

SET UP YOUR FACEBOOK PAGE AND GET YOUR FIRST 100 LIKES

THE MACHINE:
***SET UP YOUR FACEBOOK PAGE
AND GET YOUR FIRST 100 LIKES***

BROUGHT TO YOU BY:



(A Special Thanks to Paul Blacquiere)

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START HERE

MESSAGE FROM THE AUTHOR:

Hi all, I'm the Social Marketing Manager here at Digital Marketer and I'll be your guide throughout this Execution Plan.

I started from scratch, just like you. I began at Digital Marketer as an intern with hardly any knowledge of online marketing. Over the past year and a half I've gained invaluable experience that I can't wait to share with all of you inside the Digital Marketer Lab.

I craft, test, and implement numerous social media campaigns daily so that we can share with you what works and what doesn't. This saves you time and money and allows me to consume a plethora of knowledge in which I can share.

In this Execution Plan, I'll share everything I know about setting up a brand Facebook page and getting your first 100 likes.

If you're just starting out on Facebook, this execution plan is for you. We will walk through the process up setting up a highly successful brand page that will allow you



to connect and engage with your target audience.

If you're a more advanced social media marketer, you will still find value in this execution plan – especially in the methods we teach to generate more likes for your page.

It will be up to you to “execute” on this Execution Plan.

But if you do the hard work, the sky is the limit.

MOLLY PITTMAN

SOCIAL MARKETING MANAGER

DIGITAL MARKETER

HOW TO GET THE MOST OUT OF YOUR EXECUTION PLAN:

Firstly, if you are a member of [Digital Marketer Labs](#), please bring questions about this Execution Plan (or any other marketing question) to the weekly Office Hours call. This call takes place every Thursday at 3 PM Eastern Time.

Secondly, if you are a member of [Digital Marketer Engage](#), please post questions and discussion about this Execution Plan in the **forum thread dedicated to it**.

Here's how to get the most out of the content in this Execution Plan,

1. **Read the entire EP once** - Read through this entire EP, watch the videos and download the resources. Don't execute on the steps until you have finished reading the entire EP. This will help you understand the progression of the steps and put them into context.

2. **Complete the steps** - This Execution Plan is a checklist. Each step builds upon the next. Complete each step in order.

Lastly, here's how to use the Execution Plan interface.

View the example Execution Plan below...

9-Step Email Subscriber Reengagement and Win Back Campaign

THE COMPLETION LEVEL OF THIS TRAINING

0%

1



2

2 - Re-Engagement Emails

3



How to Use This Section

4



5



Re-Engagement Email #1



Re-Engagement Email #2



1. **Progress Bar** - The Progress Bar shows you the percentage of the Execution Plan you have completed.

2. **Check boxes** - Click the check box to indicate completion of a Course Step or Course Section.

3. **Course Sections** – An Execution Plan is a series of steps that lead to the completion of milestones. In this EP there are four milestones entitled Start Here, Pre-Launch, Launch and Post-Launch.

4. **Course Steps** – Each Course Section contains multiple steps.

5. **Arrows** - Use the Arrow Buttons to open and close the Course Steps in the Execution Plan.

UNDERSTAND CVO:

This is the most critical step in this Execution Plan.

Understanding the greater strategy or context in which Facebook marketing fits is the difference between the frustrated, broke marketer and the successful, money-making marketer.

The greater strategy is called Customer Value Optimization or CVO.

Your first step is to understand how marketing on Facebook fits into the CVO strategy.

I urge you to begin by reading the article entitled, [Customer Value Optimization: How to Build an Unstoppable Business](#) Read it multiple times. Commit it to memory.

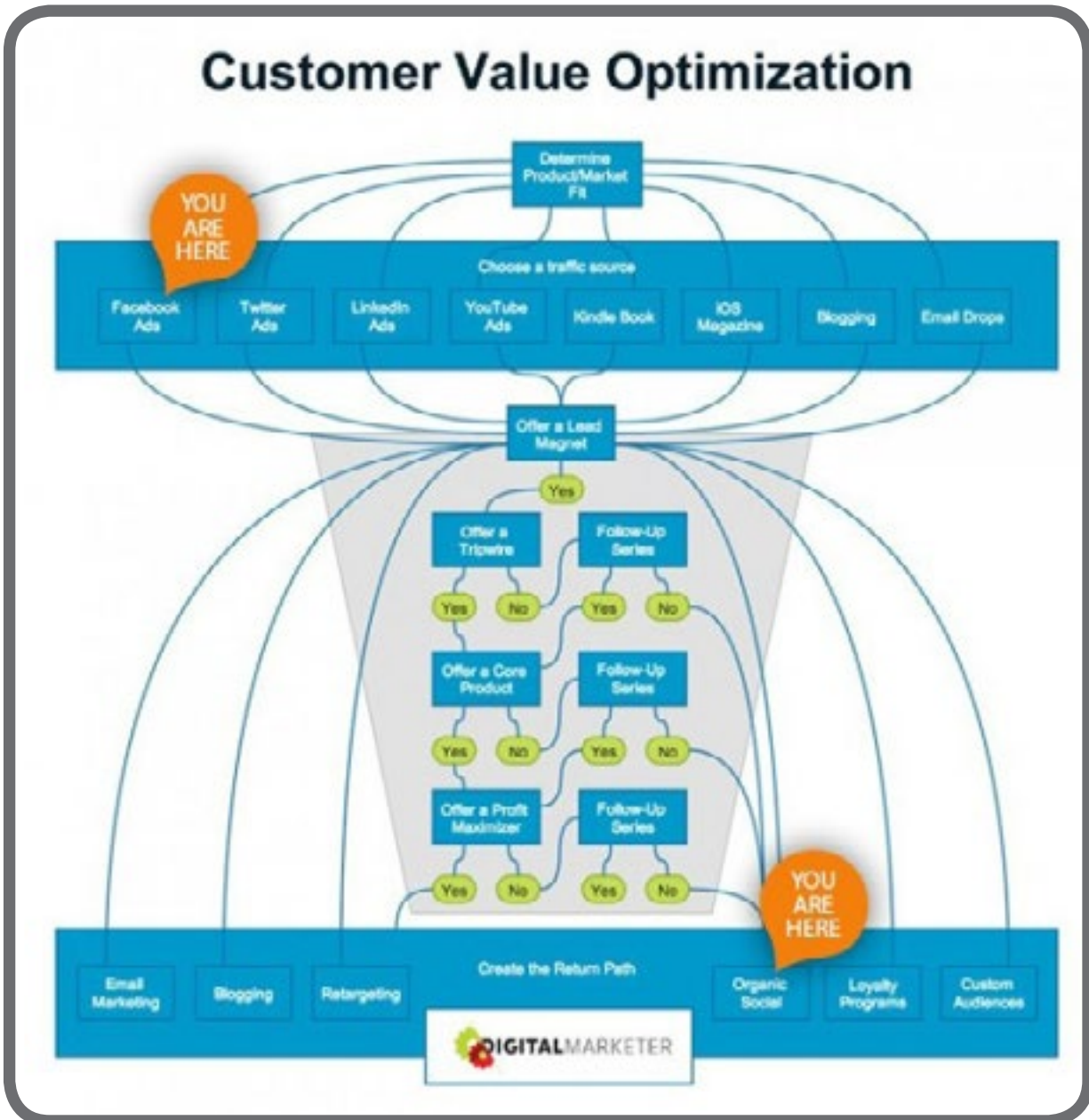
Print the CVO Process graphic that is available as a resource in the article. Pin the CVO Process document to the wall next to your workstation.

Every time you lose your way with your blog (or any other marketing tactic) look at the CVO Flowchart document. It will remind you of the greater strategy and put you back on track.

Please, if you do nothing else with this Execution Plan, [read this article now](#).

In the next step, we will learn how Facebook fits into the greater CVO strategy.

UNDERSTAND HOW FACEBOOK FITS INTO CVO:



SET UP YOUR FACEBOOK PAGE

HOW TO USE THIS SECTION:

In this Execution Plan we will show you exactly how to set up your Facebook page and how to get your first 100 Likes (and more) from people that are actually a good fit for your business (not just your mother and best friend).

