



# FB Viral

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# Introduction

Hello fellow Warrior,

My name is Radu and ever since I've started Internet Marketing I've been searching for quick and easy-to-setup methods that would bring in a ton of traffic in a very short time.

I've been trying a lot of different methods, going through SEO, Youtube and even took a shot at Tumblr.

Let me tell you - all these methods work well to get you traffic. However, not all methods are created equal. And it is Facebook that stands high above the rest!

If you've been checking Facebook lately, you should know that there are a lot of pages that have millions of fans and are run by regular people like you and I, with no big company behind them.

I am going to show you *exactly* how to do it, step by step, and I will even help you take it one step further - teach you how to effectively monetize those pages that you'll be building once you have the appropriate fan base.

So before we start let me say: thank you for buying this guide. I truly believe in this method and hope that it would help you super-charge your business and take it all to the next level.

As with all guides, I will be teaching you exactly what and how to do it, but I cannot do it for you. So throughout this guide keep in mind one thing: it is crucial to **TAKE ACTION!**

Let's get started!

# FB Viral Overview

There are a lot of successful Facebook pages being run by people that have no idea about Marketing... sure. But they most likely either started early, or had a lot of luck.

Nowadays, it's simply dazzling how many people create FB pages without having a single clue how FB truly works, and so you always hear those things on forums and communities... "Facebook is dead" or even sillier "Facebook fans are worthless".

Let me tell you, these people don't know what I'm about to teach you.

The News Feed Algorithm is a complex script that evaluates what a story is worth to a user.

So when somebody "likes" your page, they won't see all your posts and activity (unless they explicitly choose to) - instead, they are only shown what Facebook thinks they want to see from your page. A lot of people don't know that!

So what you want to do is get as many of your stories as possible in front of as many of your fans as possible - so that they continue to "like" your content, and thus you get viral attention from friends of fans, and so on.

Of course, the algorithm that decides what gets published on the News Feed and what doesn't is Top Secret and only known to a few highly regarded Facebook employees.

However, we can make a few educated guesses as with what the algorithm is all about: **Engagement.**

Facebook is looking to show its users the best content they could possibly want. So, when a user interacts with a page (be it through commenting, sharing or liking specific posts) they show Facebook that they are interested in that page's activity and that they would like to see more from it in the future.

On the other side, if a user continuously ignores the content they are being shown on the News Feed from one specific page, they will be getting less and less stories from that page.

So naturally, what we will be aiming at is to optimize interaction, and create posts that people truly like and want to share - just throwing in promotional links all day won't cut it.

## **How Do FB Pages Grow?**

Naturally, FB ads are a great way to increase a community, and while they are a sustainable way to do it, what we are aiming at in the end is to get the right angle, so that all the page will need to grow is viral posts.

Your stories won't just appear to your fans News Feed, but once they interact with those posts, it is highly likely that it will show on fan's friend's feeds as well.

Here's an example:



This screenshot is from a News Feed of a friend of Seng Keat Teh. Although he has not liked "Social Cookbook" himself, he still sees the post because his friend has.

That's viral, and it's a goldmine.

## **The Strategy**

Now that you know what we are aiming at with our pages, it's time to take a look at the overview of this strategy, as this guide will present it, to get there.

First of all, we'll focus on getting our initial fans, and kick-start the viral growth of our Facebook page. From then we'll look at ways to keeping a page active simply through viral methods, and in the end I'll teach you how to monetize this goldmine effectively and without annoying your fans!

It's a lot to talk about, so let's jump right into it!



# Setting Up Your Page

The very first thing we need to do is decide what the page should be about (niche selection).

If you already have a website, or are clearly decided on a niche, then you can skip this part, but keep in mind that you'll need a good angle to turn your website into a viral element and add that likeability it needs. Just using your website name as your page name is not likely to cut it, unless your website is already an established brand.

So, picking a niche is an important thing, and one crucial aspect is to have a constant stream of things to post. That means important news, interesting facts, funny pictures, and so on.

It's highly important to build a community around this, using a popular topic with viral potential. You want people to like your stuff and share it with friends.

So here are the 3 Things I always look for when setting up a Facebook page:

1. Something people will want to share
2. A constant stream of news
3. Monetization potential

For those of you who are undecided, I say this: think about your hobbies! Everybody has a hobby, and if you are like

95% of the people out there, your hobby is probably a popular one, so there are a lot of like-minded people out there that like the same things as you do.

