



ADVERTISING

MASTERY

GETTING STARTED CHEAT-SHEET

GETTING STARTED

This is My Ultra Easy FB Cheat Sheet That Will Teach You Exactly What YOU Need To Do On Facebook EVERYDAY to Build Your Brand, Create A Legion Of Loyal Followers AND Create a Long term, Sustainable, Profitable Business...

GETTING STARTED ON FACEBOOK WITH A FAN PAGE

1. Create a Fan Page <https://www.facebook.com/pages/create/>
2. Always brand YOU and not your company (unless of course you actually own the company you want to brand)
3. Choose the appropriate category for your page.
4. Add a professional profile image.
5. Add a professional cover photo image.
6. Fill out the "About Me" section thoroughly on your new Fan Page.
7. Run through the settings of the Fan Page and fill out as much information as possible about your brand.

Note: Sometimes you can immediately claim your vanity URL when creating your page but other times you will have to wait until you get 25 fans. Either way, be sure to claim it.

Example of a vanity URL: <http://facebook.com/yourname>

IF YOU DON'T CLAIM/CREATE YOUR VANITY URL, YOUR PAGE URL WILL BE AN UNATTRACTIVE LONG STRING OF NUMBERS.

DAILY ACTION GUIDE

1. POSTING

Post your status updates 3-7 times per day to keep your audience engaged. Also, spread out your status updates throughout the day so you are reaching your fans when they are online. You can use your Fan Page's insights panel to view when your fans are typically online the most throughout the day.

If you are limited on time, consider using the schedule button at the bottom of your status update box to schedule out your posts throughout the day.

I also love using Post Planner (paid version for more features)

2. CHECKING MESSAGES

Check to see if you need to respond to messages from your fans who have messaged your Fan Page. You can turn the message button on or off on your Fan Page in your Fan Page's settings.

3. CHECKING YOUR FAN PAGE

Check to see if anyone has posted on your Fan Page and if so, respond to them.

4. RESPOND

Respond to your Fans who have commented on your status updates.

Note: Always go by my 90/10 rule. That is, 90% of your status updates should be value driven and 10% status updates should result in leads or sales.

Some of the best practices we have seen in our own business is by creating a status update that leads to something of value (i.e. blog post or video) then introduce the offer within that valuable piece of content. For example, create a status update with a video tutorial, then present your offer to learn more about XYZ which will lead the audience to click on the link to your offer.

Secondly, be consistent and follow this action guide if you want to increase your engagement on your page.

Examples of content for your status updates:

- a. images ([Post Planner](#) integrates with Canva where you can create awesome images)
- b. quotes on images
- c. blog posts
- d. upload videos
- e. youtube videos
- f. share webinars
- g. interesting articles within your niche
- h. thought provoking questions
- i. 10% - link to offers
- j. links to your other social media accounts inviting your fans to follow
- k. coupon offers
- l. event creation

Know your brand, know your messaging and know your product. Don't send mixed messages and appear to be all over the place. Speak to your audience and become the "go to" person within your niche. Your goal is to develop the "Know, Like, Trust" factor. People work with and buy from people they know, like & trust.

FACEBOOK PAID ADS OVERVIEW

Choose the objective for your campaign [Help: Choosing an Objective](#)

-  Boost your posts
-  Promote your Page
-  Send people to your website
-  Increase conversions on your website
-  Get installs of your app
-  Increase engagement in your app
-  Reach people near your business
-  Raise attendance at your event
-  Get people to claim your offer
-  Get video views

DEFINITIONS:

1. **Boost Your Posts** - Create this ad to boost your status update posts to the top of the news feed of your targeted audience.
2. **Promote Your Page** - Create this ad to get “likes” to your Fan Page.
3. **Send People to Your Website** - Create this ad to drive traffic to your website outside of Facebook
4. **Increase Conversions on Your Website** - Create this ad after you have installed a conversion tracking pixel on your site and drive traffic to that outside URL.
5. **Get Installs of Your App** - Create this ad if you are an app developer and you have created an app you want to promote to get users to install your app.
6. **Increase Engagement in Your App** - Create this ad to increase engagement and brand awareness of your developed app.

