

Exclusive Guide

17 Sure-Fire Ways to Get More Facebook Fans

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Introduction

As of February 2014, Facebook has over **1 billion** active users. Needless to say (and yet I say it☺), that is an ENORMOUS amount of people. Unsurprisingly, every marketer and his pet are proclaiming the Facebook message:

“Expand your online business by connecting on Facebook now!”

I gotta tell you, I agree with them. With more than 1 billion users, it’s guaranteed that many of your prospects are already on Facebook. So it makes the *utmost* sense for you to join them there.

How?

By setting up your own Fan Page. It is the best and easiest way to tap into this immense gold mine of prospective customers.

However, the mere fact that you set up a Fan Page doesn’t mean your prospects are going to auto-miraculously find you. It’s not like you can set up a Fan Page tonight and wake up with 50,000 new fans tomorrow. I’m sure you already know that.

But, that doesn’t mean it’s difficult to get fans either. Not at all. It just takes focus, good strategies and a solid plan of action with which to implement those strategies. And the good news is that this short report will show you 17 sure-fire ways to get more fans for your Fan Page starting today!

Are you ready? Let’s go!

1. Optimize Your Fan Page for Google

The first method you can use to get more Facebook fans is search engine optimization. This is a powerful method because it enables you to get traffic to your Fan Page on autopilot. If you do things correctly, you can reap rewards for a very long time.

Now, why is search engine optimization effective in this context? Glad you asked.☺

The reason it works so well is that Google and other search engines crawl Facebook Fan Pages regularly. And when they come across a Fan Page that has keywords that a group of people are using at the search engines, they reward that Fan Page by ranking it well for those specific keywords.

That is why you should seek to optimize your content for these search engines. Here's exactly how you can do just that.

Step 1: Discover the precise keywords your ideal audience is typing into Google.

You don't want to guess what your audience is searching for, because it does you absolutely no good to be ranked well in the search engines for words that no one is actually inputting into the search engines.

Example: I could easily get to the top of Google for something like, "left footed Norwegian chickens," but what would be the point? Virtually no one searches for phrases like that.

So what you need to do is use a keyword tool like WordTracker.com or the free [Google keyword tool](#) to find out what words your market is currently using to search for information, products and services like yours.

Generally, you just enter your broad keywords (like "weight loss" or "real estate" or "self-development"), and the tool will deliver dozens, hundreds or even thousands of relevant phrases back to you.

Now, what you want are words that get a decent number of searches, and at the same time, don't have too much competition in the search engines. A bit of competition is good because it shows you that there is money to be made. But too much competition will make it very difficult for your Fan Page to get decent rankings.

So the words you want are usually long-tail keywords, which tend to be four or five words long (like "how to lose weight rapidly"). Individually, these words may not bring in a lot of traffic. But if you optimize for several of them, then collectively the traffic adds up.

Tip: WordTracker.com gives you a Keyword Effectiveness Index (KEI) value, which is a measure of how many searches a word gets relative to the amount of competition. Higher values are better, so look for words with a KEI value of 100 or above. The reason for this is that the higher the KEI value, the greater the number of searches as compared to the competition.

Go ahead and compile a list of long-tail keywords. Then move on to the next step...

Step 2: Create content around your chosen keywords.

Now, you need to create content around each of your keywords.

Usually, this means creating one article around each keyword. However, since you're dealing with Facebook, you're not just creating articles. You might be creating "notes" or offering short tips or even just writing your "info" (about you) section for Facebook.

Nevertheless, the strategy is still the same – you need to include your keyword from one to three times for every 100 words of content. This creates an ideal keyword density ratio of 1% to 3%.

Example: Let's go back to the "how to lose weight rapidly" keyword. You might write an article titled "How to lose Weight Rapidly Starting Today!" Then you'd include the keyword phrase throughout the rest of your article, like this:

- If you've tried everything else and it has failed, this is how to lose weight rapidly.
- People who don't know how to lose weight rapidly try things like...
- When you know how to lose weight rapidly, progress becomes much easier.

And so on and so forth. You can see that, depending on the keyword, it's relatively easy to seamlessly incorporate it into your content. Just make a point of always trying to include a keyword in your content whenever you post, and soon, you'll start getting some of that coveted Google traffic coming your way!