Passion is an important factor as it will keep you genuinely interested about a topic.

Here are a few hobbies ideas I came up with, but feel free to dig deeper:

Sports, Science, Technology, Gardening, Food, Music, Entertainment, Animals, Video Gaming, Writing, Photography

Of course, these are a bit broad, so try to nail something specific.

So if you are a sports fan, think about your most favorite sport: is it baseball? Basketball? Football, fishing, chess, bungee jumping, tennis, wrestling?

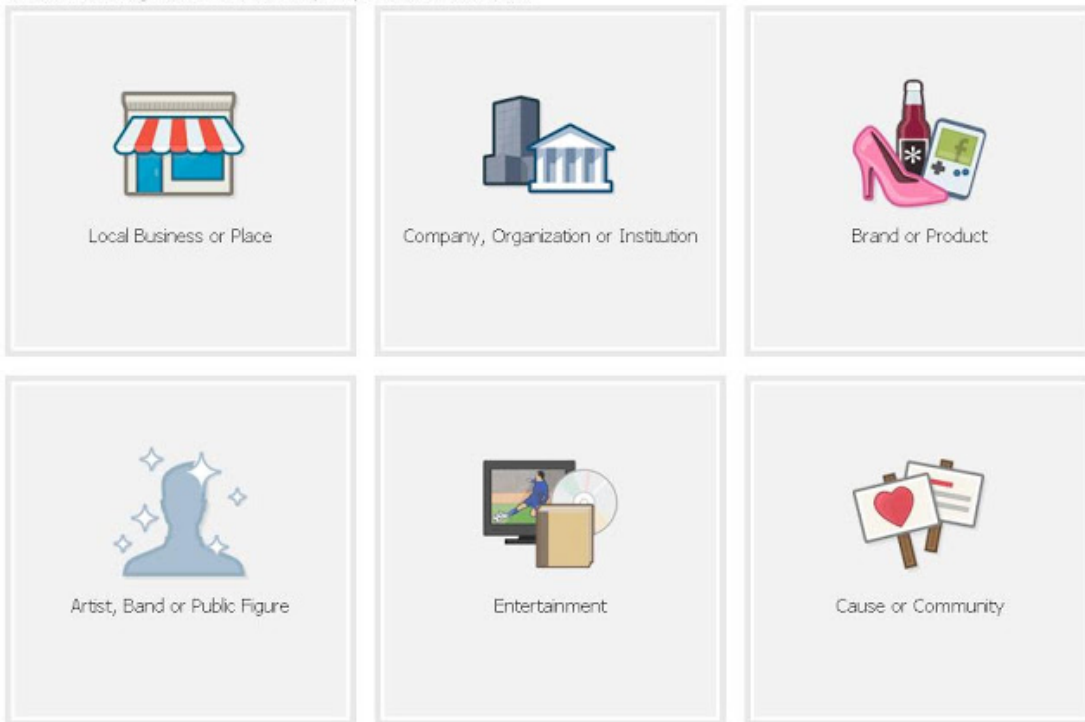
You see how many ideas I could come up with brainstorming just 1 category. So take a little time to make sure you pick the right niche, and then let's move on!

So once you have decided on your niche, it's finally time to jump into actually creating your FB page.

When you attempt to do it, you'll be prompted with a "Pick a Category" page similar to this one:

## Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.



Most of you should go with "Brand or Product" and pick "Website" afterwards, but if you don't have a website, you can also pick "Cause or Community".

