

DamienKC Presents

Facebook Fantasy v1.0

Facebook Fancy: Tips to Monetizing via Facebook

This quick steps will mention the most popular ways of monetizing via Facebook. This is a complimentary eBook along with Facebook Fantasy and includes as one of its parts.

Building the Mailing List

Since most businesses make money from their mailing list, let's look at some specific ways you can grow your mailing list on Facebook to increase your online income.

1. Signup Incentives

Include signup incentives leading to free eBooks, reports, whitepapers, discounts etc. on your Facebook page. For extra exposure, boost your post within your page, or establish an extreme flow of traffic on your Facebook page (mentioned in Facebook Fantasy)

2. Opportunities for Signup Incentives

Look for opportunities to share your signup incentives to other pages. The more the public reach, the more the conversion rate, the more the income.

Start by joining groups where your target customers are active. Look at the question they post most frequently. Create signup incentives that answer those questions and leave a short, informative answer with a link to your squeeze page so people can learn more.

3. Install Apps from your Email Service Provider

Install them to opt-in form on your Facebook page as a custom tab. ESPs that offer Facebook apps are:

Aweber, MailChimp, GetResponse, Constant Contact and iContact.

4. Use a HTML app to build iFrame

Use a well-known HTML tab app like Woobox to build an iFrame on your Facebook page. You can easily import your mailing list and show it as one of your four custom tabs.

5. Include Pictures

Include pictures taken from Google Images and occasionally change your cover picture and profile

picture. Also, add pictures/albums to your page time by time.

6. Add a Cover Picture with a CTA 'click here'

CTA: Call To Action for Clicking on your Cover Picture.

Make sure that it is present on the upper portion of the picture and adjust the cover picture so that people clearly see the CTA phrase.

In the description of your cover photo, include a link to your website or product purchase page

7. Use the Custom Audience feature

Make sure that you can target ads about signup incentives to other email address lists. You can access your fans, LinkedIn contacts, personal email contacts, email lists etc. Note that you shouldn't say something like "Thanks for being in my network on LinkedIn — come download this." Don't give away how you know people in your ad; let them just think they were "randomly" targeted.

Make sure to target ads for a new signup incentive to people who have unsubscribed from your mailing list. You can occasionally 'boost' or 'promote' posts via Facebook if you want.

Selling Products

This is the most effective and popular method used, just the ways to present this method are unique (mentioned in Facebook Fantasy). Here are some suggestions.

1. Announce arrival of products

Announce the arrival of new products via status updates from your page. This ignites the interest of fans.

2. Use Custom Ads Feature

Use this in the Facebook Advertising settings to target ads to your customer base and mailing list to increase the visibility of your products.

This is only required if you intend to promote your product via Facebook

3. Selling via Facebook

Add a custom tab to your Facebook page that lets you sell directly on Facebook, or that guides your Facebook fans from your page to your online store.

4. Opportunities in Groups

Look for opportunities in relevant Facebook groups to promote your products. Start by joining groups where your target customers are active. Look for

questions that can be answered with a mention of your product and answer them, preferably linking to your product's landing page.

5. Blog Comments using Facebook Comment Plugin

Comment on blogs using the Facebook Comments plugin that your customers regularly read. Either comment as your Facebook page or comment as your personal profile after you have connected your page to your profile under the employment section of your personal profile's about tab if you made a business profile. You will get a link to your Facebook page with either option. Look for posts that allow you to casually mention your products in the comment so people will have reason to click through to your page.

6. Awareness via Profile Pictures/Cover Pictures

Update your cover photo with a photo or benefits list for your new / bestselling product. Make sure the photo's description has a link to your product's landing page so that when people click on the cover photo, they can easily click through to your landing page. You can also make a shortened URL for your

landing page (something easy to type like
bit.ly/ourproduct as opposed to bit.ly/l53lco) and add
it to your cover photo.

Generate Leads

If you sell high-end products or services, you might be more focused towards generating leads through Facebook. Here are some ways to attract them.

1. Conversation Oriented Content

Create content on your blog that is conversion-oriented for your business. If you offer SEO services to small businesses, write posts about SEO challenges for small businesses. Share these posts on your Facebook page and promote them using the traditional Facebook Ads interface so you can target the audiences likely to need your services.

