

# The Ultimate Facebook Marketing Blueprint

## Science behind the Marketing



***Are You Ready To HARNESS The Extreme Power Of Facebook Marketing And Gain A MASSIVE Advantage In Your Business That Will Send Your Online Profits Through The Roof?***

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# The Ultimate Facebook Marketing Blueprint

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# The Ultimate Facebook Marketing Blueprint

## Introduction

### From Mark Zuckerberg's Facebook page



### **This is a very exciting time for all Internet Marketers!**

Facebook is not going away on the contrary, it is here to stay.

What does that mean to current business owners and people selling products? More traffic, More avenues of potential money! With Facebook driving the traffic to you!

Think about it, numbers do not lie, with 1 in 7 people in the world using Facebook in a single day, all in one place. Anyone who is wanting to either start a business online or grow their current business should be very excited.

You've been working very hard to introduce your business to as many potential targeted customers as possible – the ones who will find your products irresistible, and eagerly spend money.

You've done it through SEO, social networking, press releases, article marketing and perhaps even a pay-per-click campaign like Google AdWords. In short, you've used all the traditional (and not so traditional) ways that help online business catch on like wildfire.

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**Facebook is one of those phenomenons that the smart marketers can't ignore. It's the Internet's largest social network.**

There are many ways to market on Facebook. Some ways are free and some would cost you money. In this report I am going to reveal both to show you how you can use it to build and grow your online businesses.

You will discover how you can get floods laser targeted traffic and build your brand and name easily to increase your profits. If you are not using this lucrative way to market your business you are leaving wads of cash lying on the table.

Read on to find out how you can benefit from Facebook in your online business.

## **Why use Facebook to Market your website and how do you do it?**

Facebook is the currently the biggest social media and networking platform on the planet, as of the second quarter of 2015, Facebook had 1.49 billion monthly active users, of which over 50% of them are active daily.

Marketing is a numbers game and if you are not tapping into a market as big as this, your competition will leave you in the dust!

Facebook is becoming so big that it recently overtook Google as the website that got the most traffic in a single day. This means that Facebook is becoming bigger than Google itself.

### **How would you like a piece of that pie?**

Facebook is also a great place to “soft sell” your products, because a lot of normal users don't know that you can actually use Facebook as a marketing platform for your business.

Not only that, but there is also a way to generate laser targeted visitors that some people don't even know about. Those of them that don't know this is losing out big time. Do you want to be one of those people or do you want to leave your competition cleaning up behind you for a few scraps?

As if you need another reason for marketing with Facebook is that there are so many different ways to use this website to market your websites and products and many ways to turn these users into cash.

You can use profile updates, friends requests, groups, fan pages, events, social ads, the marketplace, pictures, videos and a lot more.

In the **Ultimate Facebook Marketing Blueprint**, you will find out exactly how you can use all these free techniques to generate massive amounts of targeted website visitors easily, as well as learn how to use the social media ads of Facebook to get those laser targeted visitors to your sites and page. These ads are the most targeted form of traffic on the internet today.



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## What is Facebook Marketing, and why should you consider it?

You've seen them yourself, those ads running down the right-hand side of your Facebook pages, most of them about interests you particularly enjoy. They even are in your news feeds like posts.



You are not seeing the same ads as everyone else accessing Facebook at that moment. These ones are specifically targeted to data Facebook has gleaned from your preferences and other sources. Facebook ads are simple but powerful.

Each one consists of a title, text block and graphic or photo of your choice – “box”, to fit that vertical, right hand Facebook sidebar.

If you think of them as a cross between a Twitter tweet and a banner ad, you've just about got the picture!

**And yes – they absolutely can advertise your:**

- Product
- Services
- Contest
- Cause
- Links
- Photos
- Your offline promotions with your online
- Real-time information for your “fansumers”
- Videos
- Business USP
- Business Event

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## Facebook Advertising Benefits

**SEO vs. Social Trends** – Facebook’s biggest benefit is its most obvious. It operates through social networking and trending rather than pure SEO – the hottest trend of this brand new decade. It allows readers to see your ads on their mobile phones – and mobile devices now outnumber personal computers, 4 to 1!

Being flexible in the every changing social environment is everything. When something is trending on Facebook or any other social media, think about how capitalize on it their Ad Space.

### **Personal Side note:**

I saw that a Military Exercise called Jade Helm, was trending with everyone from Government officials to conspiracy theorist, and all the keyboard hero's putting in their opinions. I became an affiliate with a Shirt company and sold Jade Helm Themed T-shirts through Facebook's Ad space.

I didn't get rich but made a few bucks on trying to capitalize on the trending section of Facebook. This is in my ever changing Facebook Marketing.

Point being working with Facebook and their ad campaigns, Fan Pages and the likes, it is a place that you can jump any potential trend and make money.

**It is also cheaper than Google AdWords**, and while the latter is still a wonderful way to kick-start a campaign, AdWords can be risky for newer marketers, as costs per click can skyrocket faster than your sales.

**Will it replace AdWords completely?** That shouldn't be your goal! Plan further down the line to do what the big boys and girls do: Kick-start each campaign with well-optimized and researched AdWords.