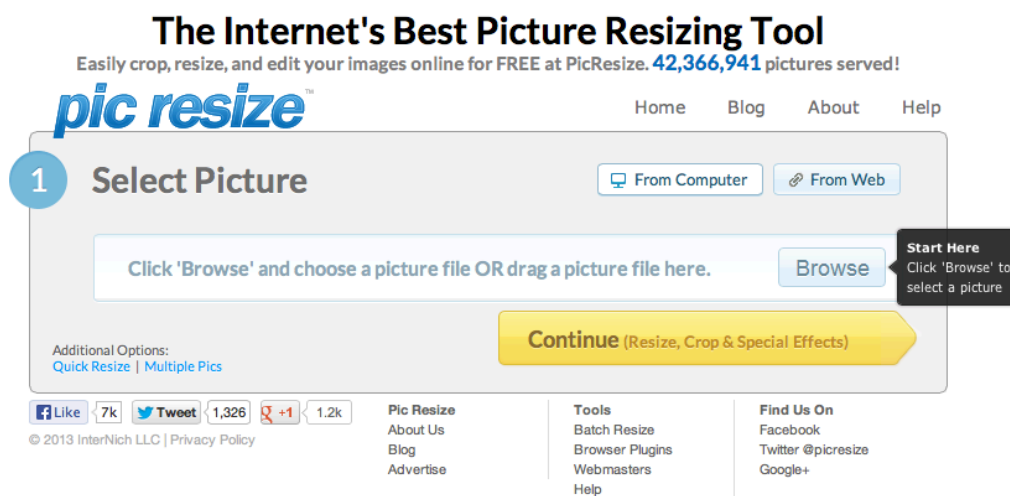
The name of your page is probably one of the most important aspects, so make sure to get it right. Once you have your niche, simply insert it in one of these already made for your page names (replace the X with your niche)

X Lovers  
X Fans  
I Love X  
X is Awesome  
X Fan Club  
X Daily

So that could end up as "Apple Lovers" or "Apple Fans" or "Apple is Awesome" if your niche is Apple.

The next step on our list is your profile picture, which is really important to be square, because otherwise it will be improperly resized.

Here's a free tool I'm using: <http://www.picresize.com>



Just upload your picture, hit continue then use "custom size" and make the width equal to the height!

Make sure you get a high resolution timeline cover and write something relevant in the About Us section - if you have a website here's where you place a link!

Here's an example:



That's pretty much all that is to setting up your page, and the subsequent chapters will look at building your audience and getting those first fans!

# Getting Your First Fans

The first fans are arguably the hardest ones to get, but it is of paramount importance not to get discouraged. Because once you get those first few hundred fans, the viral power will start to play an important role in growing your page, and you can stop working on the strategies outlined in this chapter.

As long as you keep your fan base entertained, the process of getting fans should become automated. So it is important to get those initial fans as soon as possible, and don't get discouraged if it seems hard at first.

We have two ways of doing this: a free way and a paid way. While the paid way is sure to bring you targeted fans much faster, the free way is worth taking a shot at as well, especially if you don't have a budget, and I like combining those two with each page I am growing.

## The Free Way

The first thing you need to look at when starting your page is your existing assets. That means inviting all your friends to like your page, or post about your page on their profiles. If you wouldn't like to involve them in this, try using your email list, Youtube subscribers, or websites visitors, if you have any of those.

You can also join forums targeted to your niche and have your FB page in your signature.

These steps should grab you a few loyal fans, just enough to make your page look alive and appealing to visitors.

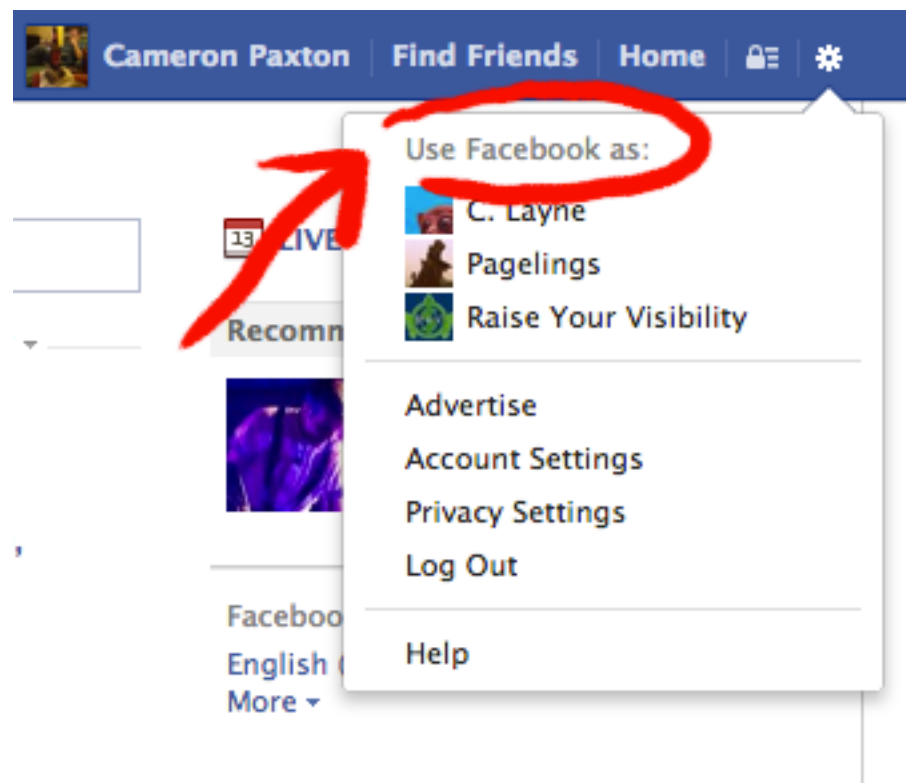
Another great way to get those first few fans is by posting on other pages or groups.