2. Promote Your Fan Page on Your Blog

If you have a blog that already has an audience and gets consistent traffic, it can be a marvelous way to increase your Facebook fan base. The idea here is to put Facebook plugins directly on your blog, so that your blog readers can share your blog content with their Facebook friends.

You see, the truth is that they want to share your content, especially if it is interesting, informative or engaging. So incorporating plugins into your blog makes it much easier for them to do what they already want to do.

So which plugins can you use? A lot to be frank. But here are 2 good ones. The first plugin is the "Sociable" WordPress plugin: <http://blogplay.com>. Not only does this plugin allow people to share your content on Facebook, but they can share it on a whole host of other social media platforms too.

The second plugin, also for WordPress, is "Share This," which you can find here: <http://sharethis.com/publishers/get-sharing-tools?type=wordpress>. This tool allows your blog visitors to both "like" and "share" your content.

Tip: To add some social proof to your blog, use the Social Media Counter: <http://wordpress.org/plugins/social-media-counters> . This plugin allows your visitors to see how many others have liked or shared your content. Once your numbers start going up, you'll find that even more people will follow suit and share your content too. A bit of psychology involved here and it works!

3. Promote Your Fan Page on Twitter

This is pretty simple. If you have Twitter fans, you have a gold mine of potential Facebook fans. Over the years, I have observed that it is usually much easier to build a Twitter following. That is why people usually have more Twitter followers than Facebook fans.

If that's the case for you, by all means leverage that base of followers by including links to your Facebook Fan Page on your Twitter account. Plus, whenever you post a new Facebook message, make sure you also tweet about it to your Twitter fans.

Tip: Ideally, you should cross-promote all your sites and social media accounts, as a way to reach deeper into your market. This means linking your blog to your Facebook and Twitter account, while linking your Twitter and Facebook accounts to each other as well as back to your blog. That is leveraging your efforts and it will help you build a more synergistic online business.

4. Post Your Fan Page Link on Niche Forums

Before we go any further, there is one crucial thing you need to be aware of. And it's this. When I talk about you "posting" your link on forums, I'm referring to forums on which you're an active, contributing member.

In other words, do not randomly go around posting your links on forums (in posts, forum profiles or elsewhere), without adding any value. That's considered spamming and it will get you into a lot of trouble faster than you can say "my account just got banned".

Depending on the forum, there are usually up to three ways you can promote your Facebook page, including:

- 1. Via your signature file.** Not all forums allow you to use a signature file. But if they do (and you should focus on participating on forums that do indeed allow signature files), you can link to your Facebook Page. (More about this in a moment.)
- 2. On your profile page.** Even if someone doesn't click on your signature file, they may click on your forum profile page to learn more about you. That's why you should include your Facebook link on your profile page. In my first few weeks on the warrior forum, I got hundreds of views to my profile page. If you make quality contributions, you can easily do the same. So it would be a waste if you got all those views without posting your Facebook link.
- 3. Through pre-approved social media "badges."** Some forums (like vBulletin platforms) allow you to display social media badges next to your posts, including your Facebook badge. Hence, people can click on these badges and go straight to your Facebook page. So when you fill out your forum profile, be sure to look for any requests for your Facebook link, because this is what usually creates these badges.

Now, let me show you how you can start using forums to drive people to your Facebook Page. And remember, this is a natural fit, because you're driving people from one niche community (a forum) to another community (your Fan page). Here's how to do it...

Step 1: Find Relevant Forums

Here's one thing I have learned over the years and it's a BIG key. Quality beats quantity. In other words, you don't need to participate on several forums. Instead, just focus your efforts on two or three of the biggest, busiest forums in your niche.

You might already be aware of the most-active forums in your niche. If not, you'll need to do a Google search. Simply search for words related to your niche, alongside forum-related words.

Example: If you're looking for forex trading forums, then you might perform the following searches:

- Forex forum
- Forex discussion forum
- Forex board

Tip: You could also search for your niche keywords alongside specific forum platforms, such as vBulletin, phpbb and SMF (simple machines forum). But this is generally unnecessary since you're just looking for the top forums, which you should be able to find using the above searches.

Alternatively, you can also ask your newsletter subscribers or blog readers for their favorite forums.

Once you've found the top two or three forums, be sure to read all their rules and terms of service. You want to make sure you play by the rules when you start posting. And, in particular, you want to make sure that the forum allows you to create a signature file.