**Facebook vs. Adwords Costs** – But whether you use Adwords (SEO based) or Facebook ads (social networking based), Facebook ads nowadays are a **“must”** – particularly with the not-so-subtle switch over to mobile devices!

But it's great for beginning marketers because at the moment, it's significantly less expensive to advertise on Facebook than with PPC!

**Graphics Capability** – It's other biggest benefit is that you can introduce a graphic element or photo into what is basically just a small text ad! Since Facebook is “tuned” to graphic elements, and interest has been shown to peak when graphics are displayed, it wins hands-down over AdWords tired, irritating

banner ads (traditionally low converters for over a decade).

*You could simplify it like this: Want a text ad only? – Use AdWords. Plan to use a graphic? – Use Facebook Ads.*

**Text Capability** – You have 75 words to say what you want to say in Google AdWords (that's less than half a tweet!) Facebook ads not only allows you a 25-character headline, but 135 words of body text, too. (That's over double Google AdWords' capacity – but note; spaces count.)

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Which would capture your attention more?

Internet Marketing - Marketing360.com  
www.marketing360.com/InternetMarketing  
#1 Marketing Platform™ For Internet Marketing. Get a Free Demo Today!  
Google Premier SMB Partner – PRWeb

Marketing At Wharton - UPenn.edu  
www.wharton.upenn.edu/  
Apply To The Strategic Marketing Essentials Program At Wharton.  
Ranked #3 Globally In 2015 – Financial Times

Internet Marketing - 5X DFW AMA Marketer of The Year  
www.agencyentourage.com/  
Award Winner. We Build Brands!  
The AE Blog - Our Capabilities - Contact Us - About AE

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4 Google reviews - Write a review - Google+ page  
14601 Hyde Away Ln. Mabank, TX 75147  
(214) 236-4378

Internet Marketing for Smart People - Copyblogger  
www.copyblogger.com/imsp/  
Internet marketing advice that actually works, without all the "get rich quick" hype, lies, and nonsense. This is a free 20-part course.

Online Marketing News & Topics - Entrepreneur  
www.entrepreneur.com/topic/online-marketing - Entrepreneur  
The latest news, videos, and discussion topics on Online Marketing.

The Beginners Guide to Online Marketing - Quick Sprout  
https://www.quicksprout.com/the-beginners-guide-to-online-marketing/  
There are plenty of guides to marketing. From textbooks to online video tutorials, you can really take your pick. But, we felt that there was something missing — a ...  
Be Laser Focused on Your ... - Know Your Marketing ... - Get Em to Your Site ...

What is Internet Marketing? Wikipedia  
www.wikipedia.com/TERM/Internet\_marketing.html  
Internet marketing refers to advertising and marketing efforts that use the Web and



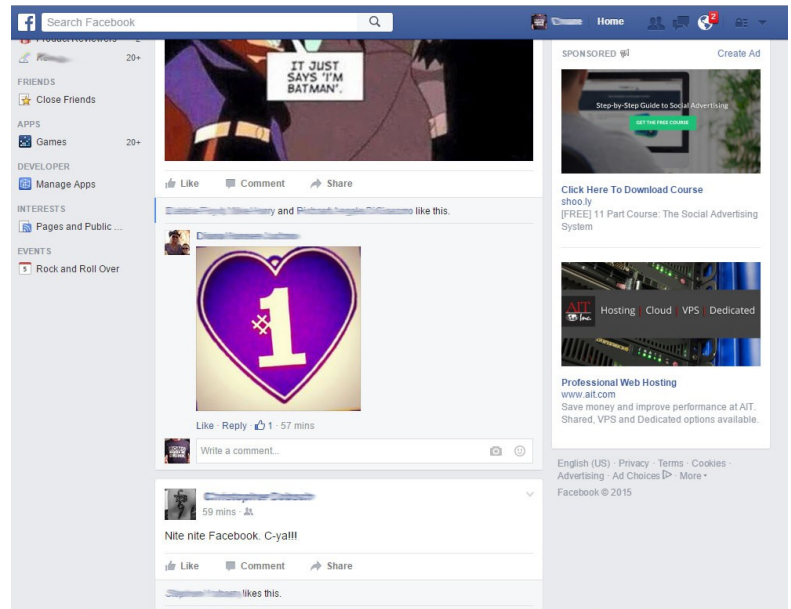
Google AdWords Marketing  
www.google.com/AdWords  
Reach the right customers online.  
Start Advertising with Google Today

\$49.95 Online Marketing  
www.yext.com/Online\_Marketing  
Simple and Effective Online Marketing. Get Customers Now

Internet Marketing Degree  
www.fullsail.edu/  
Advance your skills in Internet Marketing with a Masters Degree.

Why Internet Marketing?  
www.brafton.com/  
Content Is King - And An SEO Must.  
Learn Why Today! Free WP Download.

Online Website Marketing  
www.maxpoint-express.com/  
Reach Thousands of Local Customers For The Lowest Price. Start Today!