Don't get me wrong: Do NOT Spam!

If you just go and comment to every of their post with something similar to: "Please like our page" and you drop your link, it's very likely you're going to be reported and eventually even banned.

Instead, here's a nice way to do it:

Start using your FB profile as your page. On your FB profile hit the settings image like in the image below:



Then go visit established pages that already have a few thousand fans within your niche.

Now, instead of spamming your links, you should "like" and comment to what other people are commenting by "tagging" them. Make your comments actually noteworthy.

That's because when you like or tag somebody, they'll get a notification from Facebook saying that "Microsoft Fans liked your comment" (just an example). Most of them will be curious and check your page, and if they like what they're seeing, they will hopefully like your page.

Another great idea is to post a funny image related to your niche on those popular pages, and tag your own page in the description at the end using the @.

Don't over do it though.

Finally, once you get a few fans, a great idea is to contact the owners of this page and propose to get you a post on their wall. Most of these people are not marketers, and want to keep their fan base interested, so if you approach them correctly, you shouldn't have any issues in getting a few to do it.

Now, expect to not get replies from many, but don't be discouraged. Even if just 1 in every 10 messages gets a reply, that would be more than enough to superboost your fan base.

A great way to ensure a reply is to first "like" and "comment" and "post" on their pages like I've taught you just a bit earlier, so you can position yourself as a passionate fan when you make the approach.



So when you make your approach, the first thing you should say is that you really like their page and content so much that you are actively engaged in posting about it.

Then talk a bit about your own page: tell them that your page is for Microsoft fans as well (again, just an example) and that you would really appreciate if they shared one of your posts on their page.

Tell them how much you like to contribute but how hard it is to stay motivated with just a few fans.

Finally, offer to share one of their posts as well, and sign the message with your own full name.

That's about it and if you do this as I am teaching you, there should be no issues in getting those first fans easily. But if you decide to combine these tactics with the ones I'll teach you now, then you are really going to take it to the next level.

The thing is, with the new Graph Search starting to roll out, it will be easier than ever to find and target those pages that are similar to yours.

## **The Paid Way**

I know you must have heard before that Facebook Ads don't work. That's because they have been misused by a lot of marketers.

People are not on Facebook to buy stuff, and they usually hate when they are promoted a selling ad. What they are looking for, though, is engaging with stuff they are passionate about.

And that's what I will teach you how to do it, so that you use Facebook ads super effectively.

First of all let me tell you that buying fans anywhere else is usually a waste of time, since they are either bots or people totally disinterested in your page. That's why buying Facebook ads is the only paid way I recommend.

Before we start let me say that it is all about testing. Run a few different ads with very small budgets first, then see which one worked best and grow from there.

Here's where you can start your ad:

<https://www.facebook.com/ads/create/>

When you are prompted with "What would you like to do" choose "Get more page likes".

Your headline should be the name of your page, but you could change some stuff around. A question works well for headlines.

The image should be 100x72 pixels, and try to find something that will immediately grab the attention of your viewers.

I've used Sponsored Stories in the past, but they haven't performed as well, so you might as well remove them.

Now when you are prompted with your Facebook audience, you'll need to know a few things.

First of all, choose countries that are relevant to what you are promoting. Unless otherwise, go with US, Canada, UK, Australia.

For Age and Gender, you can take a look at Alexa.com for a few sites within your niche. But I usually leave those two fields untouched.

