

**FACEBOOK VIRAL
SNIPER**



**FREE TRAFFIC
AUTOMATED**

Facebook Viral Sniper

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Introduction

Hello fellow Warrior,

My name is Naeema and ever since I've started Internet Marketing I've been searching for quick and easy-to-setup methods that would bring in a ton of traffic in a very short time.

I've been trying a lot of different methods, going through SEO, Youtube and even took a shot at Tumblr.

Let me tell you - all these methods work well to get you traffic. However, not all methods are created equal. And it is Facebook that stands high above the rest!

If you've been checking Facebook lately, you should know that there are a lot of pages that have millions of fans and are run by regular people like you and I, with no big company behind them.

I am going to show you *exactly* how to do it, step by step, and I will even help you take it one step further - teach you how to effectively monetize those pages that you'll be building once you have the appropriate fan base.

So before we start let me say: thank you for buying this guide. I truly believe in this method and hope that it would help you super-charge your business and take it all to the next level.

As with all guides, I will be teaching you exactly what and how to do it, but I cannot do it for you. So throughout this guide keep in mind one thing: it is crucial to **TAKE ACTION!**

Let's get started!

Facebook Viral

Sniper Overview

There are a lot of successful Facebook pages being run by people that have no idea about Marketing... sure. But they most likely either started early, or had a lot of luck.

Nowadays, it's simply dazzling how many people create FB pages without having a single clue how FB truly works, and so you always hear those things on forums and communities... "Facebook is dead" or even sillier "Facebook fans are worthless".

Let me tell you, these people don't know what I'm about to teach you.

The News Feed Algorithm is a complex script that evaluates what a story is worth to a user.

So when somebody "likes" your page, they won't see all your posts and activity (unless they explicitly choose to) - instead, they are only shown what Facebook thinks they want to see from your page. A lot of people don't know that!

So what you want to do is get as many of your stories as possible in front of as many of your fans as possible - so that they continue to "like" your content, and thus you get viral attention from friends of fans, and so on.

Of course, the algorithm that decides what gets published on the News Feed and what doesn't is Top Secret and only known to a few highly regarded Facebook employees. However, we can make a few educated guesses as with what the algorithm is all about: **Engagement**.

Facebook is looking to show its users the best content they could possibly want. So, when a user interacts with a page (be it through commenting, sharing or liking specific posts) they show Facebook that they are interested in that page's activity and that they would like to see more from it in the future.

On the other side, if a user continuously ignores the content they are being shown on the News Feed from one specific page, they will be getting less and less stories from that page.

So naturally, what we will be aiming at is to optimize interaction, and create posts that people truly like and want to share - just throwing in promotional links all day won't cut it.

How Do FB Pages Grow?

Naturally, FB ads are a great way to increase a community, and while they are a sustainable way to do it, what we are aiming at in the end is to get the right angle, so that all the page will need to grow is viral posts.

Your stories won't just appear to your fans News Feed, but once they interact with those posts, it is highly likely that it will show on fan's friend's feeds as well.

Here's an example:



This screenshot is from a News Feed of a friend of Seng Keat Teh. Although he has not liked "Social Cookbook" himself, he still sees the post because his friend has.

That's viral, and it's a goldmine.

The Strategy

Now that you know what we are aiming at with our pages, it's time to take a look at the overview of this strategy, as this guide will present it, to get there.

First of all, we'll focus on getting our initial fans, and kick-start the viral growth of our Facebook page. From then we'll look at ways to keeping a page active simply through viral methods, and in the end I'll teach you how to monetize this goldmine effectively and without annoying your fans!

It's a lot to talk about, so let's jump right into it!

Setting Up Your Page

The very first thing we need to do is decide what the page should be about (niche selection).

If you already have a website, or are clearly decided on a niche, then you can skip this part, but keep in mind that you'll need a good angle to turn your website into a viral element and add that likeability it needs. Just using your website name as your page name is not likely to cut it, unless your website is already an established brand.

So, picking a niche is an important thing, and one crucial aspect is to have a constant stream of things to post. That means important news, interesting facts, funny pictures, and so on.

It's highly important to build a community around this, using a popular topic with viral potential. You want people to like your stuff and share it with friends.

So here are the 3 Things I always look for when setting up a Facebook page:

1. Something people will want to share
2. A constant stream of news
3. Monetization potential

For those of you who are undecided, I say this: think about your hobbies! Everybody has a hobby, and if you are like

95% of the people out there, your hobby is probably a popular one, so there are a lot of like-minded people out there that like the same things as you do.

Passion is an important factor as it will keep you genuinely interested about a topic.