Bottom line – Facebook ads or setup in a social atmosphere, where people are looking to hangout play games, chat with friends, and are more open to suggestion. Think about that for a moment. You are posting something about a Chia pet (random I know) and your friends start posting pics of funny chia pets, and when the screen refreshes, their in the thread or on the right side ad bar.

A chia pet ad comes up (trust me it does) then you click on it to either share on the thread of chia pets, and one of them catch your eye, you buy one and the jokingly brag on your thread. It happens more times than you think. That is the power of suggestion and social media as a whole.

When you google your are on a mission, looking for information, ads unless they are exactly what you are looking for when you are busy, you are more likely to just skim by.

## Does SEO Still Apply?

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**You betcha!** In fact, it's absolutely crucial to the success of your Facebook Ad! Remember when we talked about Facebook Ads geared to your specific hobbies, tastes, preferences and interests appearing down the right-hand side and in your news feed of your Facebook page?

In the ad drill down, you have to go down to zip codes, locations (perfect if you are needing ads for your local business) Time zones, the list goes on and on for absolute direct marketing to your niche.

You'll notice that:

- **Some really don't appeal to you**
  - **A small percentage make you click on them right away**
- ... and yet a third group appeals to you, but it may take you days of repeated exposure, seeing the same ad many times, before you finally give up and click through.

You want your ad to be in the latter 2 categories. And you achieve that through solid, well-researched long-tailed keywords (combined with your irresistible, curiosity-arousing 25 character headline and 135 character body text).

Get those elements right, and you'll have an ad that bypasses casual searchers (how many right-hand-side Google search page paid ads do you ever click on, compared to Facebook Ads?) and zeros in on a 75% pre-sold, pre-qualified market.

## ***Who Is It For?***

Some people will tell you that Facebook Ads don't work for business purposes, but that's simply not so. It should speak volumes and give you a big, fat clue about its potential when you realize that major companies are taking full advantage of Facebook Ads, in creative ways.

For example, according to Facebook's own Marketing Solutions page...

- **Honda** used Facebook Ads to keep consumers updated (and do serious damage control) after its recent spate of shocking recalls.
- **Budweiser** encouraged social interactivity with its customers when it invited them to select which commercials to show during televised sports games.
- **Guitar Hero** became the first online video game to reach 1,000,000 fans on Facebook, now it's a common day occurrence with other games.
- **Coca-Cola** jumped on the bandwagon, selling "virtual bottles of coke" and promising to donate \$1.00 for every virtual bottle sent to their favorite cause.

These 4 examples alone show you the sort of creativity you can employ (and flexibility you can take advantage of) when creating your Facebook Advertising campaign!

## **"Fansumers"**

If you've been wondering what a "fansumer" is, it's yet another social phenomenon you can use to your



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advantage.

According to Forrester Research, a “fansumer” is simply a consumer who has “become a fan” of a brand on Facebook.

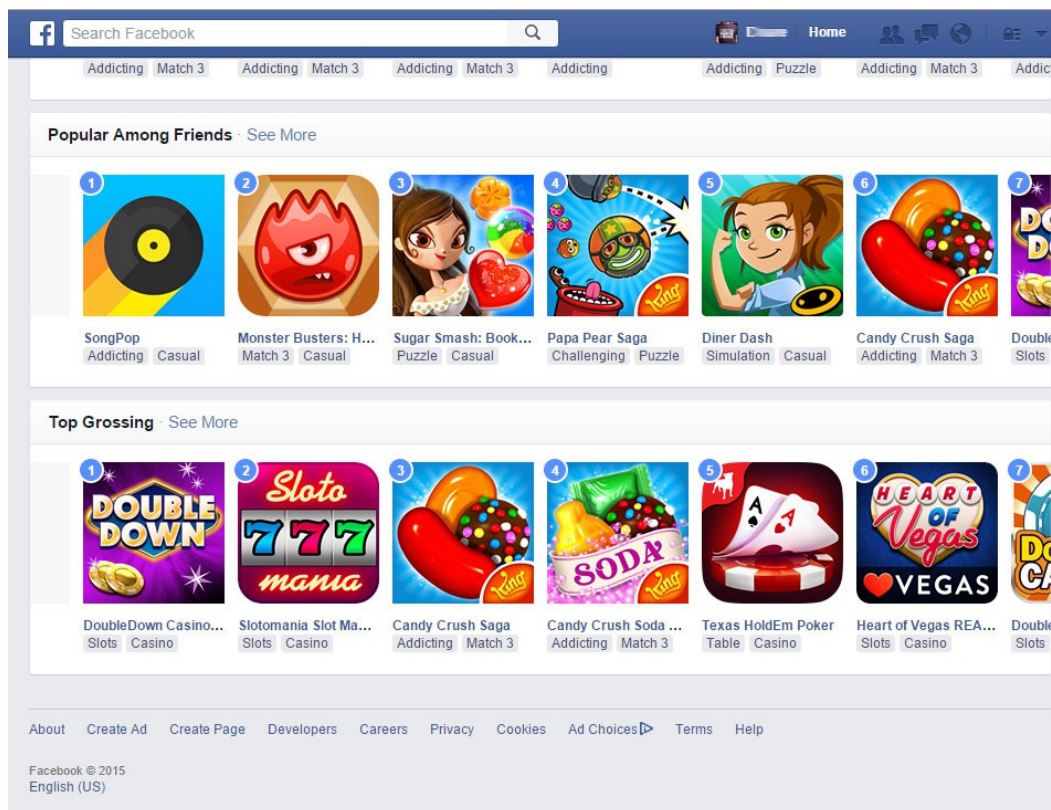
This brings us back to Facebook Ads’ third biggest advantage... interactivity. It’s a proven maxim: Get people to engage as a participant, rather than as a spectator, and their stake in what they’re engaging in becomes personal and more positive. Use an app or a product and click the little “become a fan” text link on your Facebook page, and you are not only contributing to its statistical popularity, but personally endorsing it!