Interests is something really worth paying attention to: choose 1-3 broad categories and try to have at least 1 precise interest.

Connections should be "Only people not connected to your page".

The campaign name is not really important. For the budget, don't use "daily" but go for "lifetime". \$5 per ad is more than enough to test it.

You should now hit the "Switch to Advanced Pricing(Includes CPC)" and select "Optimized for Impressions" there, as that is one of the easiest ways to grab cheap likes.

You should bid at the maximum suggested bid or just a bit lower. You won't be charged that amount, or anywhere near it - so don't go too low or it may take a lot of time to see results.

Again, as I've previously stated, the most important thing about FB ads is testing and improving. You can't predict how good an ad is going to do until you've tested it.

Here's a system I use to ensure success each and every time:

- 1). I create 4 campaigns where only one element is different (usually the image, but once you get the best image sorted out, try tweaking Age or Gender, or interests)
- 2). Everything else but that 1 element should be the same

3). Set the lifetime budget really low (I'd say \$2 should work)

4). Once the campaigns have all run, look at the results, and take the winner to step 1. You now have the best image, let's find the best age group.

That should leave you in just a few days with the best possible ad for your niche.

Here are some elements to target with your campaigns:

1. Image
2. Demographics (age, gender, interests, perhaps even countries)
3. Text
4. Headline

## **Taking it a step further with Alexa/Quantcast**

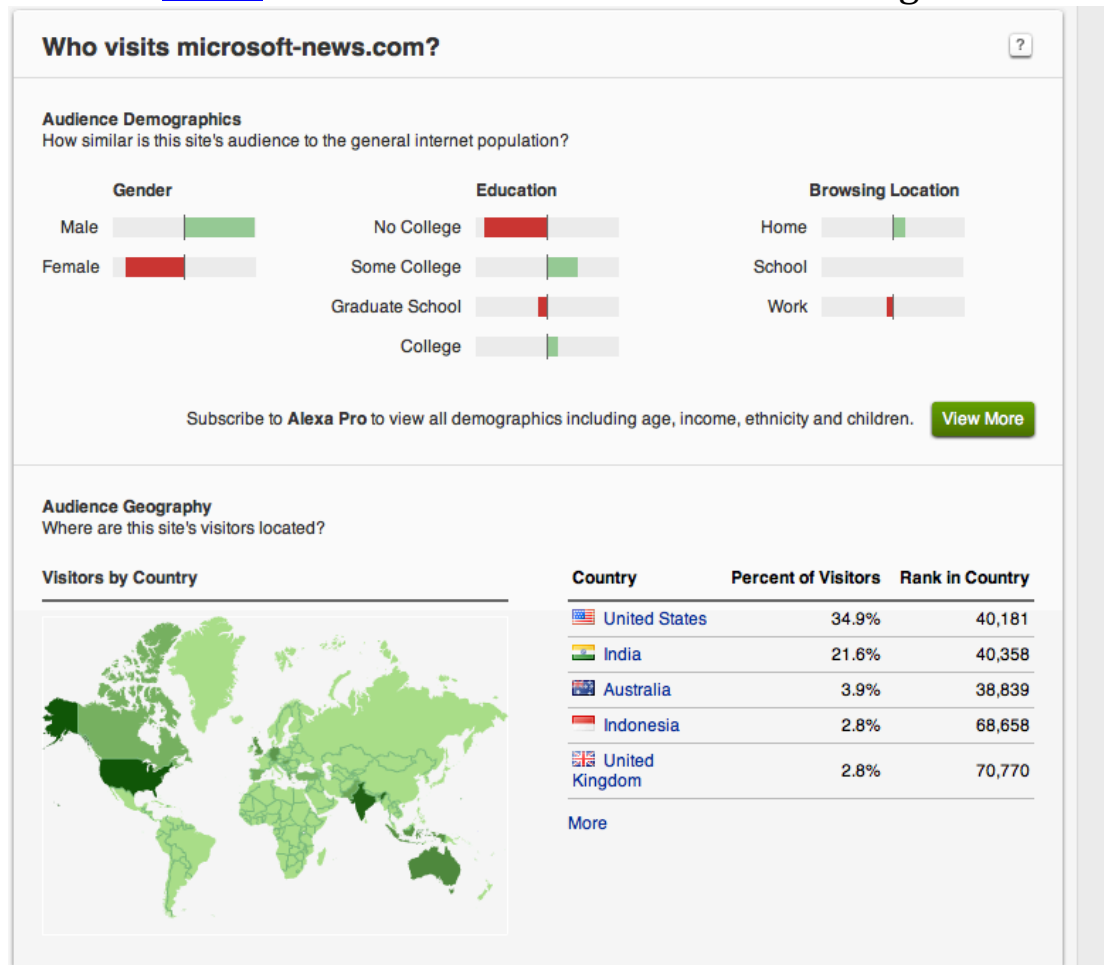
It's a lot better to target the right audience: this way your ad gets in front of your best possible prospects, and you get the most likes out of your promotions.