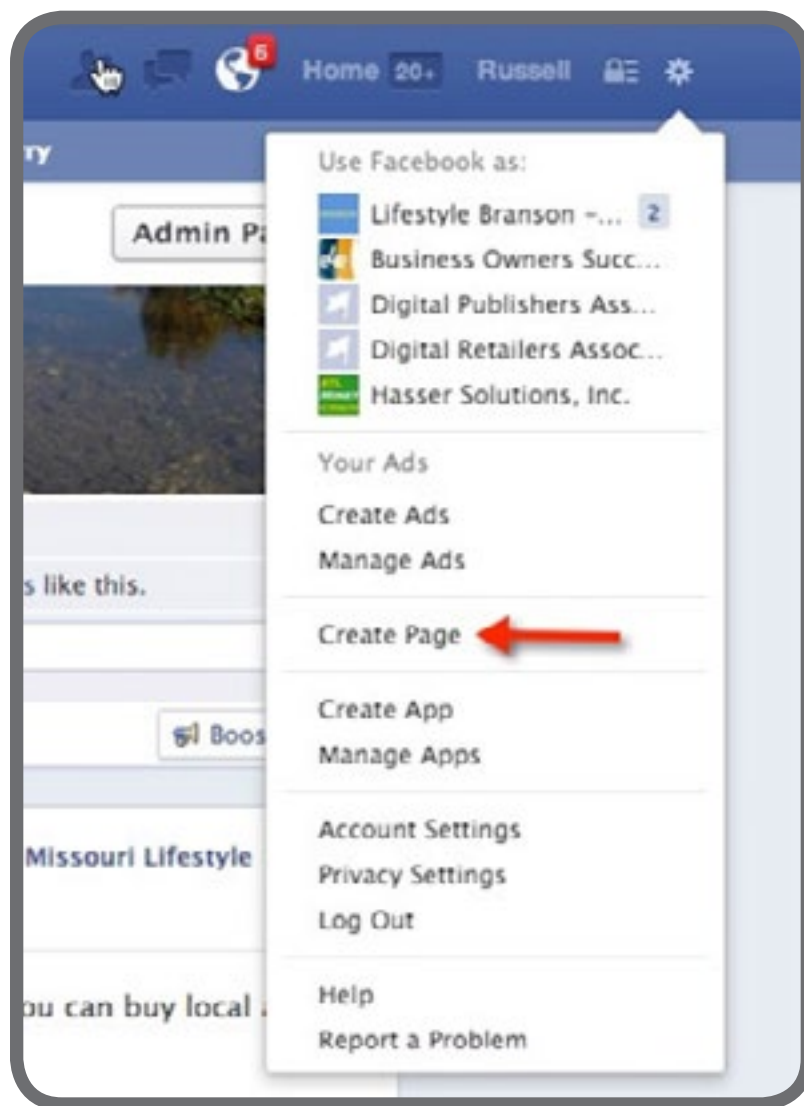
If you've already got a Facebook page but you're having trouble getting fans, you can skip to the "Get Your First 100 Likes" section of this Execution Plan.

Ready? Let's get started!

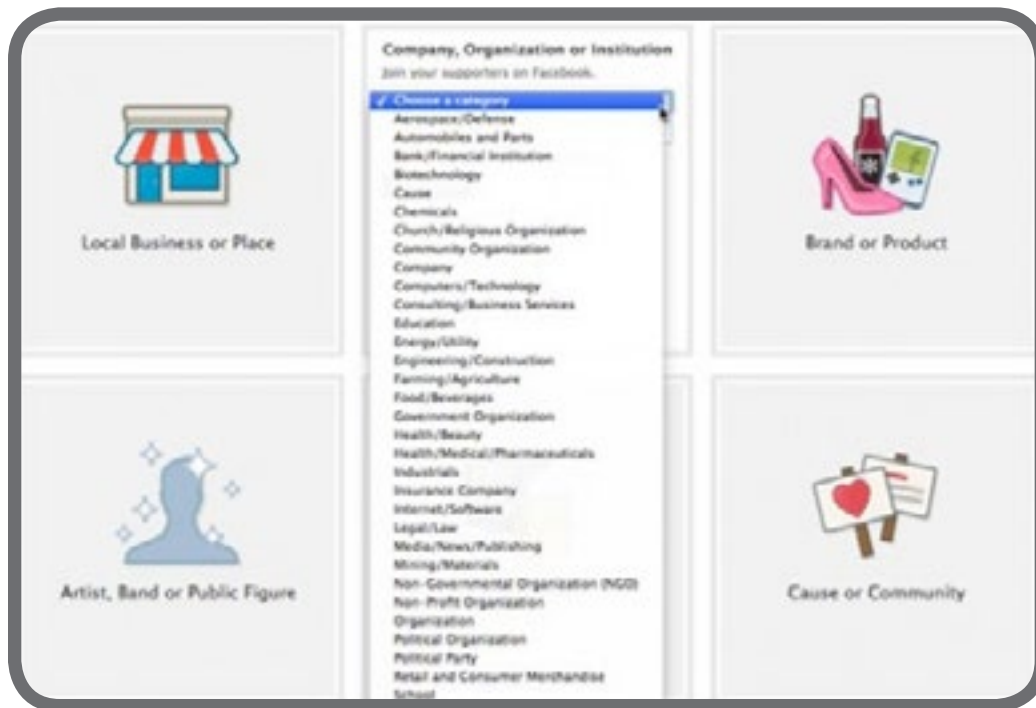
CREATE YOUR FACEBOOK PAGE:

First, let's get your Facebook page set up.

Log in to Facebook, click on the little gear icon and then click on CREATE PAGE.



Select the type of page you will be setting up. You will then need to choose the category that is most relevant to this page. If you don't see an exact match to your category, just select the closest one.

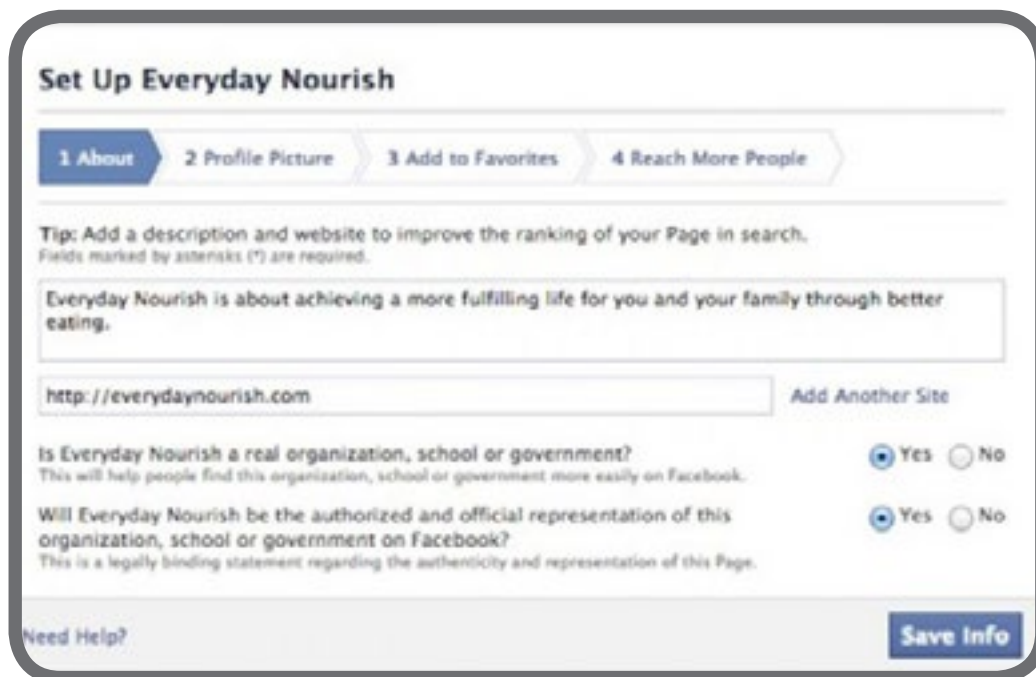


After typing in the name of your page and agreeing to the Facebook Terms of Service, you'll click GET STARTED.

ADD DETAILS TO YOUR FACEBOOK PAGE:

You'll now type in a description and website (if you have one) for the Facebook page. Take a few minutes to think this through but don't let it stall you. You can always change the description and add your website later.

In my case, I'm building a Facebook Page for a business in the organic food niche called Everyday Nourish.



Set Up Everyday Nourish

1 About 2 Profile Picture 3 Add to Favorites 4 Reach More People

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Everyday Nourish is about achieving a more fulfilling life for you and your family through better eating.