Some forums don't allow you to post signature files until you've made a certain number of posts or have been a member for a certain amount of time. That's fine! Indeed, you may even create this own self-imposed rule for yourself, by building up your reputation for a week or two before you post any links.

My first stint at forum marketing failed horribly because I didn't read the rules. It was hilarious now that I think about it. I posted a signature file in my first post! And when the moderator nicely removed it, I thought he was stealing my links. True story.

That's how new I was to internet marketing. We got into an argument and the WHOLE forum expelled me! Good times.

Step 2: Create Your Facebook Links

Your next step is to register and completely fill out your forum profile. As you saw before, be sure to include a link to your Facebook Page in the profile itself, as well as via your signature file.

Usually, you get at least two lines of text (sometimes more) for your signature file. This is good, because you want to create a call to action. That is, you want to specifically tell people to click on your link – and you want to give them a good reason to do so.

Example #1: “Like” my Facebook page and you’ll automatically get a free copy of my latest eBook on...! Click here now...

Example #2: Join X number of golf lovers who get HUGE discounts on all our products every day! Simply like our Facebook page by clicking here now!

Step 3: Build a Good Reputation

The last step is to build a good forum reputation. You’ll note that I did NOT say that the last step is to “start posting” on the forum. That’s because posting and building a good reputation can be two entirely different things.

As such, you need to make sure that you’re not just posting a lot in order to get exposure for your signature file. Truth is, if you post just to get seen, people will ignore you (and your signature file). And on some forums, they’ll ban you if they think you’re posting just for signature file exposure.

Instead, what you need to do is focus on genuinely providing value for other members of the forum. So look around for questions that you can answer. And then answer them thoughtfully and comprehensively within your post itself. Include recommendations of free reports and eBooks that people can read to get an even deeper understanding.

If you do this regularly, your reputation as a helpful forum member will grow. And as it grows, so too will the number of click-throughs on your forum signature link.

5. Comment on Other Niche Blogs

You just learned about building up a good reputation in niche forum communities, and then being rewarded with clicks on your signature file.

This next strategy is the exact same idea, except here you're commenting on other peoples' blogs within your niche. However, the underlying idea is the same: your goal is to be as helpful as possible by joining the discussions in a thoughtful manner. Your aim is to contribute information that adds value to both the blog owner and the blog readers.

Here are three ideas:

- If the original blog post lists tips, you can offer your insight on one of the tips, such as by offering your own twist.

Example: Let's say you're commenting on a post about 10 ways to make money from real estate. You could explain how you have used one of the tips to raise a certain amount of cash in less than one month.

- If the blog post is a rant about a specific problem, you can offer solutions and alternatives.

Example: If someone is ranting about costly hosting companies that keep malfunctioning, you could offer a list of affordable and yet effective hosting companies that you have used.

- If someone within the discussion asks a question, you can answer it. But just make sure that you don't pompously answer questions that are obviously directed at the blog author. However, if the person asking the question says something such as, "Does anyone know _____," then feel free to answer.

You may already know about some of the top blogs in your niche. Once again, you can ask your own readers, subscribers and visitors which blogs they regularly follow.

Another way to find more blogs is to go directly to the websites belonging to the top marketers in your niche. Most of them are likely to have blogs. Or, just as you did with forums, you can search for your main keywords alongside blog-related keywords.

For example, if your keyword is "exotic islands" you can search for:

- Exotic island blog
- Exotic island blogger

The above two searches will be the most fruitful. If you want to uncover even more blogs, then you can search for different blog platforms, such as:

- Exotic island WordPress
- Exotic island LiveJournal
- Exotic island Tumblr

Get the idea?

Bottom line: become a regular, thoughtful and contributing member of the biggest and busiest blogs in your niche. Once again, as your good reputation grows, so too will the clicks through to your Facebook Page.

6. Send Newsletter Subscribers to Your Fan Page

Remember cross promotion? Well, here is the simplest and perhaps most effective way to do it. Simply send your newsletter subscribers to your Facebook Page. Second to your customers, they are the most responsive people in your online business. Assuming of course, your newsletters are helpful and not just a product pitch fest.

