

Fan Page Mastery Battle Plan

A. Introduction: Importance Of Great Content

- Establish long-term relationships resulting in more sales
- Trigger viral engagement to increase post reach
- Free viral traffic

B. Overview: Your Route To Success

1. Strategy Of Preeminence
2. Define Your Audience
3. Content
4. Viral Engagement
5. Outsourcing

C. The Strategy Of Preeminence: 5 Key Principles

1. It's a law, just like gravity
2. Provide solutions to problems
3. Don't wait for money to change hands
4. Become the most trusted advisor in your market place.
5. Commit to a higher purpose

Watch: <https://www.youtube.com/watch?v=2Gw14EJkzYs>

D. Define Your Audience

1. Why Knowing Your Target Audience Matters

- Set up laser-targeted Facebook ads and reach the right people
- Create content that matters to your audience
- Speak their language and verbalize their thoughts
- Higher fan engagement, resulting in more free viral traffic
- More sales and higher revenue

2. How To Determine Your Target Audience

Step 1: Pain, escape & gain

- What is the outcome my ideal client is striving for? What does he want to **gain**?
- What situation does he want to **escape**?
- What situation does he fear? What is his **pain**?

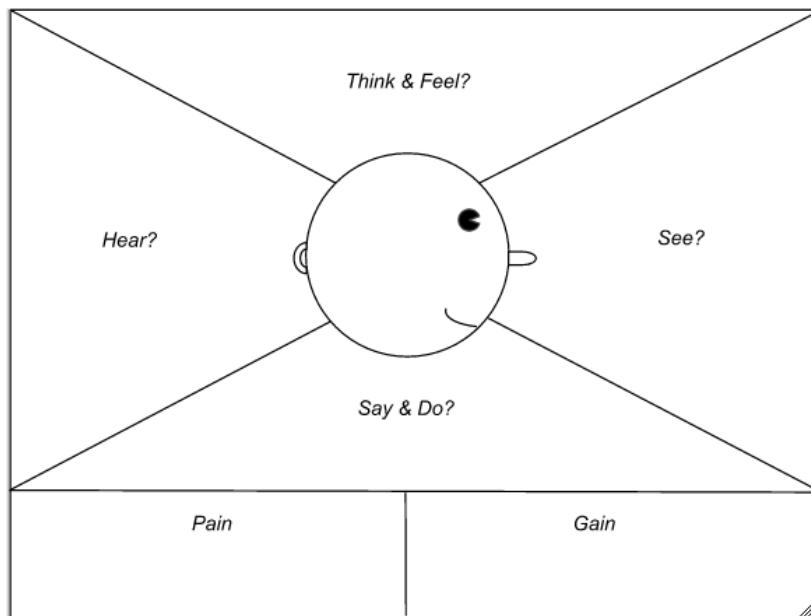
Step 2: Research demographic information

Collect data about your ideal client's:

- Age
- Location (country / state / city)
- Gender
- Income Level
- Education Level
- Marital or family status
- Occupation

- Ethnic & religious background (if it matters to your market)

Step 3: Research psychographic information



- What does he **think and feel**?
 - What might your ideal fan be thinking?
 - What is really important to him?
 - What emotions might your subject be feeling?
- What does he **see**?
 - How does his world look like?
 - What is he surrounded by?
- What does he **say & do**?
 - What are some quotes and defining words your ideal fan says?
 - What does he tell others?

- What actions and behaviors did you notice?
- What does he **hear**?
 - What do his friends and family members say?
 - Who is influencing him?

Step 4: Creating Customer Avatars

- Build “buyer personas” and give them a full identity (name, age, occupation, etc.)
- Turn researched data into a story
- See life through their eyes and feel their emotions
- Create at least 3 customer avatars

Resources

- Talk to others
- Magazines
 - www.magazines.com
- Use the Internet
 - Find blogs using www.technorati.com
 - Google: [your niche] + forum / blog / community / discussing
- Stalk your competitors
- Listen To Social Media
- Google Trends
 - www.google.com/trends
- Quantcast
- Facebook: Audience Insights (highly recommended!)
- Optional
 - ClickBank

- Amazon
- Yahoo
- Compete
- Alexa

E. Content

1. What type of post

- Focus on images & videos
 - They create highest fan engagement
 - Post along with textual updates
- Optional: uploading videos directly to your fan page to boost fan engagement
- Keep a nice mix (podcasts, etc.)