2. Facebook Groups Opportunities

Look for opportunities in relevant Facebook groups to demonstrate your expertise. Start by joining groups where your target customers are active. Look for questions that are related to the services you offer, answer them, and casually mention that you offer services that could help with their issue.

3. Group Leadership

Lead a group on Facebook about the industry you offer services for. If you're a freelance web designer, create a

group for businesses who need small pieces of design advice. Just be sure your group's goal is to attract customers, not colleagues.

4. Business Page

Link your business Facebook page to your Facebook personal profile using the employment section under the about tab. This way, potential customers who see your interactions throughout Facebook can learn more about your business.

5. Blog Popularization

Find popular blogs in your industry that your potential customers read. Be an active participant in the wall posts of that blog's Facebook page using your Facebook page. If you offer great advice to people, they'll be more likely to contact you about your services.

6. Referral Groups

If you offer local services, look for business referral groups on Facebook in your region. Participating in these all leave a huge ROI as people come to them to look for good businesses to work with. Even the smallest cities have them.

7. Small Scale Business Services

If you are offering services to entrepreneurs or small business owners who manage their own Facebook page, consider sending a personalized message to their Facebook page about specific ways your services could help them. Skip the generic "I can help you build your Facebook marketing strategy" and go for "I noticed you don't have a link to your website in your page's short description — here's how to do it." Insert directions and then let them know you can help them with other aspects of their Facebook page if they are interested. Sending it to their Facebook page will help you bypass the "Other" message folder.

Promotion of eBooks

If you've authored a book for sale (or as an incentive for mailing list signups), then you can promote it on Facebook. Here's how.

1. Cover Photo

Create a cover photo for your book, both on your personal profile and your Facebook page. Include a call to action that points to the book website, an arrow that points down to a custom tab with a sample chapter that can be downloaded if people opt-in (which will put them in an autoresponder series to ultimately buy the book), etc.

2. Book's Page

Create a Facebook page for your book itself so people can add it to books they've read. Better yet, add instructions in an image on how people can add your book to their favorite books on their personal profile.

3. Book Group

Create a group so people can come discuss the book. As the group grows, more people will become interested in joining and will learn more about the book.

4. Group Promotion

Join groups for book lovers so you can share the news about your book. Also join groups where people who would read your book are active.

5. Industry Interest List

Start an interest list with the top books in your industry and include your book's page in that list. Then promote it. Promotion is not necessary if you followed the simple steps that were mentioned in Facebook Fantasy.

6. In-Book Quotes

Design some images with quotes from the book. While these aren't as powerful on Facebook, they still get a lot of shares. Make sure a link to your book is early in the description with the image; specifically, make it a shortened URL after no more than 90 characters in your update.

Affiliate Marketing

As mentioned in Facebook Fantasy, if you do not have your own products to market, *become an affiliate* for someone else's product.

Look around HackForums or Paylvvy for becoming an eBook affiliate, or around other sites (mentioned in Facebook Fantasy) for becoming an affiliate for other products.

Another way to make money on Facebook is by promoting the products you are an affiliate for. Note that if you do share an affiliate link on Facebook, it is proper etiquette (and an FCC requirement) to disclose that the link is an affiliate link.

1. Post Promotion

Promote your blog post or video review of the affiliate product on your Facebook wall and promote that post using methods mentioned in Facebook Fantasy to target the ad to people who are most likely to buy the product.

2. Personal Reach

Personally reach out to people who might be interested in buying this product. You will find these people in relevant groups and interacting on popular Facebook pages within the industry. For this to work, you have to be genuinely passionate about the product, willing to write personalized messages to individuals about why they should try it, and disclose that you are an affiliate (but that you'd promote it even if you weren't). Make sure these are people you have interacted with in groups or on pages, and let them know you sent them a message so it doesn't get lost in their other folder.

3. Group Spreading

Look for opportunities in relevant Facebook groups to promote the affiliate product. Start by joining groups where the product's target customers are active. Look for questions that open the door to sharing your review post or video. If you're promoting a WordPress theme, look for any group where people are asking what theme is best for their blog or business, then passionately suggest the theme you're promoting (and also disclose that you're an affiliate).

Job Hunt

If you're not making what you want at your current job, then you might be in the market for a new one. Here are some ways to use Facebook to help increase the odds of getting hired.

