

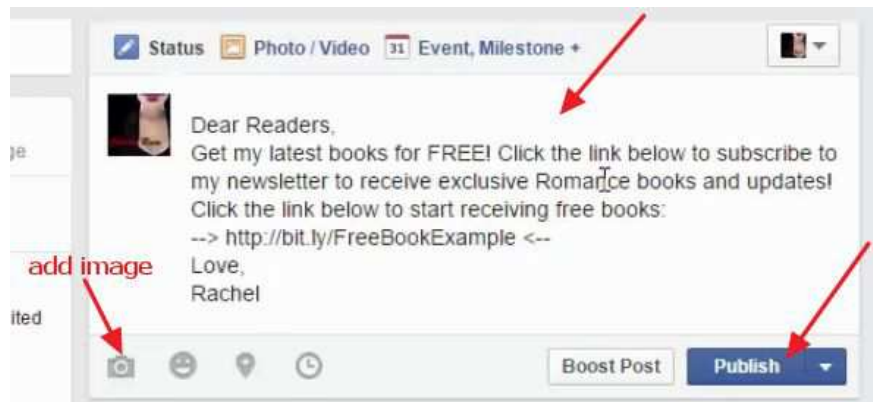
Facebook Content Creation

Facebook Fan Page Marketing

Goal: Build New Subscribers, Create Engagement, and Have Our Readers Spread The Buzz!

- Create a Fan Page
- Make Your "Pinned Post" you Opt In (New Subscribers)
- Make Your "Website Section" your Opt In (New Subscribers)
- Post 1-2 times a week about your Opt In (New Subscribers)
- Post Content To Your Facebook Fan Page (Build Engagement)

1. The first thing that you need to do is create your Pinned Post. (example below)



When you published it. Click on **"Pin to Top"** so your follower or anybody the comes to your facebook page will be able to see this post first before the other.

