

SEM Coaching - 43

Strategy for Growing Facebook Page LIKES

Introduction

- ❖ Being able to cost-effectively generate FB Likes is a profitable skill to acquire
- ❖ Generally, it is not difficult to achieve cost-effective Likes
- ❖ However, you need to be aware the the cost-per-like will differ from country-to-country
- ❖ To begin, you first need to populate your Facebook page with some content.
- ❖ Then, you need to determine the right audience to target for your Facebook page
- ❖ Lastly, create and run a Facebook ad to grow Likes.

Case Study: FabianLimPage



Fabian Lim

8,587 likes · 2,798 talking about this

✓ Liked



Public Figure

Learn essential entrepreneurship, time & productivity management and internet marketing strategies from Fabian Lim. Click 'Like' to connect with Fabian Lim!



Contest

8,587



About

Photos

Free eBook

Contest

Likes

EST.



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Case Study: FabianLimPage

Average Cost Per Like in Malaysia is \$0.12

[All Campaigns »](#)
Campaign: Fabian Lim-Page Likes-MY-18-50
[Create Ad for Campaign](#)
Status
▶ Active
Budget
\$10.00
Daily

Duration (Pacific Time)
May 11, 2013 11:01pm - Ongoing

Potential Reach?
1,600,000 people

Page Likes? 2,082 **Campaign Reach?** 101,088 **Frequency?** 2.3 **Total Spent?** \$258.79