[Add Another Site](#)

Is Everyday Nourish a real organization, school or government?
This will help people find this organization, school or government more easily on Facebook. Yes No

Will Everyday Nourish be the authorized and official representation of this organization, school or government on Facebook?
This is a legally binding statement regarding the authenticity and representation of this Page. Yes No

[Need Help?](#) [Save Info](#)

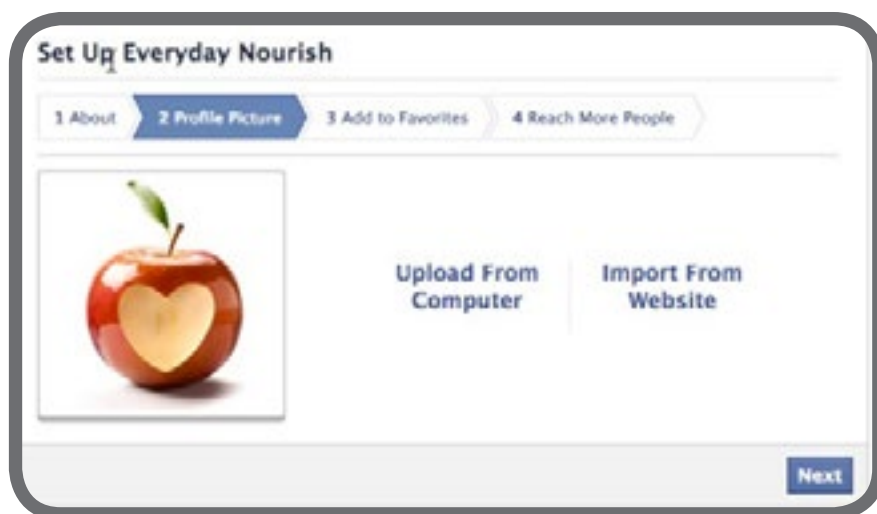
Ok, we're almost finished.

We now need to upload an image that can be used as our business avatar on Facebook. This image will appear next to all of the posts and comments made by your Facebook page. It will also be featured prominently on the Facebook page itself.

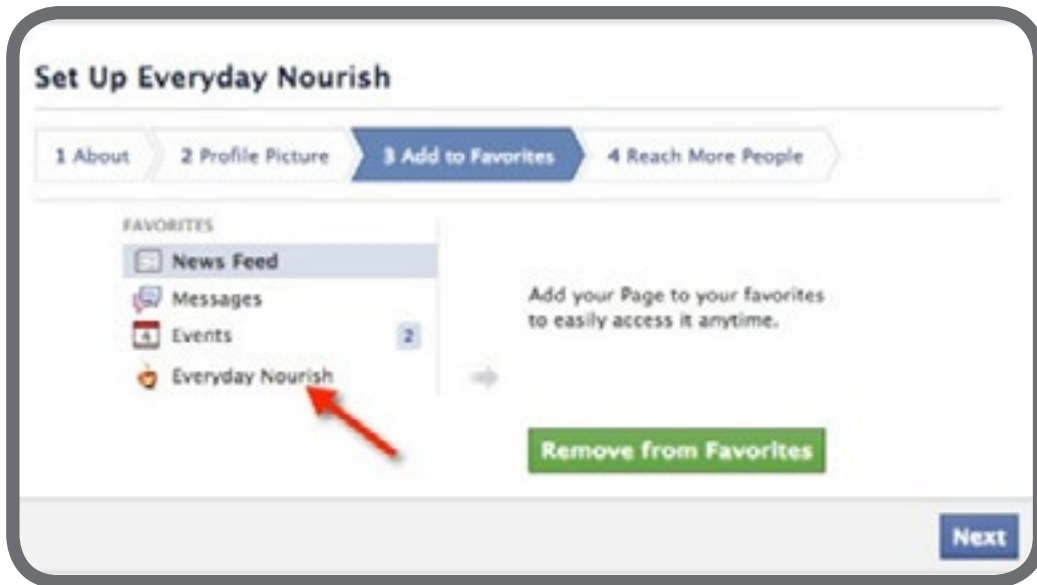
Once again, don't let this step stall you. Most businesses use their logo or a headshot of a prominent person. You can easily change this later as well.

The image you upload should be as square in proportion as you can get. In the perfect scenario it will be 180 pixels in height and 180 pixels in height. If you don't upload something that is square, Facebook might crop your image in an unfavorable way.

I grabbed a stock image off of iStockphoto that I felt made sense for this page.



The next step will allow you to add a link to your page from your Favorites. This will make it quick and easy to reach your page from within Facebook. Make your choice and click NEXT.

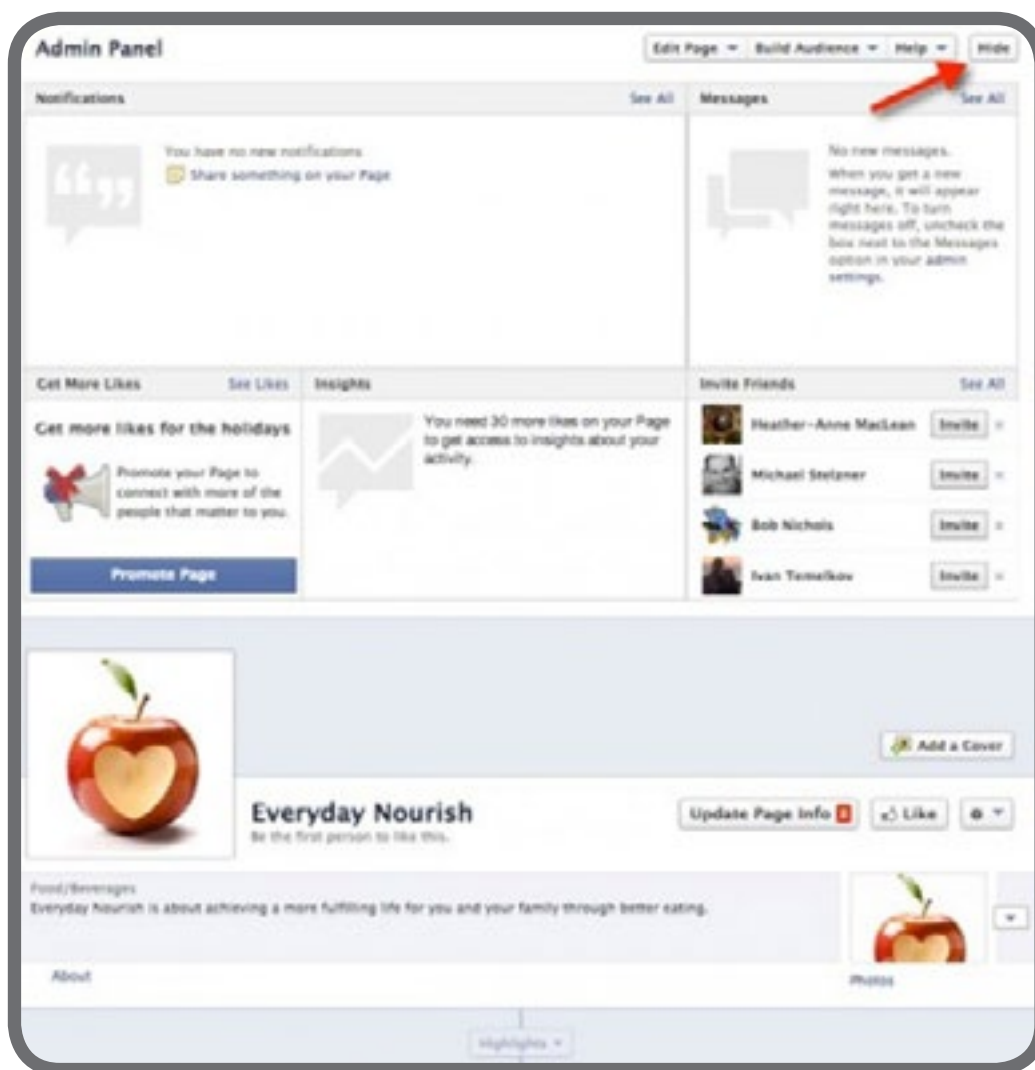


Lastly, Facebook will encourage you to create an ad to get more likes. Go ahead and click SKIP.

We'll set up your ad in a later step.

ADD A TIMELINE COVER:

Now you are staring at your Facebook page Admin Panel and a barren Facebook Page. Click on the HIDE button to get the Admin Panel out of your way.



This next step is optional. We are going to add a cover to your Facebook page and I would recommend that you do this because it will greatly add to the personalization and design of your Facebook page.

That said, it is not necessary that you add a cover to your Facebook page NOW. Your page will function normally without the cover image — it just won't look as pretty as it could.

Plan on getting your Timeline Cover image done but don't let it stop you from using your Facebook page in the meantime.

Here's how to get it done...

If you're ok with using something that is "stock", you can find Facebook timeline covers available for as little as \$2 on sites like [Graphic River](#). Believe it or not, I bought the Timeline Cover for this project from [Etsy](#).

If you want something unique to your company, your cover image will require a bit of design know-how and I would recommend getting a graphic designer to build your Timeline Cover. If you don't have access to a graphic designer, hire one from [Fiverr](#), [oDesk](#) or [Craigslist](#).

The dimensions of the Facebook cover photo are 851 pixels in width and 315 pixels in height. It is against the Facebook Terms of Service to use the Timeline Cover to promote products, make offers, etc. Think branding, not selling and you should be good. Get more [information from Facebook on the Timeline Cover guidelines](#) before you send specifications to your graphic designer.

