

# Beginning Facebook Marketing

Goal: Find your niche first 100 audience on Facebook. No advertising spend required at this stage.



## Step 1: Find your audience

Ask questions around your niche. One per day. Respond to comments. Find your customer segment.

- Who else has used \_\_\_\_\_? Your thoughts on it???
- What are you using to solve \_\_\_\_\_??
- Which of these are better?? THIS?? Or THAT??
- If you could fix just one thing about \_\_\_\_\_ what would it be?
- You ever noticed that \_\_\_\_\_ happens when you do \_\_\_\_\_?
- What's the worst thing about \_\_\_\_\_? (OR replace with "best")
- I'm looking for a \_\_\_\_\_. You know someone who can help me out?
- WHOOOP! I just learned to \_\_\_\_\_. Who else has ever \_\_\_\_\_?
- What books about \_\_\_\_\_ are you reading now?
- What would be your strategy for surviving \_\_\_\_\_?
- We need to save money on \_\_\_\_\_. What is your best tip?
- If you \_\_\_\_\_ and it was just horrid. What would you do next?
- \_\_\_\_\_: Love it?? Or HATE it?? (something controversial in your topic)
- I am new to \_\_\_\_\_ what is your best tip for \_\_\_\_\_?
- What is your best alternative to \_\_\_\_\_? I can't do that because \_\_\_\_\_.

## Step 2: Connect to Niche Related Groups

- Make a list of your niche related groups and join them
- Ask a unique question in each group
- Reply to comments

## Step 3: Segment your Friends

- Tag your friends into categories. E.g. family, work colleagues, school colleagues, niche groups, etc. Hover over a friends name, open Friend down down list, add to existing list or create a new list name.
- Tag group acquaintances that have interacted with you.
- Try to provide value back into the groups or be thankful in comments.
- Keep posting questions and replies.
- Table and count your posts, replies, thank you, comments, group names, tagging

## Step 4: Send new Friend Requests

- Send Friend Requests to new interacting acquaintances. Maximum of 5 at a time. Maximum of 15 per day.

We were just talking about \_\_\_\_\_ in the \_\_\_\_\_ group, did \_\_\_\_\_ work for you??

I appreciated your response to my question about \_\_\_\_\_ in the \_\_\_\_\_ group. I hope you don't mind, I had a follow up question \_\_\_\_\_??

You just were in the group \_\_\_\_\_ with me and I appreciated your insight and I was wondering... Got any experience with THIS?? Or THAT??

## Step 5: Create a Facebook Page/Group for your Niche

- Use a Page name like club
- Banner image 1900px by 1000px
- Profile image 360px by 360px
- 3+ niche related posts
- Write posts on your own page filtered for the niche list connections

[www.canva.com](http://www.canva.com) can help with image creation to custom pixel dimensions. It can also import your photos for custom resizing for social media. Captions can be overlaid if required.

## Step 6: Add your Page/Group to your personal profile

Provide posts that provide value to your niche.

What is YOUR best tip for \_\_\_\_\_??

## Step 7: Diversify your post types

Video, image, inspirational quote, share what you are reading, share a tip, testimonial quote, answer customer question, infographic, story, take a poll, industry article link share, share useful resource link, recommend a useful tool, share a industry statistic...

Tag people (name) in comment answer who you think might be interested.

## Step 8: Invite select audience to your Page/Group

Selectively invite people to your new group based on showing high interest in your niche and who like you.

We just started this page @\_\_\_\_\_ and it is AWESOME!! I know you love \_\_\_\_\_ as much as I do. Make my day, come like my page!!

## Step 9: Scale Up

- Regular post for you niche list
- Regular feedback comments
- Niche group interactions
- Facebook Page/Group activity that provide value you your audience. E.g. Awareness, Engagement, Convert, Excite, Ascend product offers, Advocate, Promote.

Initial Goal: Reach over 100 people in you niche Page/Group who are super fans. They can also act as an advocate for you and promote your product/service widely.