direction. Though you may establish a decent fan base just by networking, you need to keep your page fresh and relevant to motivate your fans.

Update your page at least 3 times a week with new promotions, product ideas, and fun little happenings in your business life. Try to keep your personal life out of the picture. You can save personal updates for your regular Facebook site.

Not only should you update with new information, but also you should get your fans actively involved in your decisions. Post candid questions, polls, and surveys. Your followers will be thrilled that you think so highly of them as to ask for their advice. Plus, this allows you access to invaluable information from those who love you most.

## **Make Important Links Visible**

Facebook gives you great options to arrange your page how you see fit. Make sure that RSS feeds with links to your blog and other features of this nature are prominently displayed at the top. Don't let anything that provides opportunity for more exposure to hide on the sidebars.

## **Create Facebook Social Ads**

If you have a little extra cash in your marketing fund and really want to jumpstart your campaign, try using social ads. Social ads are great because they attract a targeted group of people specifically interested in your products or services.

Facebook Social Ads work very similarly to pay per click ads, and it functions much like an Adwords campaign. Facebook implements a system that custom tailors ads to the interests of users. So, if someone shows great interest in products similar to what you offer, then your ad will appear on his sidebar with an option to "like" your page. Once a user "likes" your page, it will post on his page in a section titled "Likes."

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## **Become a Groupie**

Once you get your fan page set up, start a group about something related to your business, and then invite others to join. This is a simple way to get target visitors only interested in your product or services to begin interacting with you on a more personal level.

Facebook groups are also a great way to find others in your community whom you respect. It is a great learning tool and offers the opportunity to connect with industry experts and those up-and-coming in your business arena.

## **Have a Constant Presence**

Having a constant presence on Facebook doesn't mean that you take on your fan page as a second job. If you devote 15 minutes of your day to Facebook, that is enough to keep fans interested and provides you with the best opportunity to connect with your community.

Log on first thing in the morning to update fans about your daily plans, events that are coming up, or new promotion. Take this time to review and reply to comments and emails, and check out what is going on with others.

It is important to use Facebook as a two-way street. Don't just post a ton of information about yourself everyday without taking the time to see what others are writing about. No one likes the guy who is always talking and never listening. He usually ends up in a dark room talking to the walls.

Hop over to other members' pages and provide advice, feedback, and warm greetings at least once a day. Choose five members a day to interact with, and you will stay fresh in their minds all day.

Any small interaction you have on Facebook will provide you ample opportunity to convert contacts into sales. Maintain a strong presence in the social media realm and business will flock to your website.

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## **Want More? Here Are Some Resources:**

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

## **Article Marketing**

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

## **Copywriting**

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

## **Freelance Work**

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[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

## List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

## Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

## Outsourcing

[Craigslist Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

## Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell



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you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

### **Social Media**

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

### **Becoming Successful**

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets. You get resale and private label rights with this.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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