Once you have your Facebook Timeline, you can upload it by clicking on ADD A COVER.

I'm not 100% thrilled with my Facebook Timeline Cover but it's good enough for now. I'll come back to this step later to improve it. As I've advised you, don't let it stall you.

Here's a look at my Facebook page at this point in the process,



In the next step, we'll add some status updates to the page.

CREATE 5 STATUS UPDATES:

Before we start inviting people to come visit our Facebook Page, we need to add some content to the page. Makes sense, right? We don't want to invite them to an empty page.

For this step, you will need to add 5 Status Updates to your Facebook Page at a minimum. You want these status updates to immediately communicate the subject matter of your Facebook Page to any Page visitors.

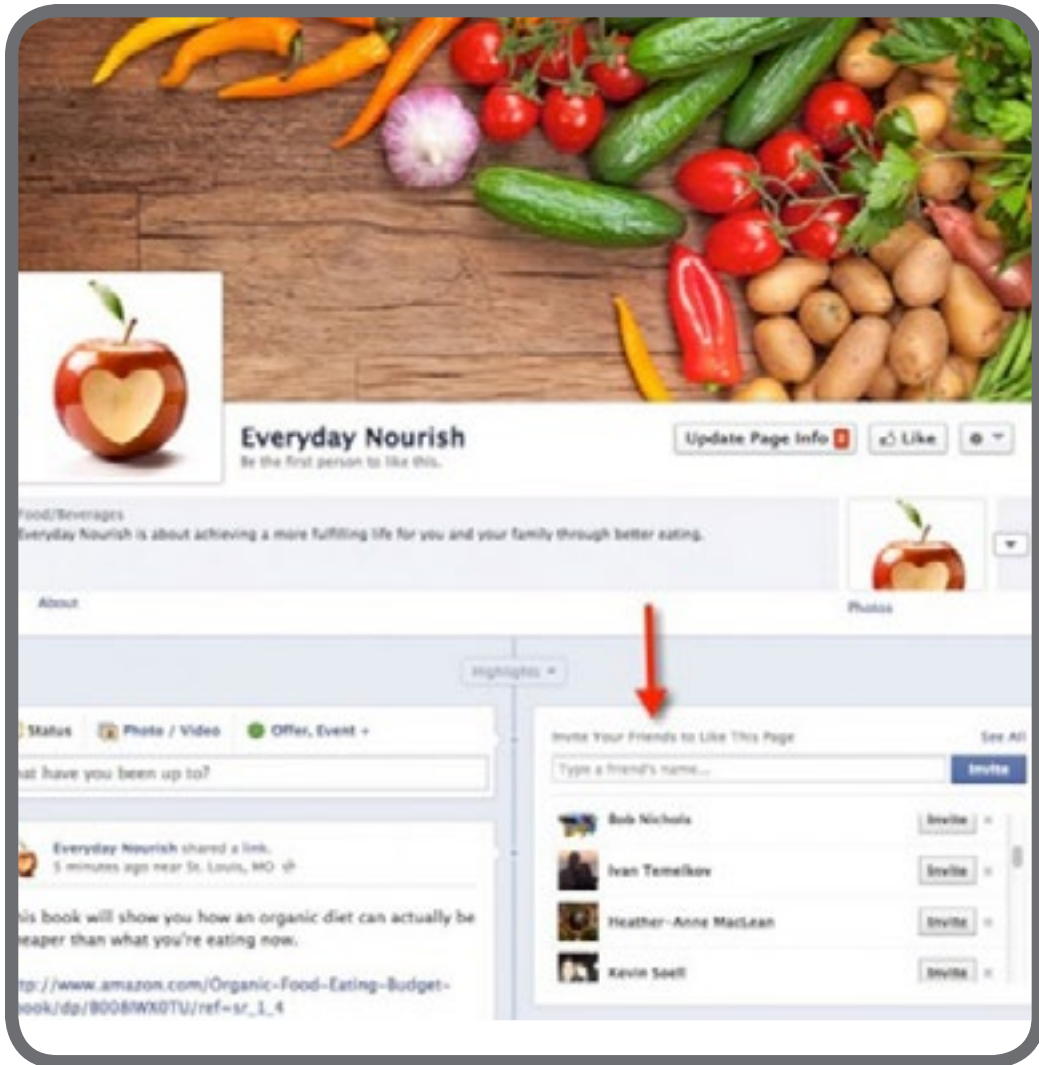
Here are some possible status update types that will work well,

- › **Images** - The social web has become very image heavy. Your Facebook page will really come alive if you add images. If you have your own images, upload them. If not, Head over to Pinterest and type your keywords into the search bar. You'll likely find thousands of images that will work great on your page.
- › **Links** - If you have helpful content that you've written, link to it. If not, look for quality articles from others that you can link to. Stay away from linking to product pages or sales pages at this point. You're not trying to sell right now, you're just trying to add value to your Facebook page visitors.

- › **Quotes** - You might think famous quotes are overdone on Facebook, and they are. But they work. Add them.
- › **Books and other resources** - Link to resources in your niche. If there is an image of the resource, that's a bonus.
- › **Aggressive Discounts** - Be careful here. If you're going to use your Facebook Page to run promotions, that's fine. Just make sure it's something worthwhile.

This isn't the time to try to run a contest or do a "caption this" or "fill-in-the-blank" type status update. You won't get much engagement because you don't have many Fans at this point. Later, when you have your 100 Fans or more you can start asking your Fans for some engagement.

As you can see, my Facebook page is starting to come to life.



Congratulations! You have a living, breathing Facebook page!

In the next section, we'll start inviting some people to the page.

GET YOUR FIRST 100 LIKES

HOW TO USE THIS SECTION:

Ok, your Facebook Page is ready for some Fans! In this section, we're going to quickly ramp up to 100 Facebook Fans and beyond using two methods.

1. Leverage your existing network
2. Set up a Facebook Like Ad Campaign

Let's get started!

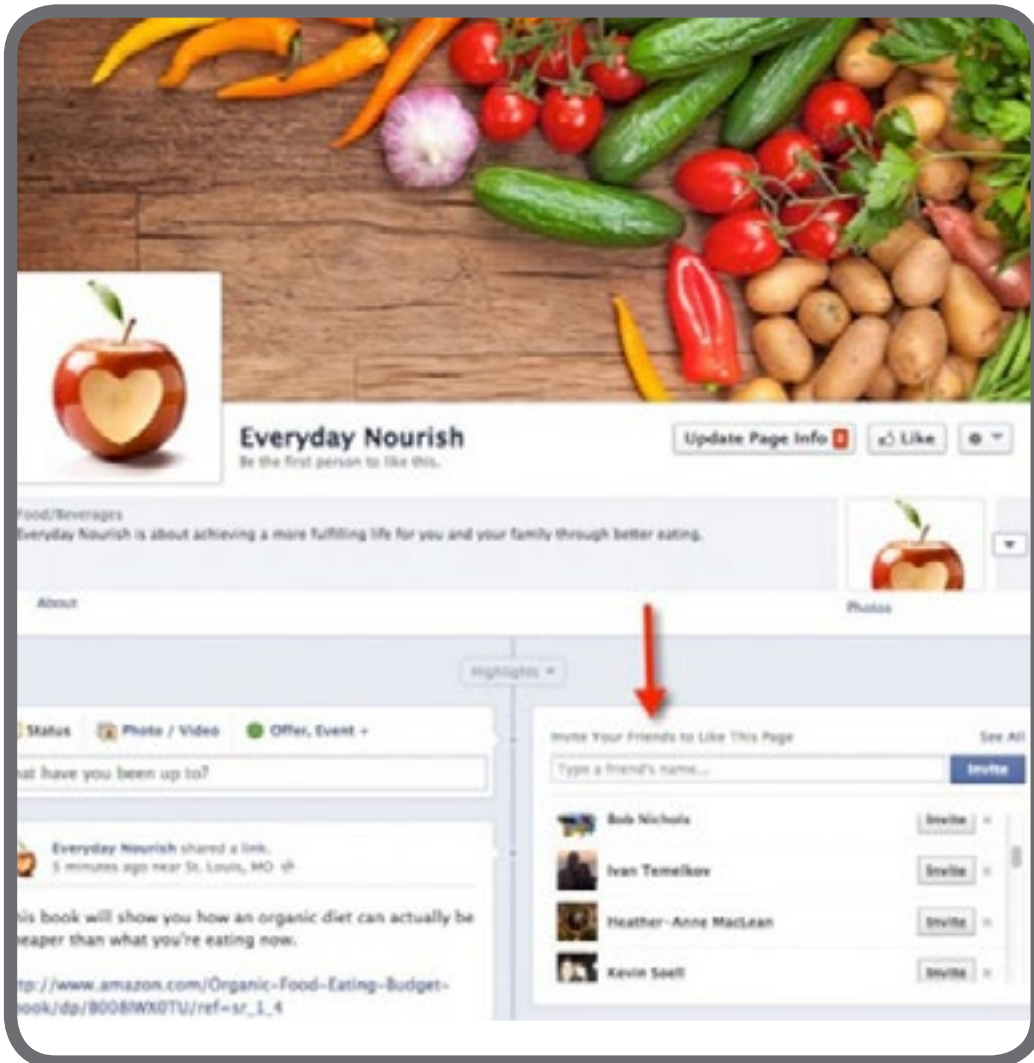
NOTIFY YOUR NETWORK:

First things first. Invite your mom — and any other Facebook Friends that would have genuine interest in your Facebook page. Emphasis on the word 'genuine.'