May 16 — Jun 12 Last 28 Days ▾
█ Page Likes


All Except Deleted ▾

Select rows to edit

Full Report

1 result

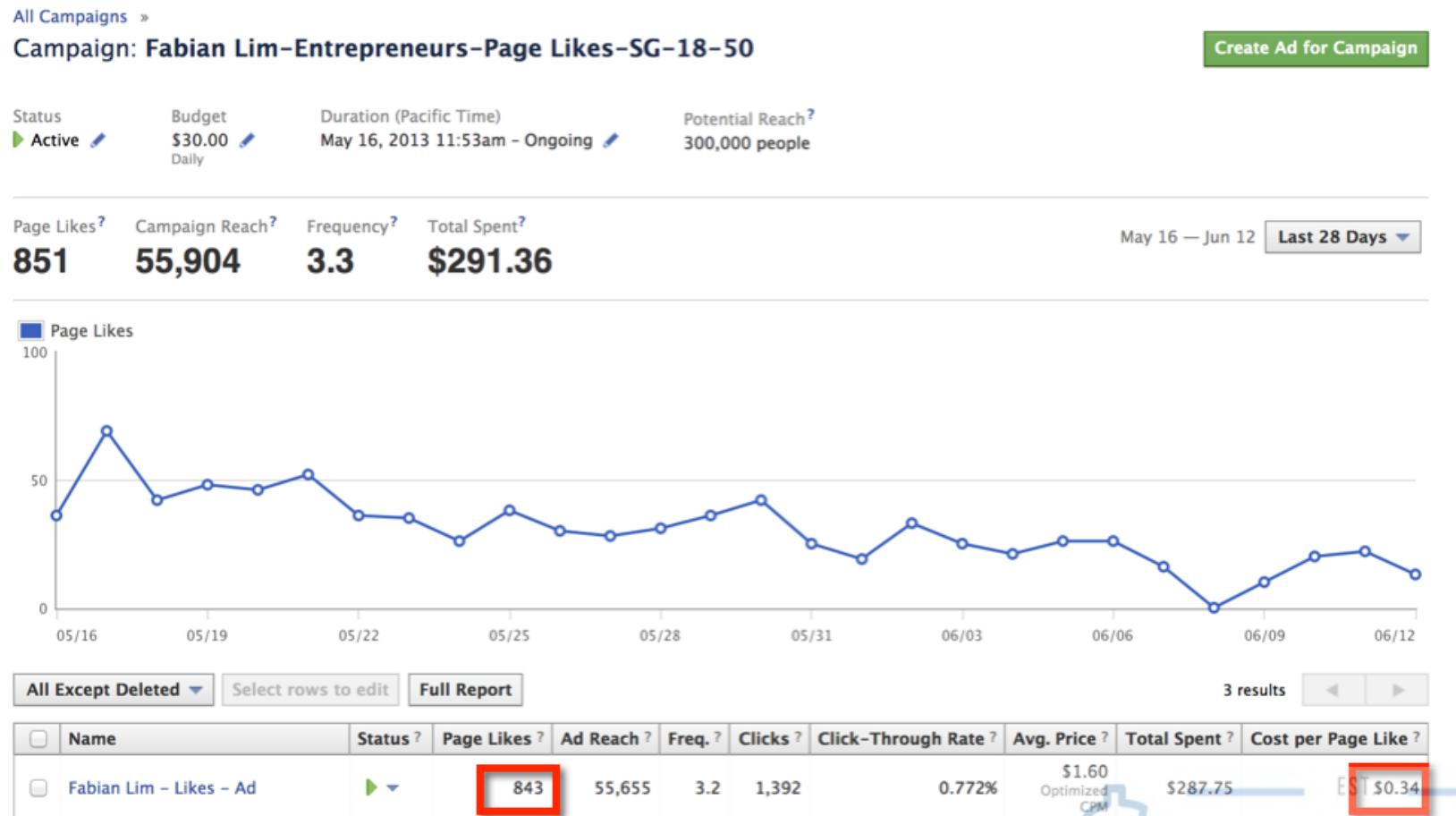
◀ ▶

<input type="checkbox"/>	Name	Status ?	Page Likes ?	Ad Reach ?	Freq. ?	Clicks ?	Click-Through Rate ?	Avg. Price ?	Total Spent ?	Cost per Page Like ?
<input type="checkbox"/>	Fabian Lim - Likes - Ad	▶ ▾	2,082	101,088	2.3	2,735	1.179%	\$1.12 Optimized CPM	\$258.79	EST \$0.12



Case Study: FabianLimPage

Average Cost Per Like in Singapore is \$0.34

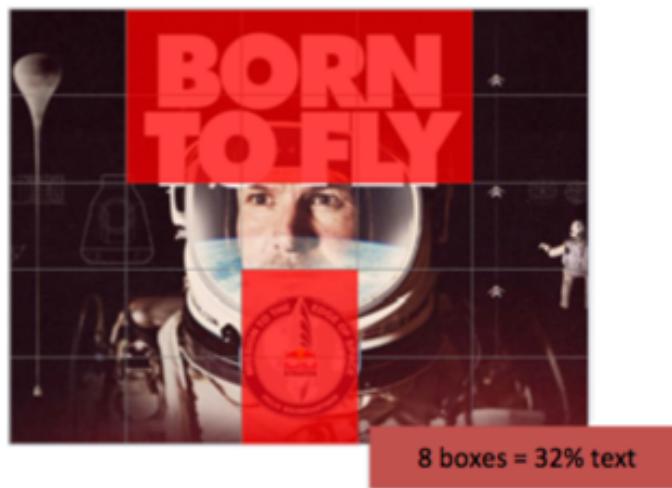


Facebook Page Content Strategies

FB Content Strategies

- ❖ Ensure your timeline cover is compliant the 20% text guideline
- ❖ Post different types of content
 - Text
 - Photo
 - Video
 - Poll
 - Fill-in-the-blank: I LOVE to _____
 - Quotable quotes
 - Related news & trending news
 - User-generated content
- ❖ Run contests & sweepstakes

Timeline Cover 20% Text Policy



© 2013 Facebook, Inc. All rights reserved. Product specifications subject to change without notice.

Allowed in the 20% text policy:

- Pictures of products that include text on the actual product
- Photos of products in real situations or photos of products with a background

Not allowed in the 20% text policy:

- Images that are zoomed in on logos/images with text overlay
- Images that are clearly edited to include text on the product as a loophole to policy

Cueler YouTube App



Share your YouTube Channel on Facebook fan pages

Facebook fan page is a great way to promote your videos virally. Many publishers will upload their videos into YouTube and added an embed code to their fan page on Facebook. It is a tedious task. This application creates a "My YouTube" tab on your fan page and makes your YouTube channel available on your fan page automatically.

The main benefits are

- Quick to setup. It will take less than one minute to set it up.
- Easy to use. Viewers can search videos by keywords.
- Convenient to share. Viewers can share videos with friends without leaving your fan page.

[Add to my Page](#)

To install:

1. Log in to your page admin account
2. Click [Install](#)

<https://apps.facebook.com/mytubechannel/>

User-Generated Content on FB Page

A screenshot of a Facebook page for "Gulfstream Girl". The page header shows the profile picture and the page name "Gulfstream Girl". The main image on the post shows a woman with blonde hair looking out of an airplane window. In the bottom left corner of the main image, there is a smaller inset image of the same woman smiling at the camera while standing in front of an aircraft cockpit with various instruments visible.