Here are a few hobbies ideas I came up with, but feel free to dig deeper:

Sports, Science, Technology, Gardening, Food, Music, Entertainment, Animals, Video Gaming, Writing, Photography

Of course, these are a bit broad, so try to nail something specific.

So if you are a sports fan, think about your most favorite sport: is it baseball? Basketball? Football, fishing, chess, bungee jumping, tennis, wrestling?

You see how many ideas I could come up with brainstorming just 1 category. So take a little time to make sure you pick the right niche, and then let's move on!

So once you have decided on your niche, it's finally time to jump into actually creating your FB page.

When you attempt to do it, you'll be prompted with a "Pick a Category" page similar to this one:

Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.



Most of you should go with "Brand or Product" and pick "Website" afterwards, but if you don't have a website, you can also pick "Cause or Community".

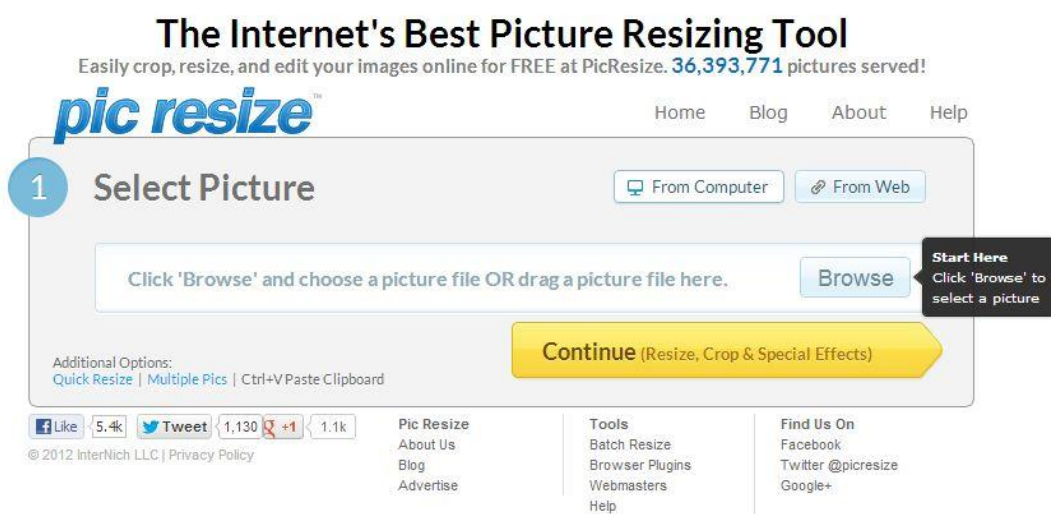
The name of your page is probably one of the most important aspects, so make sure to get it right. Once you have your niche, simply insert it in one of these already made for your page names (replace the X with your niche)

X Lovers
X Fans
I Love X
X is Awesome
X Fan Club
X Daily

So that could end up as "Apple Lovers" or "Apple Fans" or "Apple is Awesome" if your niche is Apple.

The next step on our list is your profile picture, which is really important to be square, because otherwise it will be improperly resized.

Here's a free tool I'm using: <http://www.picresize.com>



Just upload your picture, hit continue then use "custom size" and make the width equal to the height!

Make sure you get a high resolution timeline cover and write something relevant in the About Us section - if you have a website here's where you place a link!

Here's an example:



That's pretty much all that is to setting up your page, and the subsequent chapters will look at building your audience and getting those first fans!

Getting Your First Fans

The first fans are arguably the hardest ones to get, but it is of paramount importance not to get discouraged. Because once you get those first few hundred fans, the viral power will start to play an important role in growing your page, and you can stop working on the strategies outlined in this chapter.

As long as you keep your fan base entertained, the process of getting fans should become automated. So it is important to get those initial fans as soon as possible, and don't get discouraged if it seems hard at first.

We have two ways of doing this: a free way and a paid way. While the paid way is sure to bring you targeted fans much faster, the free way is worth taking a shot at as well, especially if you don't have a budget, and I like combining those two with each page I am growing.

The Free Way

The first thing you need to look at when starting your page is your existing assets. That means inviting all your friends to like your page, or post about your page on their profiles. If you wouldn't like to involve them in this, try using your email list, Youtube subscribers, or websites visitors, if you have any of those.

You can also join forums targeted to your niche and have your FB page in your signature.

These steps should grab you a few loyal fans, just enough to make your page look alive and appealing to visitors.