It doesn't do you any good to get friends to Like your page if it's not a good fit. They'll probably do it for you but if there isn't genuine interest, don't bother. There is a better way to get Fans and we'll get to that in a bit.

Scroll through the "Invite Your Friends to Like This Page" and click INVITE on all relevant Facebook Friends.

This will send them a notification that you are requesting that they Like your page.



If you have an existing email list, send them an email with a direct link to your Facebook Page and ask them to click the “Like” button.

Tell them why they should “Like” your page and give them an incentive for doing so.

Are you planning to share content that is exclusive to Facebook? If so, tell them that. Are you going to be offering contests or discounts to Facebook Fans? If so, tell them that.

You’ll need to give them a compelling reason to join you on Facebook. Inviting your friends and your existing contacts will only take you so far, it’s time to kick it up a notch.

UNDERSTAND WHY YOU SHOULD BUY:

The second method we're going to use is guaranteed to get you Fans. You're going to pay for them.

If you plan to build something interesting to your market on this Facebook Page, you'll have no trouble getting Facebook fans.

This is a business transaction.

You give Facebook a little money, they give your Facebook Page some attention. Simple and well worth the investment if you plan to make Facebook a part of the way you market your business.

Let's get started!

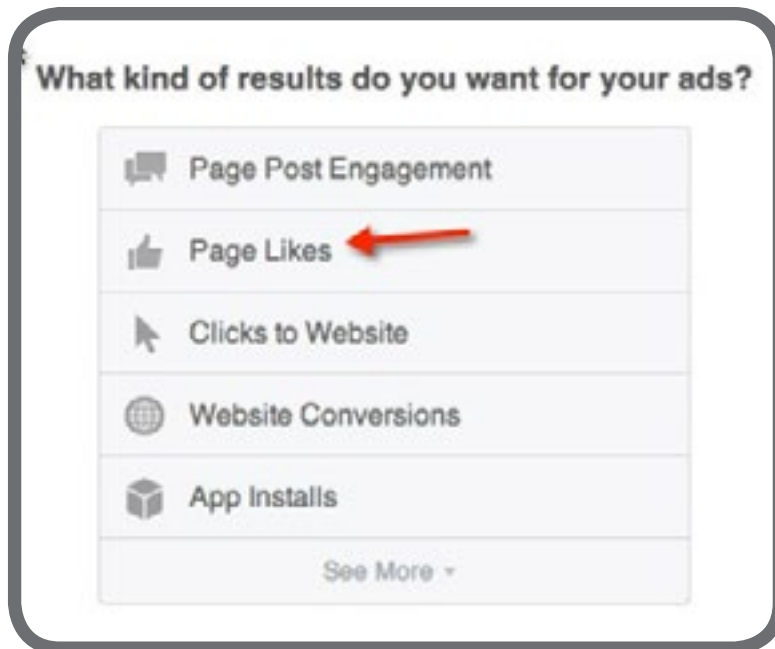
SET UP LIKE A CAMPAIGN:

I'm going to walk you step-by-step through setting up this Facebook Like campaign.

First, log into Facebook, click on the little gear icon and then on CREATE ADS.



THEN, CLICK ON PAGE LIKES



NOW, SELECT YOUR FACEBOOK PAGE,



You're now looking at the Facebook "ad builder" and I'd like you to pause for a moment to consider the target audience for this ad.

VISUALIZE YOUR TARGET:

I'm not going to ask you to make a full blown Customer Profile here, although if you have documentation like that you'll be able to skip this step.

I just want you to lean back in your chair for a second and visualize one person that would be a good fit for this Facebook page.

Take note of the following,

- › Gender
- › Age
- › Location
- › Education level
- › Relationship status
- › Workplace
- › Hobbies/Interests

For the page I am advertising I am picturing an American, 30 years old, college degree, married, interested in cooking and fitness.

Once you have a good picture of your target, move on to building your ad.

LEARN THE ELEMENTS OF YOUR AD:

This is what my ad will look like when I am finished. Your ad will have different imagery, text, headline, etc but they layout will be the same.



There are 5 elements of the Facebook Like campaign to consider,

- › Image
- › Headline
- › Text
- › Targeting
- › Budget

We'll address each of these in turn.

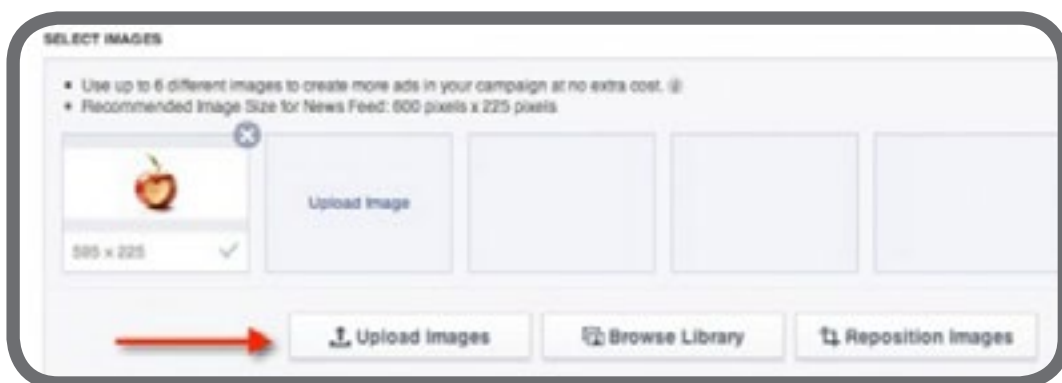
AD BUILDING - UPLOAD THE AD IMAGE:

The image size you'll need for this campaign is 600 pixels wide and 225 pixels in height. That said, if you're not good at cropping images you can try uploading any landscape (wider than taller) image and Facebook will crop it for you. The results will vary here and you might need to upload different images or find someone to alter the image size for you.

If you have the time (and the skillset) consider uploading up to six images. Facebook will optimize your ads with the image that is performing best.

I've chosen to use my apple avatar image on a clean white background. I feel like this image will get the right person's attention.

When you have your image, click on UPLOAD IMAGES and select the image off of your hard drive.



In the next step we'll write your ad headline.

AD BUILDING - WRITE THE HEADLINE:

The headline is critical to getting Likes.

I want you to visualize that the person you are targeting is walking past you in a coffee shop. What could that person overhear you saying that would get them to glance in your direction?

Just a few words. Very short. Very punchy.

It might be a question. It might be a provocative statement. It might be a quick benefit statement.

For my organic food Facebook page, I'm going with:

Food is important here

AD BUILDING - WRITE THE AD TEXT:

Ok, you've got your target's attention with the headline, now what are you going to say?

I want you to visualize yourself making a single statement to the target.

The goal of this statement is to get this person to shake their head up and down in agreement with you. The more violently they shake their head up and down, the better.

What would you say to them?

People are conditioned to click the Like button when they agree with something. The more vehemently they agree, the better your chances of getting that Like.

The line should be short — you only have 90 characters. But don't limit yourself with the character limit yet. Just start jotting down possible lines no matter how long they are. You can try to scrunch it in there later.

Then, visualize yourself saying that line to your target. Are they shaking their head up and down? If so, you might have a winner.

For this first ad, I'm going with:

At Everyday Nourish we celebrate wholesome food, a healthy family and a fulfilling life.

AD BUILDING - SELECT AD TARGETING:

For this initial ad, we are going to a small group. We are going to attempt to reach between 20,000 and 100,000 people with this ad. You can control the number of people you reach through the use of targeting.

Once again, picture the person you are targeting and go through the broad targeting options until you feel like your ad will reach this person.

These broad targeting options are:

- › Location
- › Age
- › Gender
- › Relationship Status
- › Education

Once you've gone through the broad targeting options, take a look at your estimated audience in the right column.

For me, I have 8.6 million people targeted.