7. **Reach People Near Your Business** - Create this ad for local advertising.
8. **Raise Attendance at Your Event** - Create this ad after you create an event to promote your event on Facebook to your targeted audience.
9. **Get People to Claim Your Offer** - Create this ad after you create an offer on your status update to get more people to claim your offer.
10. **Get Video Views** - Create this ad to get more video views to a video you uploaded on your Facebook Fan Page.

ACTION GUIDE:

Start with about \$10-\$20 a day budget until you are ready to scale your ad because it's performing as you expected. To increase brand awareness, start generating leads, and make sales; always have these three types of ads running.

- 1.) **Page Post Engagement Ad** to bump a status update to the top of the news feed of your target audience. In our business we always have a page post engagement ad targeting our fans to increase brand awareness and we also create another Page Post Engagement Ad and target an audience that we feel would be interested in our Page Post. By doing this you will get results in the form of "likes" to your page as well as an increase in your brand awareness.
- 2.) **"Likes" Ad** to get likes daily to your Fan Page to increase your amount of Fans.
- 3.) **Send People to Your Website ad** so you can direct traffic outside of Facebook to your offers, blog posts, etc. End result you are looking for here is traffic, leads and sales. Be sure to use the "Call to Action" button and make sure you add your description below your image too.

Always, check your ads daily and optimize for peak performance! By analyzing your ads daily you will be able to determine if an ad is working or not.

RESOURCES WE LOVE:

Image designs for status updates, ads, cover photo, etc. - [Post Planner w/ Canva](#)

Professional Fan Page Design - [Social Media Stardom](#)