This can help 2 particular types of “product” in particular...

**1. Apps** (applications such as Zynga and “Candy Crush”, Now there 100's games )

## 2. Brands

Allowing people to become Facebook fans should be a definite part of your branding campaign... and as for Candy Crush meteoric rise, it is legendary.



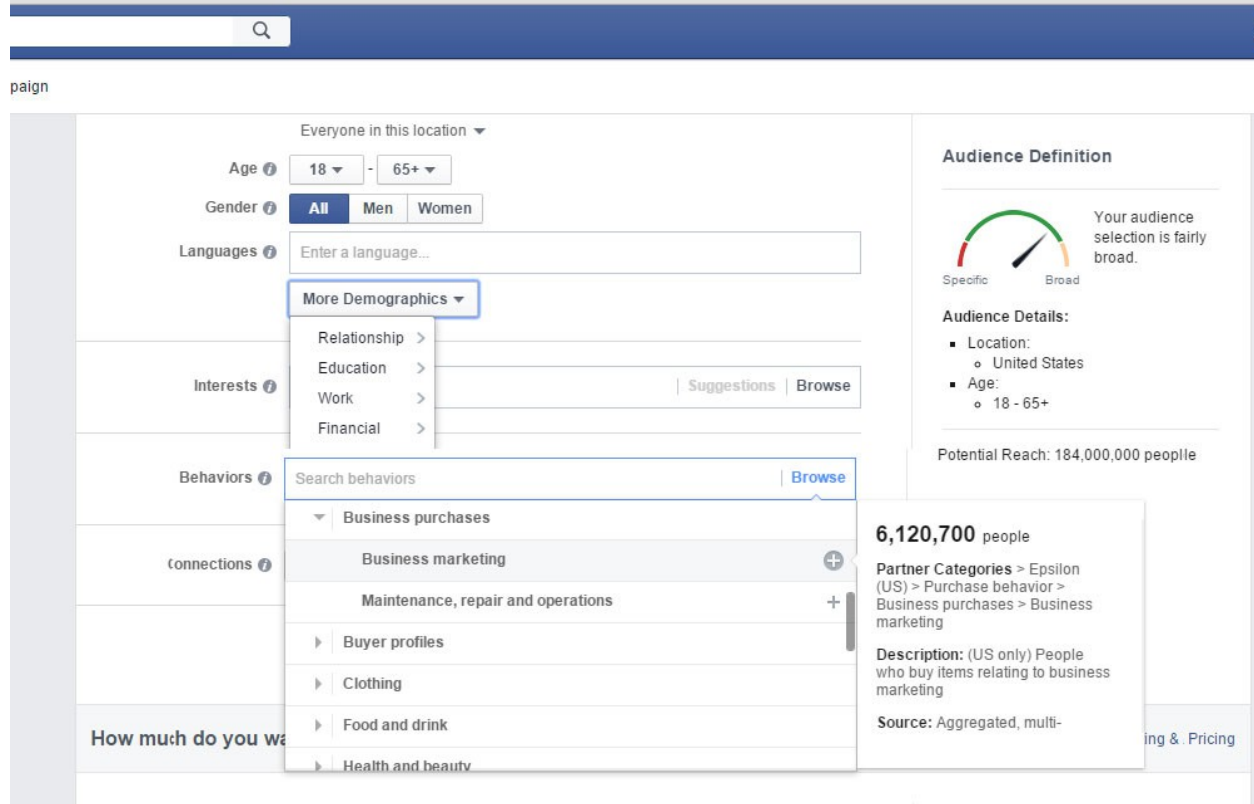
One only has to take a glimpse at its U.S. Alexa rank of 370 to see how powerful this can be. Alexa summarizes this popular app game thus: “... Candy Crush is visited more frequently by **females** who are in the age range**18-24**, received **some college** education and browse this site from **home**.”

This is right in line with Facebook’s “18-34 female” broad demographic – but the truth is, you can certainly reach other target customers in different demographics, if you take a close look at Candy Crush's stats from Quantcast.com:

Keeping in mind that a less broad and **more specific** demographic is likely to be yours (unless you

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create a truly buzz worthy product like Candy Crush) you can certainly play to small niche Facebook markets.



**THIS IS CRAZY on how much information they give you, to target your market audience!**

A good rule of thumb is to make sure the niche customer you wish to reach actually does operate via social networking at least as much as – if not more than – through standard PC use and Google searches.