There are multiple ways to achieve this cross-promotion, such as:

- 1. Putting a link to your Facebook Page on your subscription confirmation page.** This is the page your new subscribers see immediately after they join your newsletter (if you're using the single opt-in option) or immediately after they've confirmed their subscription (if you've chosen to use the confirmed opt-in option, which is better). Either way, you should give your new subscribers a good reason to join your Facebook page.

Example #1: "Do you want to get access to my Facebook fans only Mastermind Inner Circle? Then click here to "like" my Facebook Page!"

Example #2: "Click here to make sure you *never again* miss a chance to get a free consultation with our fashion experts - you'll be glad you joined!"

- 2. Including your Fan Page link at the bottom of every email you send.** You can include your Facebook link in your email signature file, which gets automatically appended to the bottom of every email that you send to your subscribers.

Again, it's better if you create a call to action rather than just offering a plain link.

Example: "Have you read my Dieting Secrets eBook yet? If not, [click here](#) to get a HUGE Facebook fan only discount off the regular price!"

- 3. Telling your readers specifically to join your Facebook Fan Page.** Lastly, from time to time you can include a call to action directly in the main body of your email. One such time you can do this is in the very first email you send out to your new subscribers. You can also do it for special occasions, such as when you're running a contest.

Example: "You can win a free iPad by entering our Facebook contest now! [Click here](#) to enter - it's free!"

I'm sure you can see how these sorts of cross promotions will give you a way to reach your market through multiple channels. Now imagine if you had other people promoting your Facebook page, too...

7. Get JV Partners to Promote Your Page

So far, we've looked at ways you can build up your Facebook Fan Page through your own efforts. However, you can multiply your efforts by having your JV (joint venture) partners promote your Facebook Fan Page.

They can do this through:

- Their blogs.
- Their newsletters.
- Their forum signature files.
- And even their own Facebook Fan Pages.

If you already have joint venture partners, then it's a simple matter of suggesting to them that you trade Facebook Fan Page promotions.

Meaning, for example, that you both promote each other's respective Pages in your newsletters, blogs or elsewhere.

If, on the other hand you don't currently have any joint venture partners, then your next step is to find and then start building relationships with other marketers in your niche.

These are the people who sell products, provide services, publish blogs and newsletters or even have Facebook Fan Pages in your niche.

Indeed, you might want to start out by directly finding other marketers with Fan Pages, especially those who're just starting their Fan Pages. Why?

Because these prospective partners may be quiet open to your proposal to help each other grow your prospective Fan Pages.

Tip: To find these Pages, just log into your Facebook account and then enter your broad keywords (e.g., "dog training" or "gardening") into the search box at the top left side of your screen. When you get to the page of results, narrow these results by clicking on the "Pages" option on the left side of your screen.

As mentioned above, it's a good idea to build relationships with people first before you start proposing joint ventures.

Nonetheless, here's an example email you might send out to a prospective JV partner...

Subject line: Let me help you build your FB Fan Page...

Alt subject line: Let's help each other grow our FB Fan Pages...

Alt subject line: I have an idea regarding [name of person's Fan Page]...

Hi [first name],

My name is [your name], and I run the growing [name of Page] Facebook Fan Page. It attracts the same niche market as those who visit your [name of other person's Fan Page]. And that's why I think my [number] Facebook Fans would enjoy learning about your Fan Page.

In other words, I'd like to help you grow your fans by spreading the word about your Fan Page. Here's how:

- I'll post about your Page on my Facebook wall, which will reach up to [number] Fans.
- I'll tell my [number] email subscribers about your Page.
- I'll blog about your Page to my [number] unique daily visitors.

So what's the catch?

All I ask is that you post about my Fan Page on your Facebook Wall. That's it - just one post. And in exchange, you'll get the opportunity to reach up to [number] of my fans and subscribers.

If this sounds like good idea, then just hit reply right now and let me know when you'd like me to promote your Page.

I look forward to hearing from you!

[Your Name]

The above is just an example. Ideally, you should custom-tailor each email you send so that it's more personal. Remember to also offer more value than you are asking for. It makes your proposal more compelling. As you noticed, the above email asks for one Facebook wall post in exchange for several posts (in newsletter, on blog and on Facebook wall).

The more value you offer, the more joint ventures partnerships you will create.

8. Siphon Traffic from Other People's Fan Pages

Now, you don't have to be someone's partner in order to leverage their traffic sources. Just as you interact on forums and blogs, you can interact on other peoples' Fan Pages in order to get people clicking through to your site.