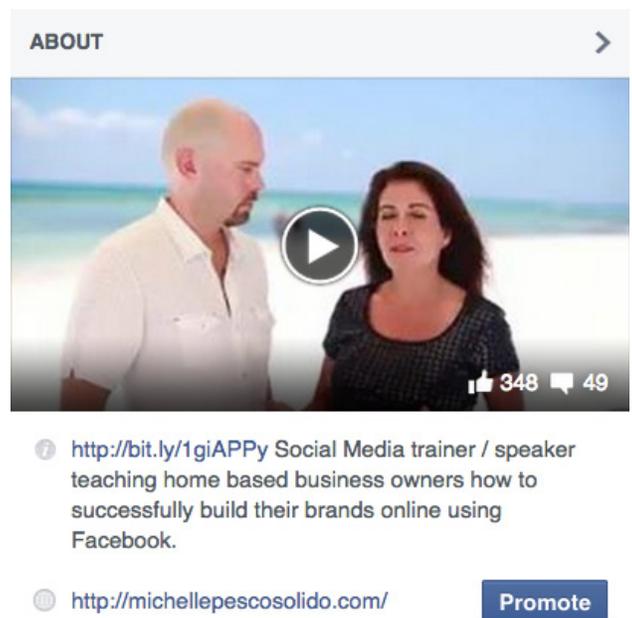
EXAMPLES

FACEBOOK FAN PAGE EXAMPLE

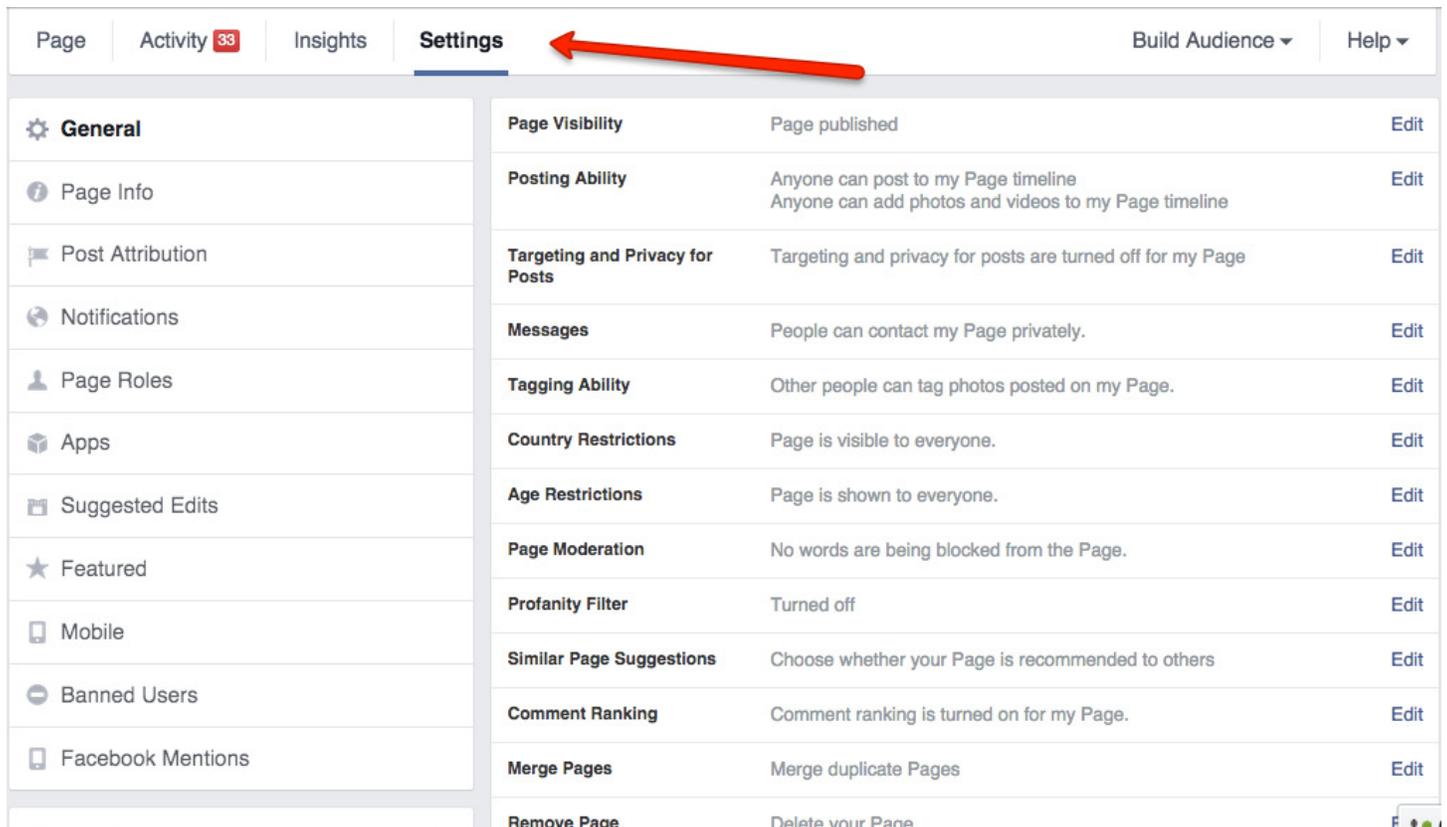


ABOUT ME SECTION OF FAN PAGE

As of writing this guide, Facebook just started rolling about the featured video which could be added to the About Me section of your Fan Page.