- Remember you can also target specific geographic areas, using Facebook Ads (by country, state or province, town or city).
- When someone brands him or herself as your fan (or “fansumer”), they are letting you know they are ripe for your offerings.

## Why Profile Pages are Your Friends!

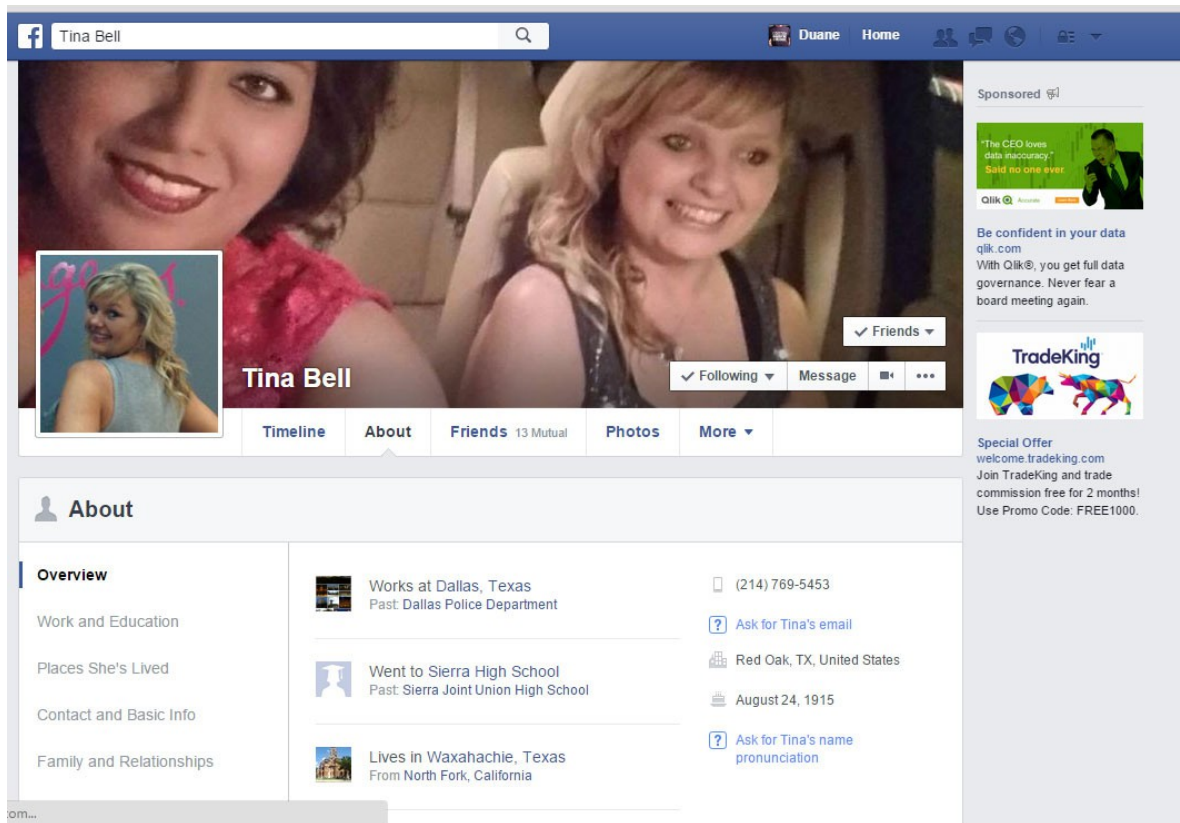
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The main reason you can target so specifically, in spite of Facebook itself have a broad, generic demographic, can be attributed to profile pages.

**Think about it:** When you filled out your profile page, you were prompted to share your:

- Hobbies and interests
- Career and work information
- School, college or university
- Tastes in music, books and movies
- Personal and contact information (date of birth, marital status, etc.)
- City and state

And as much extra information as you chose to share.



Among the things you share you can bet people can find great long-tailed keywords! These are what you should use when creating your Facebook Ads – targeted specifically to your ideal customer, of course.

**Use your keyword in your headline at the very least – and again in the text (always providing it feels totally natural: Remember, Facebook puts “social” before “SEO”).**

