

# 10 Things You Should Know About How To Market Your Business On Facebook

**INSIDE:** The Powerful TOOL That No  
One Is Talking About!



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No doubt you have been hearing a LOT about Facebook marketing for quite a while now. Maybe you've even bought a course or two about the subject. There

is a VERY good reason why it's such a popular topic, because Facebook marketing **WORKS!**

While there is a right and a wrong way to do things when it comes to FB Marketing or social media marketing for that matter, the MOST IMPORTANT factor that most people miss here is – **Consistency!**

You wouldn't think that a reminder would be needed that Facebook is a place for people to gather socially and share an exchange of personal events, **but** for the average marketer it's ALL about their business...

...While this is a really cool thing for marketers, there are things you *need to know* about how to market the correct way, so that you attract the right people and in turn they want to join *you* in whatever you are doing online.

With that being said, here is what I believe to be 10 of the most important things that you should know about marketing on Facebook and why.

## **1. Optimizing Your Profile**

In order to present yourself as a trustworthy individual that someone would want to join in business, you need to be sure that your profile represents the best “you” possible. Some of the ways to do this:

- Have a clear profile picture of yourself smiling. (*Pictures of animals, kids or you and your significant other – not recommended*)
- Your timeline image should show YOU, or you and your team, you on vacation, you and your family, an action image, etc. A lively fun, action image attracts people to *you*, not your company. (*Company banners – not recommended. Companies come and go, people are joining you.*) Obviously you don't need to agree with me here, I'm recommending the best way to optimize your profile to brand yourself. In the end, you should do what feels right. 😊
- Your ABOUT Section – Many people overlook the importance of filling this out. One of the 1<sup>st</sup> places people look when scanning your profile is the About section, so have it link to a Fan page that you create and NOT your

company's Fan page. Add your business links here and that should include a capture page so they can join your newsletter. *(If you don't have a capture page, this is a MUST. If you need help, reach out to me.)*

- Add your personal interests which include books, hobbies, interests, etc. Give people a sense of who you are.

## **2. Posting "At Least" 3 Times Per Day On Your Profile**

- When you plan on using Facebook for marketing, the purpose of posting on your profile is to attract people to what you have to say. **What To Post:** Real pictures of yourself, your life style, vacation pics, activities or events you attend, your goals, posts regarding your own or your team's experiences in business are the types of posts that get results. There is lots of room to be creative here. *(Advertisement type posts or over use of inspirational/motivational posts – not recommended).*
- Use links related to your business sparingly in posts. Once a day is fine.

## **3. The Right Way To Add Friends Without Becoming Banned**

- There are several ways to locate people to add as friends who may be interested in your business, but one very efficient way is to join Facebook groups.
- I'm going to talk about how to join Facebook groups for another purpose as well, but for now you will want to join groups related to your industry. So if you are marketing a business opportunity, you will look to join these types of groups: Internet marketing, Affiliate marketing, small business, work at home moms, entrepreneur, etc.
- Once you've joined and been accepted into the groups, you will go into group, and find a post to "Like" and then message that person. BEFORE messaging them, go to their profile and find something to comment on. You can also comment on the post itself. EXAMPLE: *"Hey [firstname] I saw your post about \_\_\_\_\_ in the Affiliate marketing group and it*

*looks interesting. I'm a marketer as well, how's your experience been so far? By the way, I love your timeline pic!" [yourname]*

- Wait for their response and for them to friend you. Be sure to change your message a bit for each person as Facebook knows when you are copying and pasting. Do this ONLY 10 times per day and space it out. Too many messages and Facebook can ban you.