Gulfstream Girl
19,076 likes · 6,326 talking about this

✓ Liked Message *

Public Figure
Gulfstream GII, GIII and GIV Pilot in Command | Certified Flight Instructor, CFII MEI IGI AGI | Flying Videos: <http://bit.ly/XjVHed> | <http://bit.ly/10R7EME> | <http://bit.ly/XLwfQB>

About - Suggest an Edit

Photos Likes EST.

 19,076

FB Marketing Apps

The image shows the Woobox website homepage. At the top left is the Woobox logo. To its right are navigation links for "MARKETING APPS", "PRICING", and "LOGIN". A prominent green button on the far right says "GET STARTED FOR FREE". The central focus is a large dark rectangular box containing the text "ENGAGING SOCIAL PROMOTIONS" in large white letters. Below this, a smaller text reads "Join the 1.5 million brands that use Woobox". A green button labeled "TRY IT FREE" is located at the bottom of this box. To the left and right of this central box are several smaller, tilted mobile device screens displaying various promotional offers, such as contests and sweepstakes. The background of the main content area is a light blue gradient.

<http://www.WooBox.com>

FB Content Engine



Save 2 Hours Daily on Facebook

[Features](#) | [Plans & Signup](#) | [Support](#)

It's Like Having an Entire Facebook Marketing Team On Demand

- With our powerhouse Post Scheduler — you will free up 2 hours of time daily
- With our Status Ideas & Content Engine — you will never run out of Like-worthy Posts

Use it FREE!

No Credit Card required

[Sign in with Facebook](#)

<http://www.TryPostPlanner.com>



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Facebook Ad Strategies

FB Ad Strategies

- ❖ Budget
 - Keep it small initially @\$10/day/campaign
- ❖ Targeting
 - Create multiple campaigns to target different interest groups and/or demographics
- ❖ Location
 - Use city location targeting e.g. Within 50 miles of Kuala Lumpur
- ❖ Connection
 - Only people not connected to [Page Name]
- ❖ Pricing
 - Use Optimized CPM (default)
- ❖ Scheduling
 - Switch off ads during weekends and before/after office hours



Case Study: FabianLimPage

Audience Targeting

Targeting

 Edit

Targeting

 Edit

This sponsored story targets 620,000 users:

- who live in Malaysia
- who live within 50 miles of Kuala Lumpur
- between the ages of 18 and 50 inclusive
- who are not already connected to Fabian Lim
- friends of people who liked the page Fabian Lim or whose friends are already connected to Fabian Lim

This ad targets 380,000 people:

- who live in Malaysia
- who live within 10 miles of Kuala Lumpur or Penang
- between the ages of 18 and 50 inclusive
- who like #Lean Startup, #Entrepreneurship, #Business plan, #Venture capital, entrepreneur magazine, #Angel investor, #Startup company, local business, #Entrepreneur, #Fast Company (magazine) or #Business
- who are not already connected to Fabian Lim

Targeting

 Edit

This ad targets 740,000 people:

- who live in Singapore
- between the ages of 18 and 45 inclusive
- who graduated from college
- who are not already connected to Fabian Lim

Targeting

This ad targets 300,000 people:

- who live in Singapore
- between the ages of 18 and 50 inclusive
- who like #Lean Startup, #Entrepreneurship, #Business plan, #Venture capital, entrepreneur magazine, #Angel investor, #Startup company, local business, #Entrepreneur, #Fast Company (magazine), #Business or #ASME
- who are not already connected to Fabian Lim

EST.