## The Mechanics of Facebook Ads

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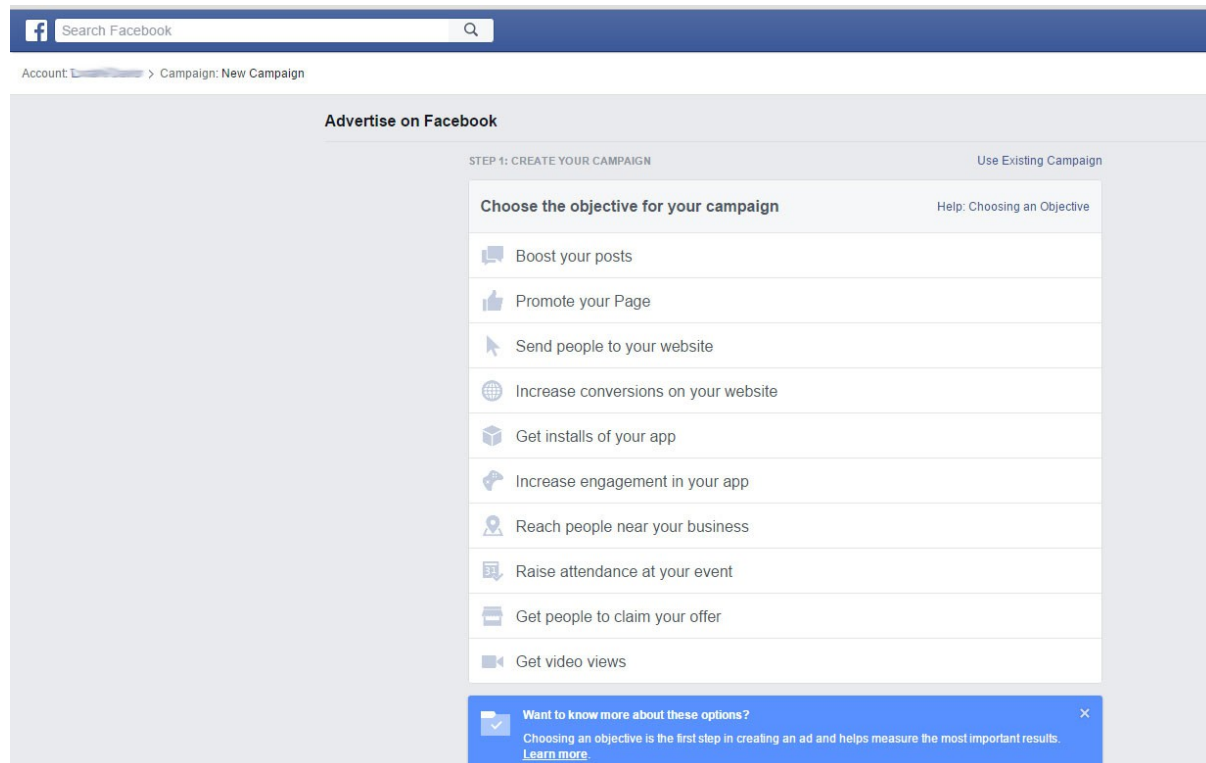
In addition to the creative side of your Facebook Ads, there are other actions you can choose to take. You can:

- Pay per click (PPC)
- Track your Ad's progress in "real time"
- Edit and tweak your ads, for your best results on the fly.

Best of all, Facebook Ads are easy to set up, with a step-by-step process that guides you clearly through creation and all your options. Beginners in this arena are up and running in minutes.

Facebook is quietly becoming the biggest in online advertising – especially for those on a budget – as of this writing.

Even if you don't think it's right for your business, you are to be applauded for taking the time to at least learn more about it!



The drop down menus, and point and click are self explanatory, and they even have help icons on drop downs to give you more information on what each item is and does.

**Free ways to market on Facebook.**



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While Facebook ads could be one of the most targeted and profitable ways to market on Facebook, you can also use Facebook in a lot of other ways to market your products and websites.

The starting point for your presence on Facebook is your profile page. Your profile page is basically a landing page that you design in order to convert your friends to engage with certain parts of your identity.

If you want to use this free marketing strategy, the secret is to expand your network as much as possible. The way to do this is to expand! Start a group and you create a central place for customers, partners, and friends to participate in conversations around your brand.

Facebook groups come with boards for posting discussion topics, photos, videos, and links right out of the box. And the best part about Groups is you can create as many as you like for free.



While Groups do offer a reasonably robust feature set with no setup, you're not able to extend their functionality with Facebook applications. In order to use those, you will need to get a Facebook Page.

Pages are more customizable than groups. You can add HTML, Flash, or even Facebook applications to your pages to extend their functionality. Pages are a good option for small or local businesses that want to establish a presence on Facebook. Like groups, they're another free and easy way to do viral marketing.

You can also join network marketing group, send out several comments, write notes, add friends, add events, join events, wall post on Groups, wall post on Friends Walls, post videos in Groups, cross