Estimated Audience

8,600,000 people

- Who live in United States
- exactly between the ages of 28 and 48 inclusive
- Who are female
- Who graduated from college
- Who are married
- Who are not already connected to Everyday Nourish

This is way too broad. The audience needs more focus. If you are already down to between 20,000 and 100,000 (or close) you can move on.

But I have more work to do.

There are a number of precise targeting options you can use to focus your target audience including,

- › Interests
- › Workplaces
- › Events (e.g. Has a birthday in < one week, has a new job)
- › Mobile Device Owner (e.g. iPhone, Adroid, etc)
- › Parents (e.g. 0-3 yrs, 4-12 yrs)

For me, I am going to try targeting American male parents between the ages of 28 and 48 that have shown an interest in Organic Food. This gets me to 44,000 people.

Here is what my audience looks like,



Estimated Audience

44,000 people

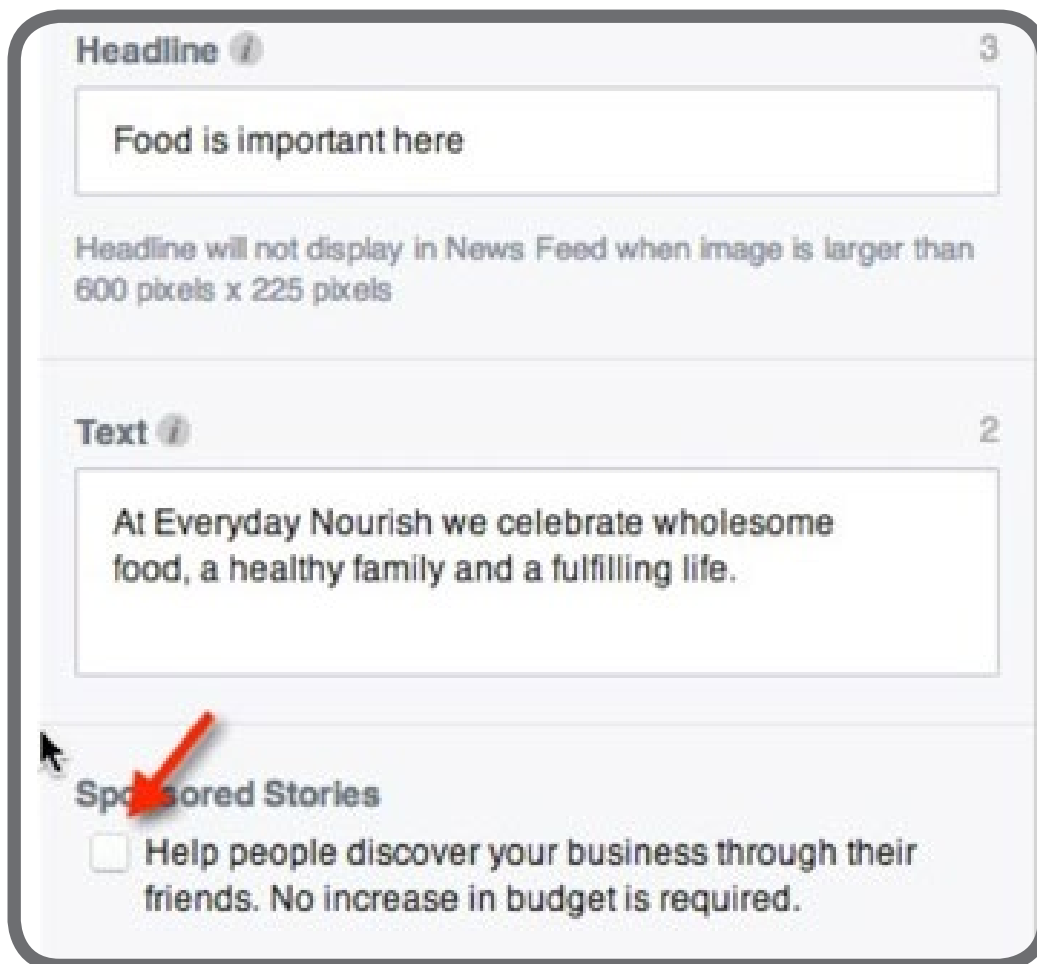
- Who live in United States
- exactly between the ages of 28 and 48 inclusive
- Who are male
- Who like Organic food
- Who graduated from college
- Who are in the broad category Parents (All)
- Who are married
- Who are not already connected to Everyday Nourish

In the next step we'll knock out some miscellaneous items.

AD BUILDING - ADDRESS THE MISCELLANEOUS:

Ok. We're almost ready to set our budget and set our ads live. But first, a few housekeeping items to take care of,

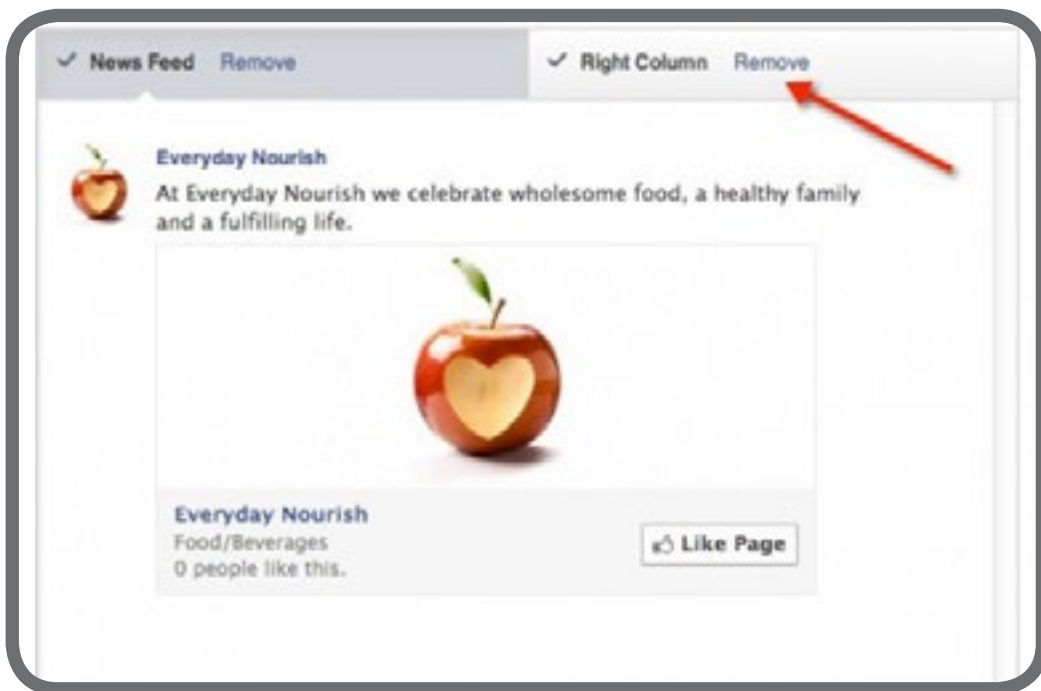
1. Leave "Sponsored Stories" checked? - I would test your ad with this and without it. I usually uncheck it at first and then test with it on later.



The image shows a screenshot of the Facebook ad creation interface. It is divided into three sections:

- Headline** (3): The headline text is "Food is important here". Below the text box, a note states: "Headline will not display in News Feed when image is larger than 600 pixels x 225 pixels".
- Text** (2): The text content is "At Everyday Nourish we celebrate wholesome food, a healthy family and a fulfilling life."
- Sponsored Stories**: This section is at the bottom and contains a checkbox that is currently unchecked. The text next to the checkbox reads: "Help people discover your business through their friends. No increase in budget is required." A red arrow points to the checkbox, and a mouse cursor is visible over it.

2. Turn off the Right Column - Start with the News Feed only. The News Feed ad appears front and center in your target's news feed, while the Right Column ad is a small ad located in the right sidebar. Once you get an idea of how the News Feed ad is doing you can turn the Right Column on. Turn the Right Column off by clicking on the REMOVE button,



In the next step we will set the budget.

AD BUILDING - SET YOUR BUDGET:

Name your campaign, or leave the default name that Facebook has given the Campaign.

Then, set your budget. Start with between \$10 and \$20 per day. This will give your ad the impressions it needs to have a chance to succeed without breaking the bank.

Set an end date. I usually set this date for four days into the future, limiting my spend to \$40 (\$10 per day for 4 days) on this campaign. You can always change the end date while the ad is running.

Lastly, select OPTIMIZE FOR PAGE LIKES as your Bidding and Pricing Optimization. Later, you can experiment with more advanced bidding and pricing but for now we are going to keep it simple.