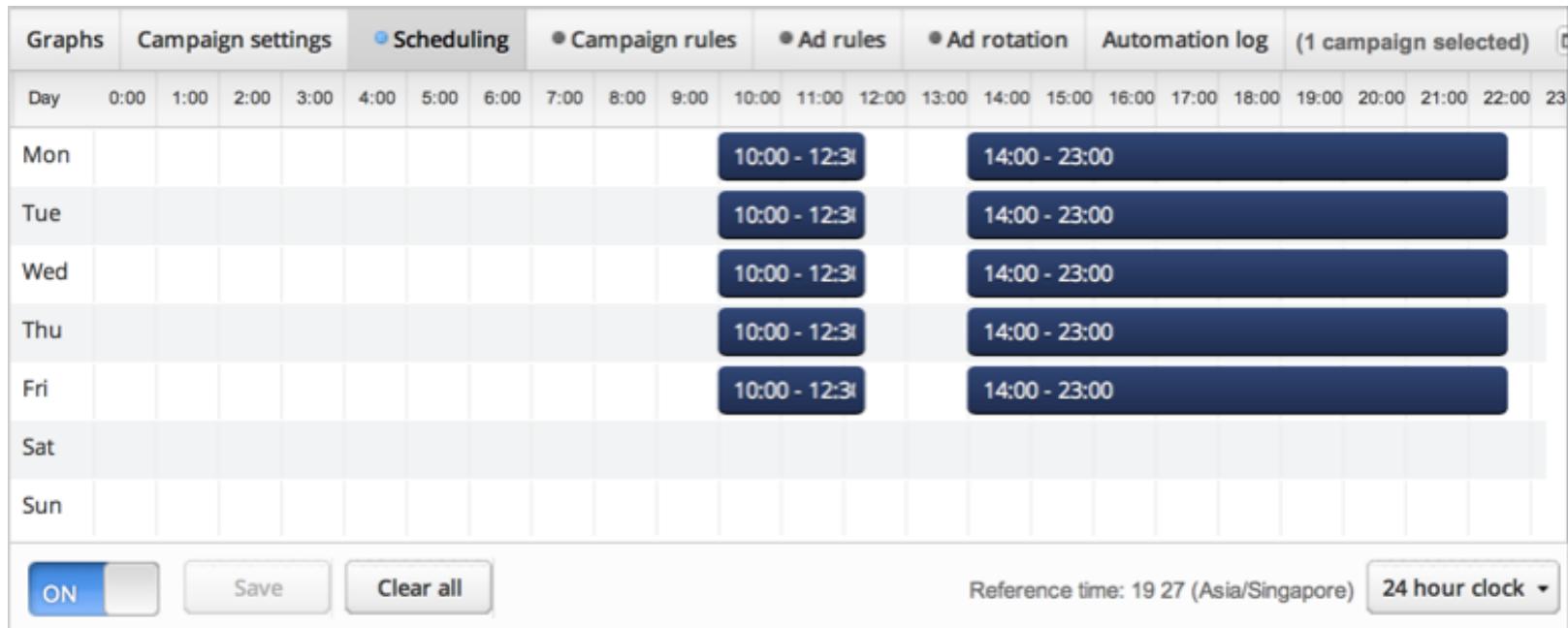


Case Study: FabianLimPage

Scheduling Using Qwaya.com

Graphs	Campaign settings	<input checked="" type="radio"/> Scheduling	<input type="radio"/> Campaign rules	<input type="radio"/> Ad rules	<input type="radio"/> Ad rotation	Automation log	(1 campaign selected)	...
Day	0:00 1:00 2:00 3:00 4:00 5:00 6:00 7:00 8:00 9:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23							
Mon				10:00 - 12:30		14:00 - 23:00		
Tue				10:00 - 12:30		14:00 - 23:00		
Wed				10:00 - 12:30		14:00 - 23:00		
Thu				10:00 - 12:30		14:00 - 23:00		
Fri				10:00 - 12:30		14:00 - 23:00		
Sat								
Sun								

ON Save Reference time: 19:27 (Asia/Singapore)



<http://www.Qwaya.com>



Facebook Marketing Tools & Resources

Resources

- ❖ Facebook Marketing SEA Fan Page
- ❖ <http://www.facebook.com/marketingSEA>

- ❖ Facebook Insights Report
- ❖ <http://simplymeasured.com>

- ❖ Facebook Ads Manager
- ❖ <http://www.qwaya.com>

Resources

❖ Adding a Facebook LIKE Box

- <https://developers.facebook.com/docs/reference/plugins/like-box/>

❖ Install Facebook Open Graph WordPress Plugin

❖ WooBox Static HTML

- To embed HTML pages on Facebook app page
- <https://apps.facebook.com/iframehost-c/>
-

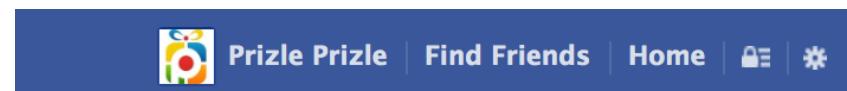
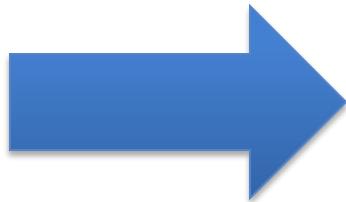
Create A FB Ad

Ads Manager > Create an Ad



FAVORITES

- [Welcome](#)
- [News Feed](#)
- [Messages](#)
- [Events](#)
- [Photos](#)
- [Ads Manager](#)
- [Find Friends](#)



Destination Options

Advertise on Facebook

What do you want to advertise?