2. What to post: Be an infotainer!

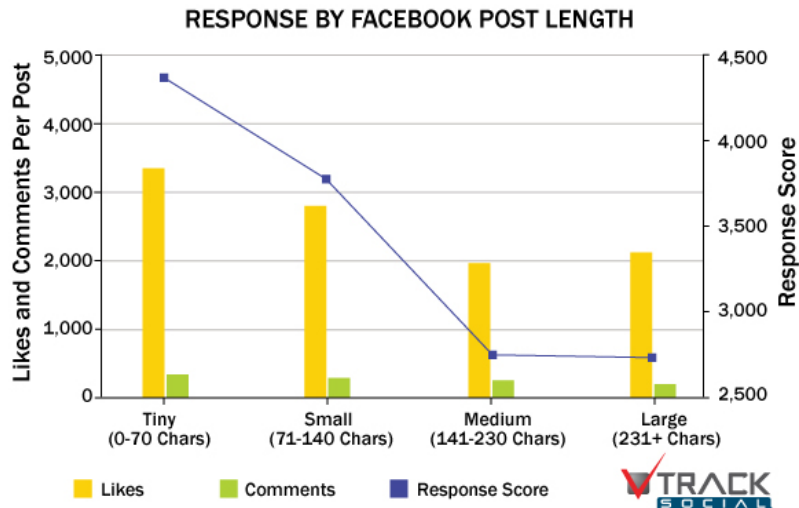
- **Infotainment** = information + entertainment
- Information
 - Provide solutions to problems
 - Provide maximum amount of value
- Entertainment
 - Make your fans laugh
 - People hang out on Facebook to have fun!

3. When to post

- Best time: Thursday, Friday and Sunday during non-business hours
- Worst time: Saturday
- Analyze fan page activity using “Facebook Insights”

4. Post length

- Keep your posts short & sweet (max. 80 characters; link to blog articles otherwise)
- Short posts get higher fan engagement



F. Viral Engagement

1. Advantages of high fan interaction

- Posts get pushed out into the news feed of your fans more often
- Reach a broader audience
- Increase your fan base organically (free viral traffic)

Result: more leads, more sales, more money!

2. Ten engagement techniques

Important: test 1-2 methods before moving on to the next on!

#1 Include calls to action

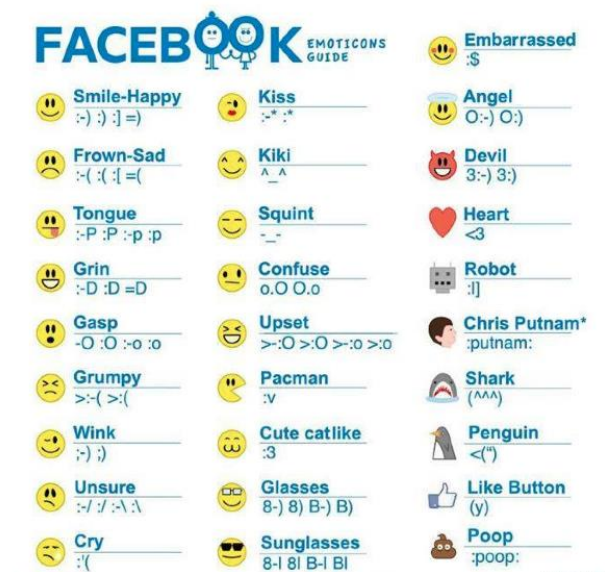
- Ask your fans to like, share or comment on your post
- Examples:
 - Like if you are a dog lover person
 - Please take a moment to leave your comments or thoughts below
 - Share this post to spread the word about XYZ