1. Professional Profile

Make your Facebook personal profile as professional as possible. Regardless of the legality of employers checking up on potential job candidates on Facebook, they still do. You don't want someone to see your latest wild weekend in Vegas photos or status updates where you complain about your job, past or current.

2. Hiring Now: Knowledge

If you know of a company that is hiring, and you can find people from that company in public Facebook groups using Graph Search (try *Groups that John Smith Belongs To*), join those groups and start interacting with those people. The familiarity could help you during the interview process as you will be demonstrating your expertise with potential interviewers.

3. Common Interests

Find a common interest with your future boss or interviewer. Many Facebook personal profiles have some public information; see what you can find before you go for your interview and brush up on it so you can casually throw it around in conversation. The connection will help you be more memorable.

4. Personal Portfolio

Turn your profile and/or page into a portfolio. Add images that represent your best work in a specific album. If applicable, add a link to the description for the image

Facebook Apps and Integrations

If you want to make money directly off of Facebook, you will want to turn your Facebook page into a sales machine. Here are some apps that allow you to sell from your Facebook page or easily lead your Facebook fans to your online store.

1. **[Beetailer](#)**

Helps you import your existing online store into Facebook.

2. **[Show & Sell](#)**

Sell your products or services on Facebook with an easy-to-configure social mini-store.

3. **[Storefront Social](#)**

Enables businesses to showcase their products or services on their Facebook page.

4. **[ShopTab](#)**

One of the leading Facebook store applications.

5. **[Ecwid](#)**

Formerly Payvment, an embeddable centrally managed storefront that works on Facebook, WordPress, Joomla, Drupal, Squarespace, and additional platforms.

6. [Facebook Integrations](#)

Facebook store applications and integrations for Shopify users.

7. [StoreYa](#)

Facebook store application and integration for Magento users.

Another way to encourage sales is by offering deals, coupons and discounts. Here are some apps that make it easy to give your fans exclusives that will drive them to buy your product:

1. [Deal Share](#)

Create and launch a viral deal on your Facebook Page where you can set the number of registrations required to unlock a group discount.

2. [Exclusive](#)

Visitors unlock a "fan exclusive" download by sharing a wall post .

3. [Fan Coupon](#)

Convert visitors into fans of your Facebook page by rewarding them with an exclusive coupon or invitation to a special event.

4. [Coupons & Vouchers](#)

Create fan-only coupons with unique one per user custom coupon codes.

5. [Deals](#)

Require payment via PayPal to access an offer.

6. [Group Deals](#)

Create coupons that are available only after a certain number of people request the coupon.

7. [Facebook Coupon App](#)

Reward your fans and generate sales revenue with Facebook exclusive offers.

For business profiles that only need leads, there are some apps that let Facebook visitors directly contact you for more information.

1. Inline Vision Contact Form

Give fans an easy way to contact you with our Contact Form for Facebook and get the submissions delivered directly to your email Inbox.

2. Pagemodo Contact Form

A contact form is a quick and easy way for visitors and fans to contact you. They fill in information on your tab and you'll get alerted with an email.

3. North Contact

North Contact is a free social CRM extension for North Social's apps. Perfect for creating user forms, list management, as well as outbound emails and autoresponders.

Recommended Tools

If you want to make money online, you need to get efficient with your time management. The following tools will help you spend less time posting updates and more time on revenue generating tasks.

1. [Buffer](#)

Allows you to create a custom schedule for posting updates to your Facebook profile or page. Add posts to your Buffer and they will automatically be assigned to the next open time slot.

2. [Post Planner](#)

Allows you to schedule posts to your pages and groups. Also gives you ideas of what to write when you don't know what to post.

3. [HootSuite](#)

Allows you to schedule posts to your profile and page. Also allows you to monitor your newsfeed in one dashboard.

Another thing you could use is an analytics tool that brings your Facebook Insights together with your other data. Here are some good ones to try.

1. [SumAll](#)

Lets you view your Facebook Insights alongside business data from a variety of sources in a graph so you can see how a spike in Facebook activity affects your business.

2. [Cyfe](#)

Prefer dashboards? Cyfe lets you create dashboards with business data from a variety of sources.

3. [Social Report](#)

If you'd rather get your Facebook Insights and activity delivered to your inbox.

4. [Rival IQ](#)

For those who need to constantly monitor their competitors, Rival IQ lets you see your competitor's Facebook page description and activity levels. It will also notify you when any significant changes are made to the page.

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