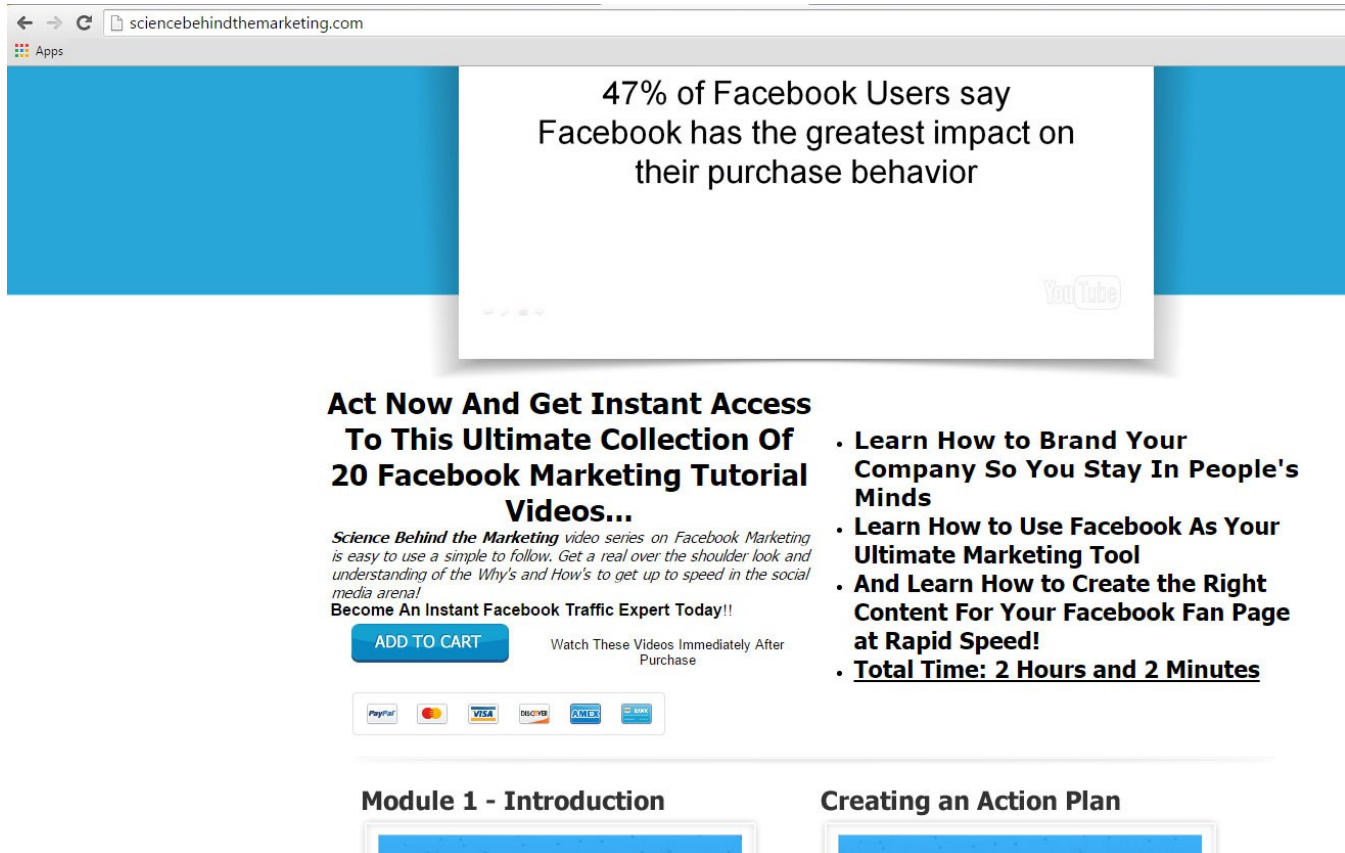
pollinate with other Group Owners, add many photos, make sure all your privacy settings are

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OFF.

**Never forget that Facebook is a society** so don't try to be a seller, try to solve others problems. Community is about communication, and that might be the best advertising you could hope for. 'Brands' are already networking and engaging with consumers via Facebook for leverage, a strengthening and generating a better understanding of the brand itself and customer relationships with it, and for participation and valuable feedback.

Don't underestimated the power of this free tool, you can connect with people around the world so easily. In [The Ultimate Facebook Marketing Blueprint](#) we go into more detail with these.



The screenshot shows a web browser window with the URL [sciencebehindthemarketing.com](http://sciencebehindthemarketing.com). The main content area features a video player with a blue background and white text that reads: "47% of Facebook Users say Facebook has the greatest impact on their purchase behavior". Below the video player, there is a call to action: "Act Now And Get Instant Access To This Ultimate Collection Of 20 Facebook Marketing Tutorial Videos...". To the right of this call to action, there is a list of benefits: "Learn How to Brand Your Company So You Stay In People's Minds", "Learn How to Use Facebook As Your Ultimate Marketing Tool", "And Learn How to Create the Right Content For Your Facebook Fan Page at Rapid Speed!", and "Total Time: 2 Hours and 2 Minutes". Below the list, there is a blue button labeled "ADD TO CART" and a note that says "Watch These Videos Immediately After Purchase". At the bottom of the page, there are two sections: "Module 1 - Introduction" and "Creating an Action Plan", each with a blue progress bar.

47% of Facebook Users say Facebook has the greatest impact on their purchase behavior

**Act Now And Get Instant Access To This Ultimate Collection Of 20 Facebook Marketing Tutorial Videos...**

*Science Behind the Marketing* video series on Facebook Marketing is easy to use a simple to follow. Get a real over the shoulder look and understanding of the Why's and How's to get up to speed in the social media arena!  
**Become An Instant Facebook Traffic Expert Today!!**

**ADD TO CART** Watch These Videos Immediately After Purchase

PayPal MasterCard VISA Discover AMEX

- Learn How to Brand Your Company So You Stay In People's Minds
- Learn How to Use Facebook As Your Ultimate Marketing Tool
- And Learn How to Create the Right Content For Your Facebook Fan Page at Rapid Speed!
- **Total Time: 2 Hours and 2 Minutes**

**Module 1 - Introduction**

**Creating an Action Plan**

**7 Tips to get viral traffic with Facebook.**

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By using Facebook effectively, you can easily start getting traffic if you know how to leverage this source of traffic.