Campaign and Budget New Campaign · Use Existing Campaign

New Campaign Name

Campaign Budget

You'll spend a maximum of \$40.00 on your campaign because it's set up to spend \$10.00 every day for 4 days

Campaign Schedule Run my campaign continuously starting today
 Set a start and end date

Start:
End:
(America/Los_Angeles)

BIDDING AND PRICING

Optimization Optimize for Page likes
 Optimize for clicks
 Optimize for impressions

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

VIEW RESULTS AND OPTIMIZE ADS

HOW TO USE THIS SECTION:

Congratulations! You've got your ad set up and running.

In this section we'll start adding status updates to your page.

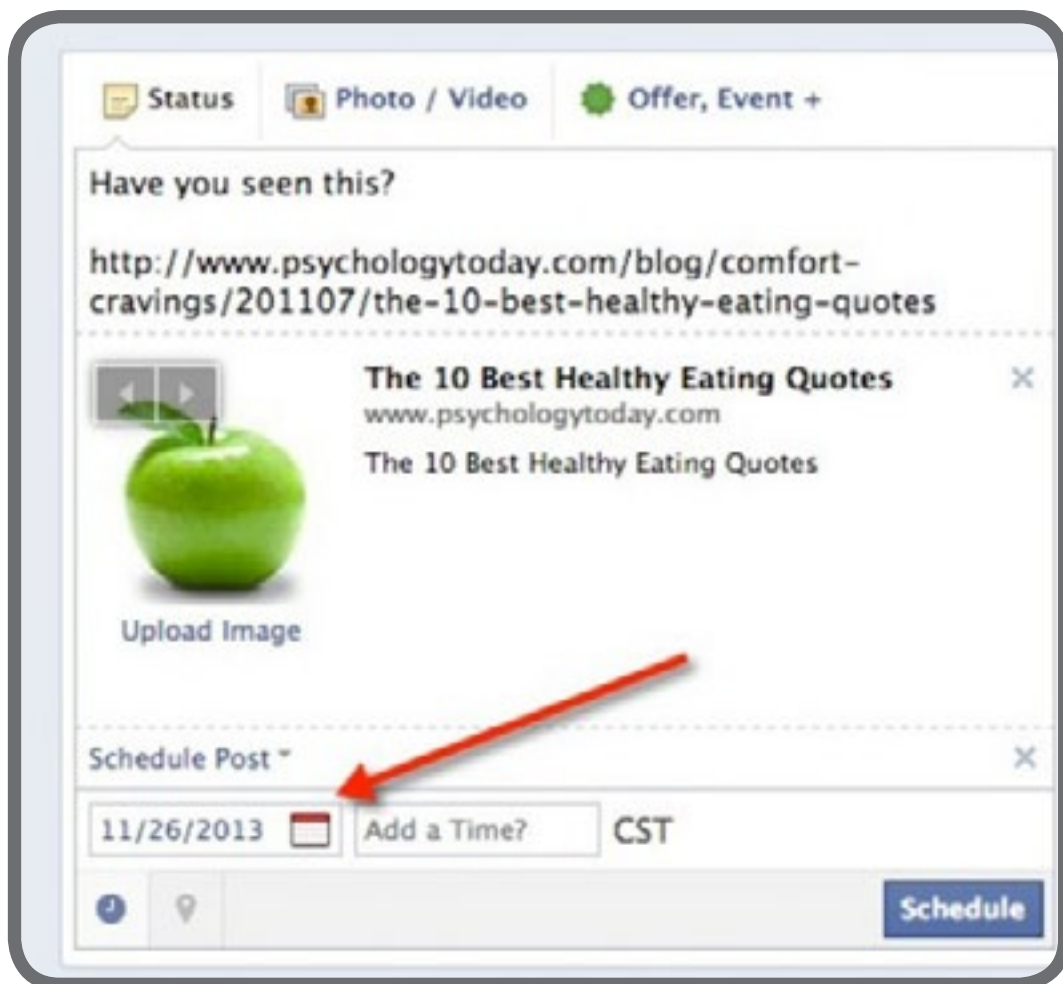
We'll also view the results of your ad and then optimize the ad for better performance.

Let's get started!

START ADDING CONTENT:

During the time that your ad is running, get yourself in a rhythm of adding content to your Facebook page twice per day.

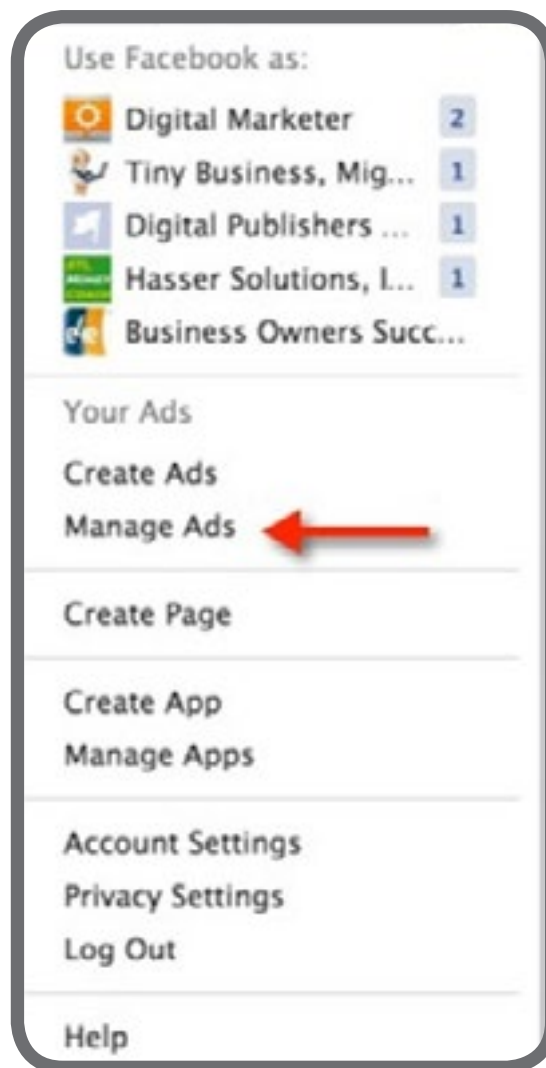
You can use the scheduling function if you want to get a bunch of posts set up in one sitting.



VIEW RESULTS:

It's been 4 days since we started running our Facebook Like Campaign.
Let's take a look at the results.

Log into Facebook, click on the little gear icon and click on
MANAGE ADS,



Click on your advertising campaign to view the analytics for your campaign.



For this campaign, I spent \$40 to reach 2,380 people which resulted in 54 Likes on my page.

This works out to a Cost Per Like of 74 cents.

Not great, I can do better.

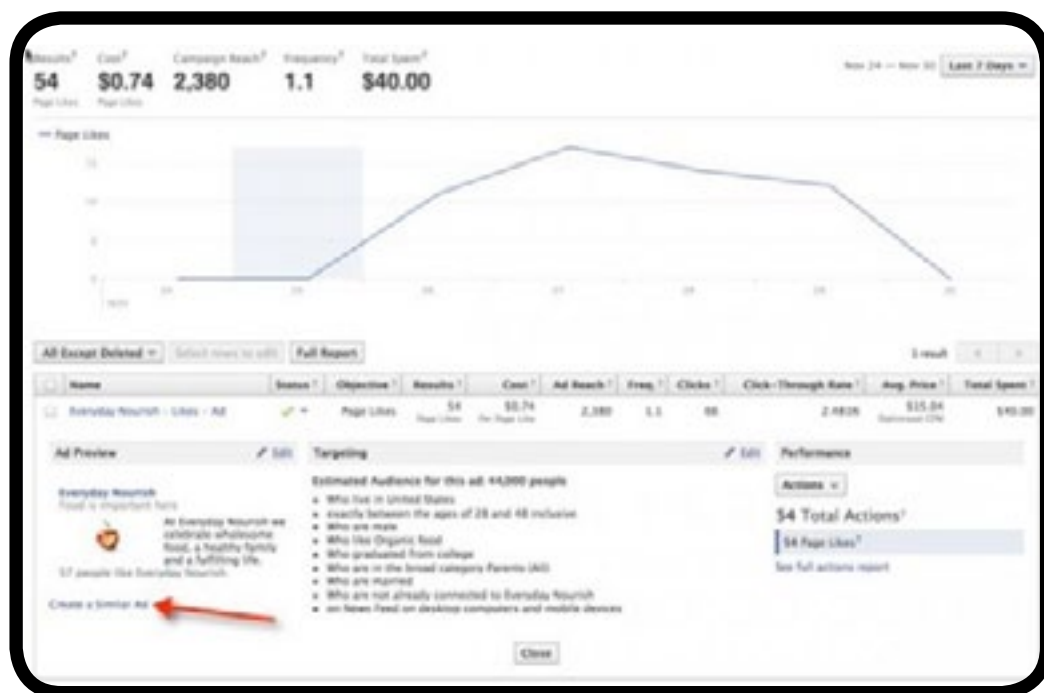
I want to get the Cost Per Like well below 50 cents before I increase my budget. To do that I will need to make some changes to my ad.