Note: See the tip in the previous section for simple instructions on how to find Facebook Fan Pages in your niche.

Once again, the key here is to become a contributing, valuable member of the community. Don't post drivel just to get seen. Instead, post thoughtfully and add to the conversations.

Here is a valuable tip that took me a long time to discover. It will make your Fan page posting campaign much more effective. It's as follows.

Make sure that you're adding to the ONGOING conversations, specifically those started by the administrator/owner of the Facebook Fan Page. That's because many Facebook readers get their news from a Fan Page directly through their news feeds.

This means that they are NOT going directly to the Fan Page. Thus the only comments they'll see from you are those where you're replying to a post from the admin.

In other words, it's usually not as productive to post your own comments on someone else's Wall, simply because your friends/fans are the only ones who'll see these comments.

It is far more valuable to add to the ongoing conversations started by the administrator/owner as that is what will give you real exposure to a whole new audience.

9. Join Niche Facebook Groups

Commenting on related Facebook Fan Pages is a good and targeted way of reaching out to your target market. Another way to find members of your target market directly on Facebook is by joining relevant Facebook Groups.

Tip: Naturally, you can start your own Facebook group! Just be sure to name your group using your broad keywords (like "dog training") so that it shows up in the search results.

To find these groups, enter your broad keywords in the search box on the upper left side of Facebook and click on the magnifying glass to search. When you get to the next page, narrow your results by clicking on the "Groups" option.

You'll then see a list of relevant groups, with two options:

1. Closed Group. You need to request permission to join the group.
2. Open Group. Anyone can join the group at any time.

You can join either closed or open groups (although you may not be accepted into all the closed groups you attempt to join).

Primarily, you're looking for groups with a lot of active members. A quick look at the search results will tell you how many members there are. A quick look at the group itself (if it's open) will tell you how active these members are.

The same rules apply here as with the other communities we've been talking about. Namely, you'll naturally get more people clicking on your avatar and clicking your links if you focus on adding value to the group. Refer back to the section on driving traffic using forums and blogs for more information about how to build a good reputation.

10. Create an Engaging Facebook App

This is a bit of an advanced strategy. However, you can create a Facebook app as a means of engaging existing users while attracting new users. And then you can link your app back to your Facebook Fan Page (as well as your website itself) to grow your Fan base.

There are a variety of apps on Facebook, including utility apps, calculators, search apps, calendar apps and the very popular game apps. To see what I mean, just log into your Facebook page and click on "Apps" on the left side of your screen. You can then sort through the most popular apps, the newest apps, and those apps that your friends are using.

If you are technically inclined, then you can learn about creating your own apps by starting here:

<http://developers.facebook.com/docs/guides/canvas/>.

Otherwise, if you're not a programmer, then you'll need to start by finding yourself a competent programmer.

For this, I suggest you go to a freelancing site, such as Elance.com or Freelancer.com. Be sure to choose a programmer who has plenty of experience creating Facebook

apps. You're also looking for someone with a good history, so be sure to check their onsite feedback rating.

11. Develop a Useful Mobile App

Here's another advanced strategy, but nonetheless a good one to help you find new Fans while engaging existing fans. The idea here is that you link your app to your Facebook Fan Page, so that users can reach you on their mobile phones with just a click.

If you already developed a Facebook app, then you can convert this same app into a mobile app. Or vice versa, of course: if you already have a mobile app, then you can create a complimentary Facebook app. For example, if you have a game app for Facebook, then you can create one for the iPhone, Android or other smartphone.

Here's an advanced tip. If you plan on creating a mobile app, make sure you find out which phone most of your current visitors use to find you. Then create an app for that phone. At the time of writing, you can use [HubSpot's](#) tool for this.

The key here is to encourage your mobile users to come to your Fan Page and start interacting. That means that your app must create a call to action and offer a good reason for your app users to become fans.

Here are 3 examples.

Example #1: Let's say you have a game app. You can offer "cheats" and "tricks" to those who become Facebook fans.

Example #2: If you have a utility app, you can offer additional resources to your Facebook Fan Page fans.

Example #3: If you have a weight loss app (such as a calorie counter), then anyone who joins your Facebook Page can get access to additional resources, such as a dining-out guide.