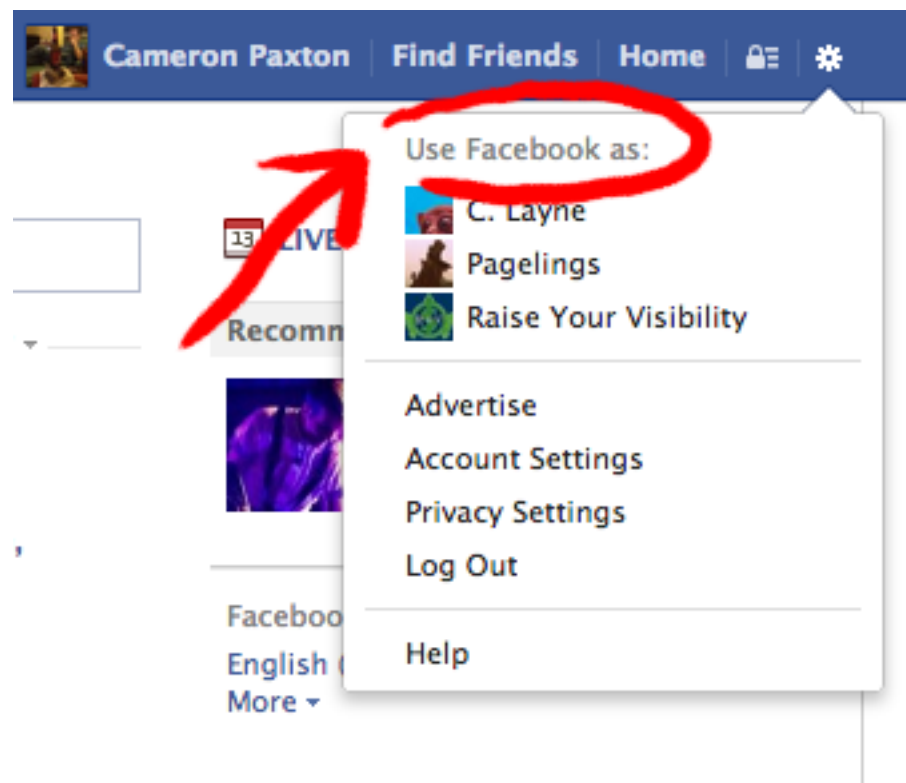
Another great way to get those first few fans is by posting on other pages or groups.

Don't get me wrong: Do NOT Spam!

If you just go and comment to every of their post with something similar to: "Please like our page" and you drop your link, it's very likely you're going to be reported and eventually even banned.

Instead, here's a nice way to do it:

Start using your FB profile as your page. On your FB profile hit the settings image like in the image below:



Then go visit established pages that already have a few thousand fans within your niche.

Now, instead of spamming your links, you should "like" and comment to what other people are commenting by "tagging" them. Make your comments actually noteworthy.

That's because when you like or tag somebody, they'll get a notification from Facebook saying that "Microsoft Fans liked your comment" (just an example). Most of them will be curious and check your page, and if they like what they're seeing, they will hopefully like your page.

Another great idea is to post a funny image related to your niche on those popular pages, and tag your own page in the description at the end using the @.

Don't over do it though.

Finally, once you get a few fans, a great idea is to contact the owners of this page and propose to get you a post on their wall. Most of these people are not marketers, and want to keep their fan base interested, so if you approach them correctly, you shouldn't have any issues in getting a few to do it.

Now, expect to not get replies from many, but don't be discouraged. Even if just 1 in every 10 messages gets a reply, that would be more than enough to superboost your fan base.

A great way to ensure a reply is to first "like" and "comment" and "post" on their pages like I've taught you just a bit earlier, so you can position yourself as a passionate fan when you make the approach.

So when you make your approach, the first thing you should say is that you really like their page and content so much that you are actively engaged in posting about it.

Then talk a bit about your own page: tell them that your page is for Microsoft fans as well (again, just an example) and that you would really appreciate if they shared one of your posts on their page.

Tell them how much you like to contribute but how hard it is to stay motivated with just a few fans.

Finally, offer to share one of their posts as well, and sign the message with your own full name.

That's about it and if you do this as I am teaching you, there should be no issues in getting those first fans easily. But if you decide to combine these tactics with the ones I'll teach you now, then you are really going to take it to the next level.

The Paid Way

I know you must have heard before that Facebook Ads don't work. That's because they have been misused by a lot of marketers.

People are not on Facebook to buy stuff, and they usually hate when they are promoted a selling ad. What they are looking for, though, is engaging with stuff they are passionate about.

And that's what I will teach you how to do it, so that you use Facebook ads super effectively.

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