OPTIMIZE THE AD:

One way to go would be to try something completely different from this ad — a complete redo. The other way would be to make a single change to the ad that I am currently running and track the results of that change.

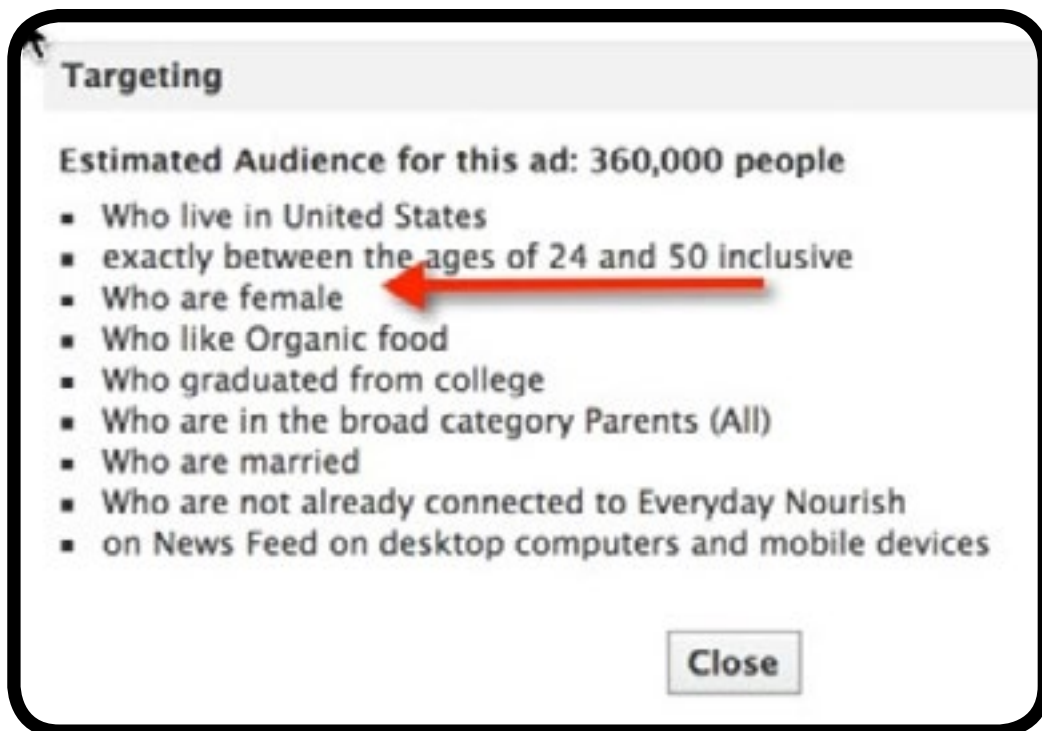
In this case, I'm going with the latter. I will make a single change to this ad and see if I can positively affect the Cost Per Like metric.

While viewing the analytics for your ad, click on CREATE SIMILAR AD,



The change I am going to make is going to be to the targeting. I'm not going to touch the ad copy or image.

I am going to try targeting females with this ad rather than males. That's it.



Targeting

Estimated Audience for this ad: 360,000 people

- Who live in United States
- Who are exactly between the ages of 24 and 50 inclusive
- Who are female
- Who like Organic food
- Who graduated from college
- Who are in the broad category Parents (All)
- Who are married
- Who are not already connected to Everyday Nourish
- on News Feed on desktop computers and mobile devices

Close

I'm going to run the ad with this variation for four days at \$10 per day and then take a look at the results.

VIEW THE OPTIMIZED AD RESULTS:

It's been 4 days since I optimized my ads and the results are pretty staggering.

Name	Results ?	Cost ?	Ad Reach ?	Clicks ?	Click-Through Rate ?	Avg. Price ?	Total Spent
Everyday Nourish - Likes - Ad	61 Page Likes	\$0.78 Per Page Like	2,738	76	2.323%	\$14.63 Optimized CPM	\$47.87
Everyday Nourish - Likes - Ad	151 Page Likes	\$0.35 Per Page Like	5,590	179	2.950%	\$8.59 Optimized CPM	\$52.12

As you can see, the Cost Per Page Like for the second ad is 35 cents and the first ad was 78 cents.

Now we're talking. :)

CONCLUSION

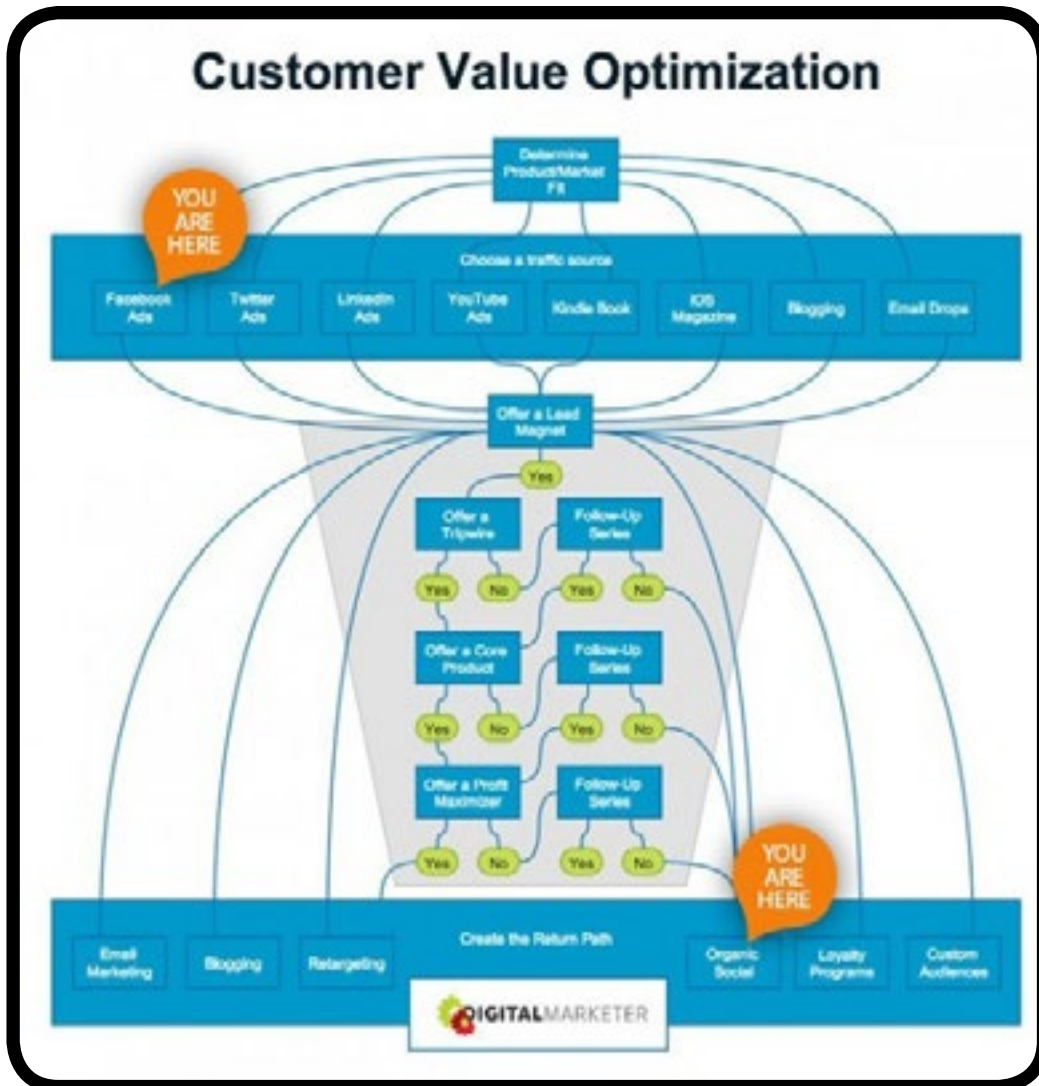
LAST WORD - UNDERSTAND THE BIG PICTURE:

Facebook brand pages are a great way to find new customers and stay engaged with existing ones.

It's easy to get distracted, but if you stay focused on CVO you'll continue to get a real ROI with Facebook. Just remember Facebook is part of a greater CVO strategy to,

Generate new leads (through the Lead Magnet)

Sell existing customers more often (through the Return Path)



Keep this in mind as you develop your Facebook strategy and you'll be well on your way to creating an unstoppable business.

BONUS PRESENTATION:

Check out this [Office Hours](#) presentation about Facebook “Call to Action” buttons.

If you haven’t used it before, you can learn more about using the Power Editor in our Execution Plan [Build Laser Focused Ads With Facebook Custom Audiences](#)