Again, you'll need to find a programmer if you're not a programmer yourself.

You can search Google for the type of developer/programmer you need, such as "iPhone apps developer." Or you can go to [elance.com](#) or [freelancer.com](#). But again, make sure you do your due diligence in order to find a professional, experienced apps developer.

12. Encourage Fans to Tag Photos

This is a great little technique if your business involves doing live events. That's because you can take tons of photos at these events and upload them on your Facebook Fan Page. Then encourage your users to "tag" these photos (that is, label the people in the photos).

The reason this works to attract new Facebook Fans is because whenever a user is tagged in a photo, that user's friends will see the photo. But they'll not only see the photo. They will also see your Facebook Fan Page name and link next to the photo.

That will give your Fan page exposure to the friends of every tagged person. Imagine that!

13. Hold a Facebook Contest

If you're going to hold a contest, Facebook is a natural place to do it. That's because Facebook is naturally viral. You can use its viral platform to hold your own viral contest.

But the key to holding a viral contest is to do something which naturally engages your fans so that they're "liking" or, better yet, "sharing" information on your page.

Examples:

- Hold a contest where fans who share your Facebook Page with their friends automatically get an entry into a contest to win free advertising in your newsletter.
- Hold a contest where fans are required to post something on your Wall, such as a video or even a text entry that explains why your product, service or general business totally rocks. Site Build it does this well with its "[I love Site Build It](#)" initiative.

Even better, you can hold a contest where your fans are likely to recruit their friends to help them win the contest. This can make it yet more viral.

There are two ways to do this:

1. Create an individual contest.

The idea here is that you ask your fans to send in entries, such as videos or photos. Then the other fans “vote” on the best entry by clicking “like” on their favorite entry.

Example: If you have a cat-related site, you might hold a “cutest kitten” contest. Users submit their cute kitten photos, you upload them to a special contest folder, and then people can start voting by clicking on the “like” button.

The reason this works to bring in new fans is because those who’ve entered the contest will naturally ask their friends and colleagues to join your Facebook Fan Page and then “vote” on their photo. And you WILL get fans if you set it up so that only those who “like” your page can vote on it.

Naturally, not everyone who joins your Facebook Page is going to be a true fan. However, you are bound to pick up a few new fans this way.

Either way, one advantage is that you’re going to get the boon of “social proof.” When prospective fans see all your existing fans, they’re going to join your Fan Page just to see why so many others have already joined.

This is why many publishers advertise how many books they’ve sold (e.g., “Over one million copies sold...”). People like to do what others are doing. That’s social proof.

2. Create an “everyone wins” contest.

Here the idea is to create a contest where your fans must work together so that everyone wins a prize. One of the most popular ways to do this is to set a goal and a deadline for getting X number of new fans. And if the goal is met on or before the deadline, then all fans get a prize.

Example: Let’s suppose you currently have 1000 fans. And let’s say you decide you want to triple that number in three weeks time. So you tell your existing fans that if they help you get 3000 fans within three weeks, that everyone will win a prize.

The key here (and with any Facebook contest for that matter) is to offer something very desirable to your fans. Because the more desirable your prize, the more motivated your fans will be to win.

If you sell digital products, then you can offer a free product as a prize. This is especially desirable if you’re offering a product that’s currently for sale.

Example: If you sell an ecourse for \$67, you can offer it for free to all fans if your goal and deadline are met. However, you may want to set a time limit on this free offer, such as it being available for just 48 hours after the contest ends. Here's a tip. If you flinch or think twice before giving something away for free, then it is probably something your fans will want.

If you can't offer a freebie, then you can offer a very good discount for all your fans.

Example: Namecheap.com (a domain registrar) ran this sort of contest. Their goal was to get an additional 10,000 Facebook likes. And if they met this goal, then everyone would get a domain for just \$1.99 (which is a steep discount off the regular prices that run from \$9 to \$10). Naturally, everyone who wanted a cheap domain told their friends to "like" the NameCheap Fan Page.

I've seen this used successfully on a local level, too.

Example: One small-town bar and grill offered steeply discounted appetizers on a particular evening IF their customers helped them reach 1000 likes on their new Facebook page. It worked. The bar and grill got new fans AND new customers, while the customers (both existing and new) got to enjoy cheap appetizers.