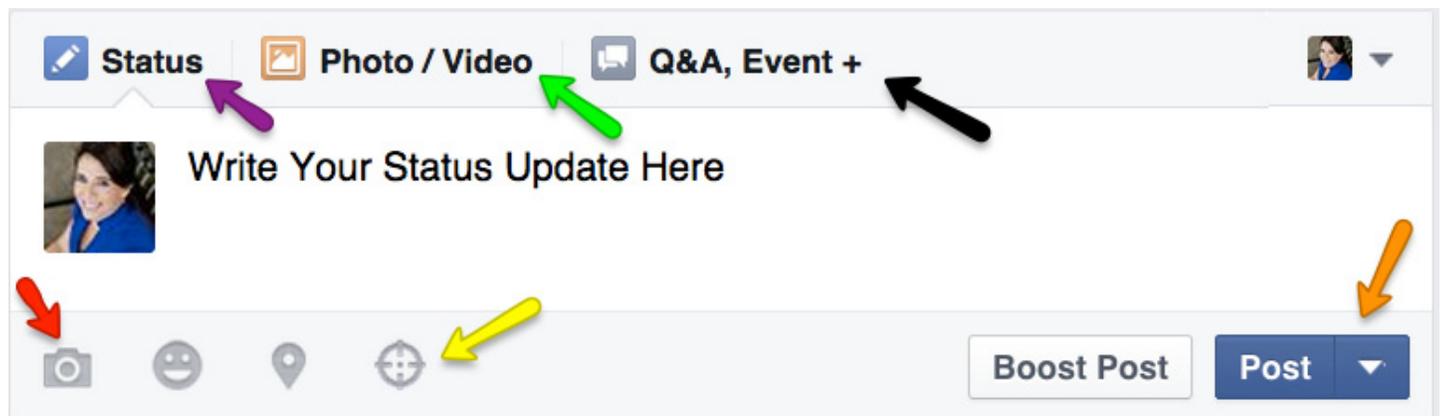
FACEBOOK FAN PAGE SETTINGS



The screenshot shows the Facebook Fan Page Settings interface. At the top, there are tabs for Page, Activity (with a notification badge of 33), Insights, and Settings. A red arrow points to the Settings tab. Below the tabs is a navigation menu on the left with options: General, Page Info, Post Attribution, Notifications, Page Roles, Apps, Suggested Edits, Featured, Mobile, Banned Users, and Facebook Mentions. The main content area is a list of settings, each with an 'Edit' link:

Page Visibility	Page published	Edit
Posting Ability	Anyone can post to my Page timeline Anyone can add photos and videos to my Page timeline	Edit
Targeting and Privacy for Posts	Targeting and privacy for posts are turned off for my Page	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Other people can tag photos posted on my Page.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Turned off	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Comment Ranking	Comment ranking is turned on for my Page.	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	

STATUS UPDATE



The screenshot shows the Facebook status update creation interface. At the top, there are three tabs: Status (with a pencil icon), Photo / Video (with a camera icon), and Q&A, Event + (with a speech bubble icon). A purple arrow points to the Status tab, a green arrow points to the Photo / Video tab, and a black arrow points to the Q&A, Event + tab. Below the tabs is a profile picture placeholder and the text 'Write Your Status Update Here'. At the bottom, there is a toolbar with icons for adding a photo (red arrow), emojis, location, and targeting (yellow arrow). On the right side, there are buttons for 'Boost Post' and 'Post' (with a dropdown arrow, orange arrow).

Purple Arrow: Status Update

Red Arrow: Upload an Image

Green Arrow: Upload Image or Video

Yellow Arrow: Targeting

Black Arrow: Create a Q&A or Event

Orange Arrow: Post the Status Update and/or Schedule the Update

“LIKES” AD

This particular “likes” ad is an example of an ad running in the news feed on the desktop computers of the chosen targeted audience.

Suggested Page

 **Michelle Pescosolido**
Sponsored

Looking to master social media for your business? I can help, join me today on my page.



Michelle Pescosolido
Business Person
63,363 people like this.



BOOST POST

This example is a boost a post ad created in the ad manager which is appearing in the mobile news feed of the mobile device.

 **Michelle Pescosolido**
Sponsored · 

You are invited to our upcoming Thursday webinar at 8PM EST.
If you are looking for an unfair competitive advantage in 2015...
then you **MUST** be on this Webinar!