[Learn More About Advertising](#)

Choose a Facebook destination or enter a URL:

Search

-  **Search by URL**
Enter an external URL or a Facebook URL.
-  **Search by Destination ID**
Enter an ID to load a Page, an app, an event, etc.

Pages and Places

-  **Prizle Contest**
Place

Applications

-  **prizle**
Application
-  **prizle_test**
Application

[?]

Getting Started

Choose what you want to advertise by typing something into the destination box or clicking on anything in the list below.

- URLs, ex: [nytimes.com](#)
- Pages
- Places, ex: [Prizle Contest](#)
- Applications, ex: [prizle](#)
- Events
- Facebook URLs, ex: [facebook.com/Prizlecontest](#)

Select Objective

What would you like to do?

[Learn More About Objectives](#)



Get More Page Likes

Build a bigger audience.



Promote Page Posts

Get people to see and engage with your important messages.



See Advanced Options

Configure advanced creative and pricing options, such as bidding for clicks (CPC).



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Create Ad Creative

Your Ad

Headline: [?] 11 characters left

Prizle Contest

Text: [?] 61 characters left

The Ultimate Contest Platform

Landing View: [?]

Timeline

Image: [?]



Upload Image

or Choose From Library

Your image is smaller than recommended. Upload a bigger image.

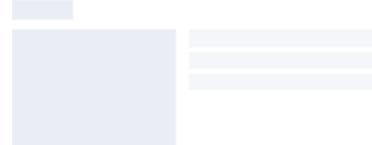
Right Column Preview

Prizle Contest



The Ultimate Contest Platform

You like Prizle Contest.



Ad Preview

Sponsored Stories

[Remove](#)

Help people discover your business through their friends. No increase in budget is required.

Show stories about:

- People liking your Page
- People checking-in to your location

[Show Advanced Options ▾](#)

Sample News Feed Story



Jane Smith likes Prizle Contest.



Prizle Contest

Joe Smith and 3 other friends also like this



[Like Page](#) · [Find More Pages](#) · 3 hours ago · Sponsored

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Select Audience

Choose Your Audience

[Learn More About Targeting](#)

Location: [?] X

Age: [?] - Require exact age match [?]

Gender: [?] All Men Women

Precise Interests: [?]

Broad Categories: [?] Activities
Business/Technology
Ethnic
Events
Family Status
Interests
Mobile Users (All)
Mobile Users (Android)
Mobile Users (iOS) Console Gamers
Cooking
Dancing
DIY/Crafts
Event Planning
Food & Dining
Gaming (Social/Online)
Gardening

Connections: [?] Anyone Only people connected to Prizle Contest Only people not connected to Prizle Contest Advanced connection targeting

Friends of Connections: [?] Target people whose friends are connected to

[See Advanced Targeting Options ▾](#)

Advanced Targeting Options

Interested In: [?]



All



Men



Women

Relationship Status: [?]



All



Single



In a Relationship



Married



Engaged



Not specified

Languages: [?]

Enter a language...

Education: [?]



Anyone



In High School



In College



College Grad

Workplaces: [?]

Enter the name of a workplace...

[Hide Advanced Targeting Options ▾](#)



Campaign, Pricing and Schedule

Campaign, Pricing and Schedule

[Learn More About Pricing](#)

Campaign and Budget

New Campaign · Use Existing Campaign

New Campaign Name: [?] Prizle Contest-Page Likes-SG-13-65

Campaign Budget: [?] 10.00 SGD Per day [?]

Campaign Schedule: [?] Run my campaign continuously starting today
 Set a start and end date

Optimization: Your bid will be optimized to get more likes on your Page

Optimize for clicks

Optimize for impressions

Pricing: You will be charged every time someone sees your ad or sponsored story (CPM). [?]

Review Ad

Campaign, Pricing and Schedule

Campaign and Budget

New Campaign Name: [?] Prizle C

Campaign Budget: [?] 10.00

Campaign Schedule: [?] Run
 Set a

Optimization: Your bid

Pricing: You will
or sponsor
Switch to

Place Order

Review Ad



Review Ad

Review Ads

[Help Center](#)

Review your ads to make sure you're happy with it. The audience for your ads includes people under the age of 18 and will be reviewed before it's made public on Facebook.