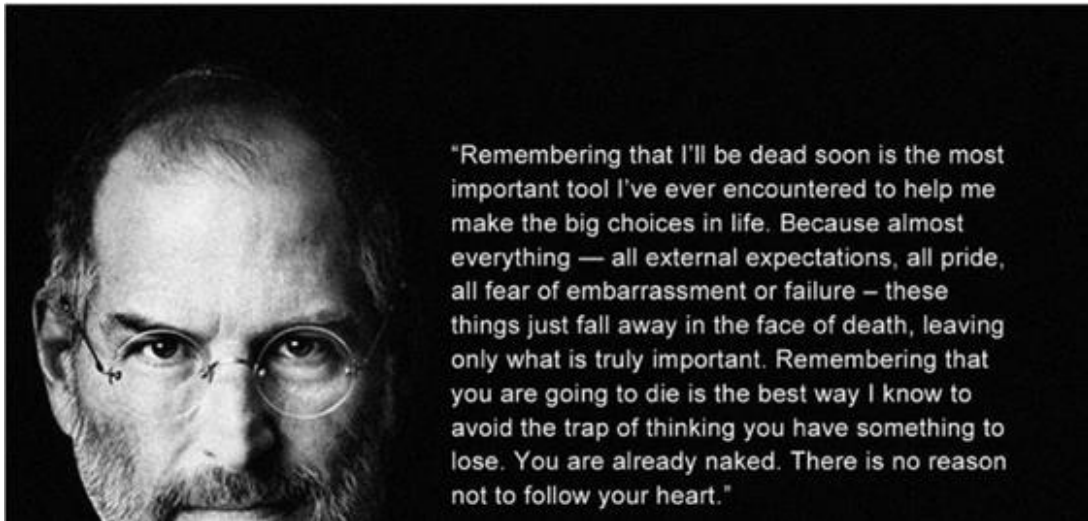
#2 Ask questions

- Asking questions is by far the best way to engage with your audience
- It shows that you really care about your fans
- Trigger one-word answers (people are lazy!)
- Examples:
 - Do you like Burritos? Yes or no?
 - Do you go to the gym or you work out at home?
 - What's the last book you read?
 - What's the name of your dog?
 - Do you think Twitter is a powerful marketing tool?
- **Tweak:** include call to actions

#3 Use emoticons



#4 Post Inspirational Quotes



#5 Reply to all comments

- Responds to comments and signalize that you really care about your fans
- Will turn fans into super-fans

#6 Fill-in-the-blank

- Create highest fan engagement on Facebook
- Fill-in-the-blanks may be related to your niche or simply some fun & random topic
- One-word answers
- Examples:
 - The first CD I ever bought was _____.
 - Internet marketing has changed the way I _____.
 - The first word that pops into my head when I think of dogs is _____.

#7 Expert Interviews

- Ask industry experts to interviews (e.g. “Expert Friday”)
- Survey your fans 2-3 before the interviews starts

#8 Celebrate Holidays

- Celebrate holidays with your fans
- www.onehourtranslation.com

#9 Survey Your Fans

- People love to vote
- Give your fans a voice and create fan engagement
- www.polladdy.com

#10 Contests

- Standard contest types:
 - Like to win
 - Comment to win
 - Share to win
 -
- Tweak #1: caption contests
- Tweak #2: fill-in-the-blank contests
- Tweak #3: photo contests

G. Five-Step Action Plan

- **Post #1:** Niche-related content (e.g. link to article or blog post)
- **Post #2:** Entertaining content (e.g. funny picture)
- **Post #3:** Niche-related content (e.g. link to video)
- **Post #4:** Off-topic question (e.g. fill-in-the-blank)
- **Post #5:** Freestyle post

Important:

- Consistency is key!
- Spy on your competitors' fan pages: see which posts create the highest fan engagement, tweak them and do a better job

F. Post Automation

- Use Facebook's in-built posting automation tool
- Third-party tools
 - www.hotsuite.com (highly recommended)
 - www.bufferapp.com
 - www.postcron.com
 - www.postplaner.com
 - www.pagemodo.com

G. Outsourcing: Delegate Your Fan Page Management

1. Admin Roles

- Admin
- Editor
- Moderator
- Advertiser
- Analyst

2. Finding A Social Media Manager

- Top resource: www.odesk.com
- Guidelines
 - Rating of 4,5+
 - At least 100 hours of work experience
 - Native Speaker
 - Good communication skills
 - Job experience in your niche market (ask for proof!)
- Use swipe to post a job
- “Lazy guy” approach: hire a social media agency
 - www.m2mediamanagement.com/
 - www.thirdteam.org/
 - www.socialmediadelivered.com/
 - www.emoderation.com
 - www.votigo.com