Now as you can see from this example, don't be afraid to offer free stuff or discounts in order to get more fans. More fans will translate to more customers and everyone will win. So there is a strategy behind your free and discounted offers.

You'll note above that I mentioned choosing desirable prizes. Indeed, as in the examples above, these should be prizes that are directly relevant to your niche. Offering free products or discounts on products is best.

You might be tempted to offer prizes such as cash. However, if you offer cash then you're going to attract people who are NOT interested in your niche at all. So, again, you can help avoid this problem by offering prizes such as steep discounts on your products.

14. Invite Fans to Join Via SMS

If you already have at least 25 fans, and if your prospective fans have a mobile phone linked to their existing Facebook accounts, then they can text from their phones to join your Facebook Page.

First, they need to text to: 32665. (Note that this spells "FBOOK," so it's easy to remember.)

Then they need to text the phrase: *like yourfanpagename*

Note: Naturally, they need to replace "yourfanpagename" with the actual name of your Fan Page.

You can advertise this way of joining your Fan Page everywhere that you advertise your Page, such as in your emails, on your blog, your forum signature file and even your offline ads. This is also a great way to advertise your page when you're doing it verbally.

Example:

- During an audio interview (such as teleseminar or even on talk radio).
- From a stage when you're delivering a live presentation.
- When you're talking to someone face to face, such as someone you meet at a party or in line at the grocery store.
- In a radio advertisement.

15. Upload a YouTube Video

Just as you should cross-promote your Twitter and Facebook accounts, you can also cross-promote your YouTube and Facebook accounts. It's all about cross promotion eh?!

It works, that's why!

And this particular strategy works particularly well because it's easy to post Facebook videos on YouTube, and just as easy to create a call to action inside your YouTube videos to direct people to your Facebook Page.

Now, this works especially well if you create a viral video. This is a video that's unique enough, entertaining enough or so useful that people are naturally inclined to share it with their friends.

Examples:

- If you have site about dogs, then post a video of puppies and dogs doing cute things.
- If you're catering to online marketers, then post something that they've never seen before - some traffic tip or secret that will blow their mind.

Naturally, at the end of your video you need to create a call to action, which is where you give your viewers a good reason to go to your Facebook Fan Page.

Again, just as in the examples I've given you repeatedly throughout this report, you can offer free reports, secrets, discounts, contests and more - whatever you think your prospects are likely to find as a desirable reason to join your Fan Page.

Now, you can't just post a YouTube.com video and expect it to take off immediately. A viral video needs a little push. So here's how to give it that push...

Use Good Keywords

Earlier I told you how to use a tool like WordTracker.com or the free Google Keyword tool to find out what your market is already inputting into Google and other search engines. You can use those same instructions here, and then include those keywords in the title and description of your video as well as in the tags.

Tip: Take a moment and look at similar AND popular videos on YouTube.com. So, for example, if you made a funny dog video, then search for other funny dog videos that are popular. Check these pages and use some of the same keywords. That way, when their video plays, yours is likely to show up in the sidebar as a related video. That is leveraging off their traffic and it's effective.

Post a Good Thumbnail

Sometimes people decide whether to watch a video or not based on the thumbnail picture. So make sure you choose a good frame for your thumbnail (usually you get a choice of the first, middle or last frame of your video). You want it to be something relevant. And yet it should also be something eye-catching.

Tip: It's important that you choose something relevant. You'll often see people do things like include photos of inadequately clothed women in their video just so they can use it as a thumbnail. However, this is misleading. So don't do it. Stick with an actual frame from your video, something your niche audience would notice. (E.g. A photo of a martial artist throwing a round house kick if your online business is about martial arts.)

Kick Start the Viral Effect

Once you've uploaded your video, your next step is to advertise it as widely as possible. Because the more people who see it right away, the bigger the initial viral effect. Here's how to advertise it:

- Post it on your Facebook Wall (and encourage your users to share it).
- Tweet about it (and encourage your users to re-tweet).
- Write a series of blog posts about it.
- Write a series of email newsletters about it for your subscribers.
- Include it in your forum signature files.
- Ask your joint venture partners to tell their fans, visitors and subscribers about it.