... See More

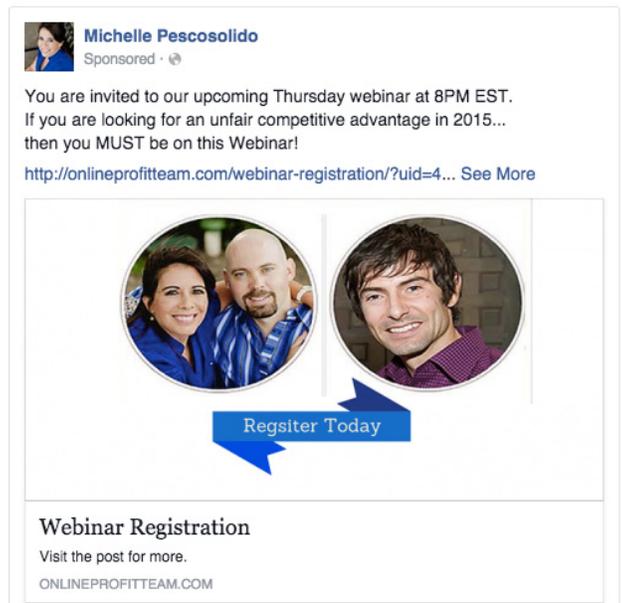


Webinar Registration
Visit the post for more.
onlineprofitteam.com

 Like |  Comment |  Share

BOOST POST

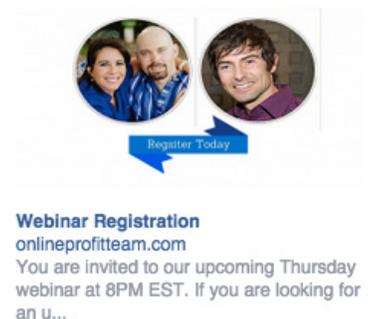
This example is a boost a post ad created in the ad manager which is appearing in the news feed of the desktop computer.



A Facebook Boost Post for a webinar registration. At the top left is a profile picture of Michelle Pescosolido, with the name "Michelle Pescosolido" and "Sponsored" below it. The main text reads: "You are invited to our upcoming Thursday webinar at 8PM EST. If you are looking for an unfair competitive advantage in 2015... then you MUST be on this Webinar!" followed by a link "http://onlineprofitteam.com/webinar-registration/?uid=4... See More". Below the text is a large image featuring two circular portraits of people. The left circle shows a woman and a man, and the right circle shows a man. A blue arrow with the text "Register Today" points from the right circle towards the left. At the bottom of the ad, the text reads "Webinar Registration", "Visit the post for more.", and "ONLINEPROFITTEAM.COM".

BOOST POST

This example is a boost a post ad created in the ad manager which is appearing on the right hand side of the desktop computer.



A Facebook Boost Post for a webinar registration, shown as it would appear on the right side of a desktop computer. It features the same circular portraits and "Register Today" button as the desktop news feed version. Below the image, the text reads "Webinar Registration", "onlineprofitteam.com", and "You are invited to our upcoming Thursday webinar at 8PM EST. If you are looking for an u...".

SEND PEOPLE TO YOUR WEBSITE

This is an example of an add where you can drive traffic straight to your website outside of Facebook. This particular example is an ad running in the news feed of a desktop computer.

You can also run this type of ad in the mobile news feed and on the right hand side of the desktop computer.

The unique feature of this particular ad is the call to action button that is placed at the bottom of the ad. When your audience clicks that button they are taken to the website you are promoting.



A Facebook Ad for "Online Marketing Made Easy". At the top left is a profile picture of Michelle Pescosolido, with the name "Michelle Pescosolido" and "Sponsored" below it. The main text reads: "5 Simple Steps to creating a full time income online using our easy profit formula." Below the text is a large image showing a laptop on the left and a man in a yellow shirt lying on his back with his hands behind his head, appearing relaxed. At the bottom of the ad, the text reads "Online Marketing Made Easy", "Discover the difference our online profit formula can do for you and your business starting today.", and "ONLINEPROFITTEAM.COM". A "Learn More" button is located at the bottom right.

THANK YOU!

THANK YOU FOR REQUESTING THIS GETTING STARTED FACEBOOK CHEAT SHEET.

As always, I am committed to helping entrepreneurs like you succeed online using Facebook.

Here's to your success!

-Michelle Pescosolido