Ad Preview:



Sponsored Stories Preview:



Ad Name:

Prizle Contest - Likes - Ad

Audience:

This ad targets users:

- who live in Singapore

Campaign:

Prizle Contest–Page Likes–SG–13–65 (New Campaign)

Bid Type:

Optimized CPM

Bid:

Auto

Daily Budget:

\$10.00 SGD per day

Duration:

This ad campaign will run indefinitely

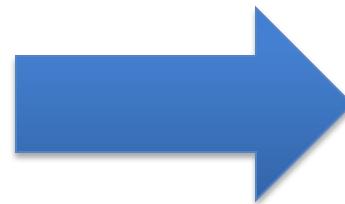
[Place Order](#)

[Edit Ad](#)

By clicking the "Place Order" button, I agree to the [Facebook Statement of Rights and Responsibilities](#) including my obligation to comply with the [Facebook Advertising Guidelines](#). I understand that failure to comply with the Terms and Conditions and the Advertising Guidelines may result in a variety of consequences, including the cancellation of any advertisements I have placed, and termination of my account. I understand that if I am resident or have my principal place of business in the US or Canada, I am contracting solely with Facebook, Inc. Otherwise I am contracting solely with Facebook Ireland Limited.

Using FB Power Editor

Download Power Editor Using Chrome



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FB's Power Editor offers more advanced features than the default option

facebook

13978020617015

Ads Campaigns

Create Ad Revert Changes Duplicate Export Create Audience Using Ad Stats: Lifetime Search

Ad Name	Campaign...	Campaign...	Campaign...	Ad Bid	Title	Body	Destination	Location	Age	Sex
Prizle Contest - iPad text 1	Prizle Contest	04/03/13	Ongoing	N/A	Win Lots of Pri Free Giveaway	Prizle Contest	MY, SG	18-65	All	
Prizle Contest - Likes - Sponsored St	Prizle Contest	04/03/13	Ongoing	N/A	Prizle Contest	MY, SG	18-65	All		
Prizle Contest - Sport Car 2	Prizle Contest	04/03/13	Ongoing	N/A	Win Lots of Pri Free Giveaway	Prizle Contest	MY, SG	18-65	All	
Prizle Contest - Likes - Sponsored St	Prizle Contest	04/03/13	Ongoing	N/A	Prizle Contest	MY, SG	18-65	All		
Prizle Contest - Sport Car MY	Prizle Contest	04/03/13	Ongoing	N/A	Win Lots of Pri Free Giveaway	Prizle Contest	MY	18-65	All	
Prizle Contest - Likes - Sponsored St	Prizle Contest	04/03/13	Ongoing	N/A	Prizle Contest	MY, SG	18-65	All		
Prizle Contest - Holidays 1	Prizle Contest	04/03/13	Ongoing	N/A	Win Lots of Pri Free Giveaway	Prizle Contest	MY, SG	18-65	All	
Prizle Contest - Likes - Sponsored St	Prizle Contest	04/03/13	Ongoing	N/A	Prizle Contest	MY, SG	18-65	All		
Prizle Contest - Holidays 2	Prizle Contest	04/03/13	Ongoing	N/A	Win Lots of Pri Free Giveaway	Prizle Contest	MY, SG	18-65	All	
Prizle Contest - Likes - Sponsored St	Prizle Contest	04/03/13	Ongoing	N/A	Prizle Contest	MY, SG	18-65	All		
Prizle Contest - iPad text 2	Prizle Contest	04/03/13	Ongoing	N/A	Why pay? Win	Prizle.com, th	Prizle Contest	MY, SG	18-65	All

Creative & Placements

Ad Name: Prizle Contest - iPad text 1

Type: Ad

For a website
 For a Facebook Page
 For a Facebook Page using a Page post
 For an app on Facebook
 For a Facebook event

Destination: Prizle Contest

Landing View: Default

Qwaya: FB Ad Tool

Qwaya

Home

Pricing

Tour

Blog

Resources

Support

Try Qwaya for free

Facebook ads tool

*Get your Facebook advertising organized
for performance and efficiency*



See plans & pricing

Starting at **\$39** per month

30-day free trial



Follow us for Facebook marketing news and updates

Feature: Added the ability to connect more than one Facebook user



<http://www.Qwaya.com>



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Questions?