**Here are 7 Tips to Getting Traffic with Facebook Viral Marketing.**

## **1. Get More Friends**

Friends are the most important aspect in social networking as they are needed to make money! The more friends you have, the more visibility your business will have, which ultimately leads to more sales for you.

## **2. Get a Blog**

I know, I know... don't kill the messenger (if it works .. it works) Blogs are a great way to spread the word about your business. You can incorporate your blog into your Facebook account and add RSS feeds for your readers to follow up on. You can also comment on other blogs linking back to your site.

## **3. Use Your Picture Wherever You Can**

Uploading your picture can get you a lot more views to your articles/comments than those without pictures. Spammers never take the time to upload a picture. Also, people like having a face with a name and it makes them trust you a lot more.

## **4. Have a Great Profile Page**

If you are a big social networker, you will have a pimped out profile page. Link to all of your social network profiles and personal projects to gain maximum exposure. Promote your RSS feed from your blog on your profile page. Make it attractive with enough information to where it doesn't look boring!

## **5. Use the Notes and Events Features**

Sending notes and events are great ways at gaining more exposure in your business. If your friends like it they may even pass them on to their friends. It's a win win for everyone!

## **6. Create Good Content**

Content is king. If you are a good writer in a popular niche then you will have no problem succeeding in social networking sites like Facebook. People like great content and they will take the time to read it if it peaks their interests. Try to write articles that include lists, like "Top 10..." or "7 Reasons Why...".

## **7. Give Away Free Stuff**

Everyone loves free stuff and your social networking friends will really love you for it! Give them a free ebook, or maybe an article you found online. It doesn't have to be big. Anything that is helpful and related to your niche will be greatly appreciated by your friends. These are just 7 of the many ways that you can capitalize on the social networking craze. These sites aren't going anywhere and are only going to grow. Start marketing now so you can be ahead of the 90% of other marketers out there!

**Are You Ready To HARNESS The Extreme Power Of Facebook Marketing And Gain A MASSIVE Advantage In Your Business That Will Send Your Online Profits Through The Roof?**

**Successful Mindset or Wishful Thinking.**

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Your Mindset is the key to Your Success period.

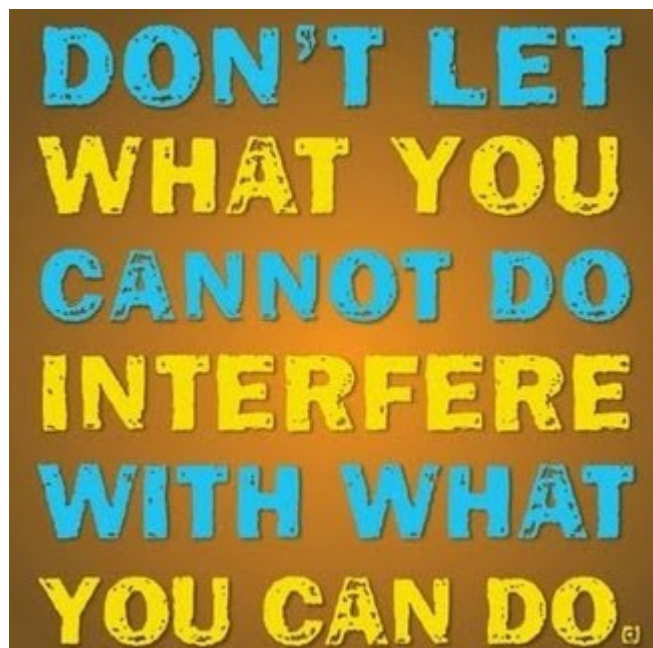
If you think you can, or if you think you can't, you are absolutey correct.



I truly believe anyone can be successful online.

Whether your are a 65 year old grandmother that knits, or a individual from a dirt road town.

I have seen it happen, I have helped it happen, I can help you to your next level.



Seek a mentor, seek action, see results.

**What the Ultimate Facebook Marketing Blueprint is NOT**



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This is not a magic bullet. Facebook Marketing Blueprint is a tool, a tool you need just like anyother tool. If you use it the right way it will be indispensible. If you don't use it to craft your skill, it will sit on the self and collect dust and will have no value at all.

You do with it what you will, your choice, your action, your result.

I can promise you if you use this information as a tool you will benefit greatly. In practical application, knowledge, and move your business goals forward in a positive way.



If you find this ebook helpful or you need further assistance. Visit\_

<http://sciencebehindthemarketing.com/>

**Science Behind the Marketing** has a video series on Facebook Marketing is easy to use a simple to follow. Get a real over the shoulder look and understanding of the Why's and How's to get up to speed in the social media arena!

**Become An Instant Facebook Traffic Expert Today!!**

**To Your Success**

**Internet Bubba aka  
Duane Davis**

P.S. About me is below this page if you are interested.

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