#### **4. Once You've Become Friends**

- Once they have added you as a friend, post a "nice to meet you" message on their wall and DO NOT **ever** add your business link or message them about your business on their wall or within a message.
- It's a great idea to begin a friendly conversation with that person finding out more about them and what they do. Be aware that most people will try and discuss their business and recruit you into their business, so stay focused and always end each message with a question so you stay in control. *For more info on what to say reach out to me at [info@loripetrosino.com](mailto:info@loripetrosino.com) for some KEY phrases and scripts you can use.*

#### **5. Posting In Facebook Groups**

- By now you have joined Facebook groups for the purpose of friending people, so you are ahead of the game. You will use these groups to post about your business. There are lots of creative ways to post about your business. I have always found that using your own images, especially ones of you or your team work especially well. The types of messages to use are ones that "attract" people to you or create curiosity. Talk about the benefits, not features that your business can bring them as well as your own experience. **Keep it real and you'll stand out.**
- Always use an image in your posts whenever possible.
- Post often and consistently on a daily basis. Personally I post in around 50 groups 3 times per day. You can build up to that, just be consistent 😊

## 6. ALWAYS use a capture page link when posting

- A capture page will collect the names and email address of people who are interested in your posts for you to market to them in the future. Without one they will visit your link and leave, most likely never to return. Results in our industry come from the follow up, so this is one of the most important steps in successfully marketing your business. (*You will need an auto responder service; **absolutely** every serious business owner should have one*).

## 7. Reverse Market People

- If you have been on Facebook for any length of time I'm sure you have had people send you unsolicited messages with their business link attached just clear out the blue! My gut reaction is to respond with ???, but *instead* I response kindly, because I understand most of them just don't know any better. Many times you can develop great relationships with people this way. They clearly don't realize that this type of marketing isn't welcome.  
**EXAMPLE:** *"Hey, I appreciate your thinking of me, but I'm laser focused on what I'm doing that's earning me regular income. Would you be open to easy additional income if it didn't interfere with what you are doing now?"*

## 8. Don't Miss Out On Messages

- Know your home page. Click on *Home* and pay attention to the left side of your page. You will see a tab entitled *Messages* under the *Favorites* section. Once you click on *Messages*, you will see *Inbox*, *Other* and *More* at the top. Make note if there are message in your *Other* folder that you haven't seen until now.
- Go to *More* and click on the down arrow, here is where you will see any unread messages that you may have missed.

## 9. Turn Off Notification In Your Groups

- Once you've joined groups, unless you want constant notifications every time someone else in that group makes a post, you will want to turn off your notifications.
- So as you are receiving acceptance notifications for the groups that you join, go into that group, you will see the word: *Notification* on the right hand side directly underneath the image, click on it and then click *off*.

## 10. Take Advantage Of Facebook Events

- Most likely you have already received quite a few invitations to Events and that's because they work!
- You can use Events in very creative ways and *you should* be using events to entice people to your business, to you, offering bonuses, free tips, videos or anything you can dream up that would be of value to others.
- You'll find Events on the left hand side of the Home page.
- *Stay tuned to the newsletter for a future email where I'll demonstrate how you can make your event stand out from all the rest.*

## **BONUS:** Create Audio Messages

- I haven't heard anyone talking about this, but this is an extremely **powerful** tool for business, providing your phone has the capabilities to offer it.
- To see if your phone will allow you to use this feature, go to Facebook on your phone. Go to a friend's profile as though you were going to send a private message. Once in the message box on your phone, on the right hand side you should see and **X** or a **+** sign. If it's there, go ahead and Tap

it. You should see a microphone feature pop up. Once you tap the microphone a red record button should appear. When you hold it, it will begin to record, let it go and it will stop recording. There is no do-over feature here, so make sure that you know what you want to say before you begin recording.

- This is an amazing way to introduce yourself or reach out to people in a unique way other than messaging and **hardly anyone is doing this!** Talk about standing out! I sincerely hope you have this feature because it gets results.

I hope you enjoyed this report and I know that if you put it to use, your marketing will have more successful results. You deserve success, so take your time and put each of these into practice.

To learn how to effectively get the most out of your marketing on Facebook or any other social media platform, [click here.](#)

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