16. Invest in Facebook Ads

If you want to get fans quickly, buying Facebook ads is one of the fastest ways to do so. There are two ways for you to advertise on Facebook:

- 1. Pay per click (PPC, also called CPC or cost per click).** This is just like Google AdWords and other pay per click platforms, where you only pay when someone clicks on your ad. Generally, you "bid" on a keyword. The higher your bid, the more favorable your position in the list of ads running along the Facebook sidebar. If someone clicks on your ad, then you pay an amount up to your bid.

Example: If you bid 50 cents to have your ad appear on pages where the keyword appears, then you'll pay up to 50 cents for every click.

- 2. CPM (cost per impression).** This is the alternative, where you pay a flat rate to have your ad displayed a set number of times (such as 10,000 times) to a targeted audience.

Which is the best option for you?

You're going to want to test it. If you tend to get a lot of clicks, then you might find that the CPM option is more cost-effective for you. If, however, you find that you get fewer clicks but that the traffic is very targeted, then you may find the PPC/CPC option is more cost effective. You'll need to test to see which works for you.

Here's a great way to do things. Start with PPC/CPC and fine tune your campaign until it reaches a point where you believe it is working very well. Then analyze it to see if you are getting a lot of clicks. If you are, change to CPM because you will pay less for the same number of clicks.

However you do things, the key is to create an ad that compels people to click it. This includes:

- 1. A relevant, eye-catching photo.** Again, make it something that would attract your target market.

Example: If your site is about race cars, then post a picture of a race car. But not just any race car. Post an extraordinarily amazing race car. Perhaps a custom super car of some sort.

- 2. A call to action so that people click through.**

Example: "Enter the free contest now!" or "Click like now to stop animal cruelty."

Tip: YES! Of course you can take your good ads and test them over at Google AdWords. And likewise, you can take the ads that work well on Google AdWords and test to see if they work on Facebook, too.

17. Distribute a Press Release

If you can find something newsworthy about your business (and you should be able to), then you can write a press release about it and distribute it locally as well as by using services like PRWeb.com.

Let me give you a few examples:

- You can write a press release to announce a contest.
- You can write a press release announcing how your business is supporting a local charity.
- You can write a press release to announce if you're just opening a business or if you've added a new and unusual product to your product line.
- You can write a press release that's related to some other news.

Example: If you have a dieting site, you might create a press release to talk about new findings in the field (such as whether widely popular product X has any harmful side effects).

No matter what you write about, remember that your press release is about NEWS. It is not promotional. And it's not written in a hyped-up, promotional way. Instead, it's written like a news article.

If you're wondering how to write a press release, then the very best thing you can do is study successful press releases. This means viewing the archives of those newspapers where you'd like to submit your release and studying the free lessons that PRWeb provides.

When studying the archives, do two things:

1. Take note of the tone and style of the releases and other articles.

Generally, the first article briefly gives the who, what, where, when and how of the news story. The rest of the release then elaborates on these initial facts.

2. Take note of how the writer incorporates the business name or link into the article.

Example: "Musonda Songwe, founder of the X-treme Litigation Facebook Fan Page, says that society is becoming dangerously litigious."

(That's just an example. I don't own this Fan page if it exists.)

Finally, model your own release after these successful press releases. Don't copy! Instead, just use them for inspiration in terms of the above two factors.

Conclusion

So there you go! As you just discovered, it's not difficult to get Facebook fans. You just need to know which strategies to use. And you now have a whopping 17 of them in your marketing arsenal!

Now, what I'd ask is that you don't just "cherry pick" your way through these 17 methods. In other words, don't just use the ones that look good to you.

Instead, I urge you to use at least 85% to 90% of these methods.

Because the fact is, the more of these methods you employ, the faster your Facebook Page will grow. Remember, the best online businesses don't do one thing to grow and become the best. They have the mindset of "What 50 things can I do to get **ONE** customer?" And that's the mindset you should have too.

So start at #1 *right now* and start working your way through the list over the next few weeks. If you do so I believe you'll enjoy watching your Facebook Fan base explode!

To Your Success,
Musonda

You May Be Interested In:

[Facebook Group Poster: Mass Distribute YOUR Message!](#)

[Lucrative Social Marketing Tips](#)

[Facebook Fan Page Traffic System](#)

[Facebook Ads Explosion: Grow Your Online Biz With Profitable Facebook Ads!](#)

[Facebook Profits on Steroids](#)

[Hot Facebook Fan page Templates!](#)