Here's how you can narrow your target audience down even more:

[Quantcast.com](http://Quantcast.com) and [Alexa](http://Alexa) are 2 websites that are absolutely great for demographic research. Here's how to do it:

Assuming you want to target "Microsoft fans", then what you want to search for in Quantcast or Alexa are websites that Microsoft fans may access. So you do a quick search for "microsoft news" in Google, and plenty of relevant websites pop up.

http://microsoft-news.com is one of them, and by searching for it on [Alexa](#) we can find some rather interesting statistics:



You can see that there are a lot more males visiting this site than females, and more than 60% of its traffic comes from those 5 countries there. So it would be rational to target those 5 countries and the male population with one of our ads, and it should perform better than the others.

That's pretty much it and you should grab a lot of fans in a very short period of time!

We'll now take a look at the Viral Factor, that will truly turn your average FB page into an absolute winner!

# The Viral Factor

The viral factor is this: **content**.

Having engaging, likable content is the single, most important element to really differentiate your page from the others out there.

And if you are afraid you can't come up with this kind of content, don't worry: I have the exact strategy for you to make this work!

Pictures are the much more likely to get "likes" and comments - so naturally the News Feed algorithm encourages photos and favors them.

So here's what I usually do:

Post 5 times a day once you get your first 300 fans. Don't stop promoting at this point though; keep the ads running and the free efforts constant. It's still crucial to get as many fans as possible through as many methods as possible.

Out of these 5 posts, 3 are photos that have a short description, followed by a text that encourages traffic back to your page.

So for a photo like this one:



The text should be: "what do you think of the new Microsoft Logo?"

More at @Microsoft Fans"

That's how 3 out of the 5 posts should be. The fourth photo should encourage interaction and get viral. Here's an example to better illustrate:



The text that would accompany such a photo could be: "Like if you are an Apple fan, share if you are a Windows user"

Or something along those lines, it could be anything, a yes or no, a game, whatever. You get the drill.

You can also encourage comments by asking questions. For instance:

"What was your most favorite version of Windows?"

The fifth and final post should be a photo taken from one of your articles (on your website) + a link back to it, or just a text describing some interesting bit from the article + the link.

You can also use this fifth post as a monetization technique that we'll discuss in a later chapter.



# Managing your Page

So if you're thinking posting 5 times a day will take a lot of time, think again. You only have to spend 10-20 minutes in the morning, thanks to Facebook's "schedule your posts" feature.

You can even do 1 hour of scheduling your posts for the whole week (35 posts).

So that's pretty awesome right?

The image displays two screenshots of the Facebook post creation interface, illustrating the steps to schedule a post. The top screenshot shows the 'Post' button, with a red arrow pointing to the clock icon in the bottom left corner and the text '1. Click on the clock'. The bottom screenshot shows the 'Schedule' button, with a red arrow pointing to the date and time selection fields (2012, June, 11, 6 AM, 20) and the text '2. Select year, month, day, hour, and minute' and '3. Click Schedule'.

You can also pin to top if you have any important post to get even more exposure to it.

That's pretty much all that is to it and if you've followed along so far, you should now know precisely how to setup a successful Facebook page.

It's now time to look at monetization techniques.

# Monetizing Your Page

So it's finally time to reap the rewards after the hard work we've been doing to setup and grow our Facebook Page.

There are a few ways to monetize your page, and we'll cover all of them in this chapter.

As I've previously mentioned, people don't come to Facebook to buy, so we'll try to present them with the right monetization techniques so they don't have to!

So first of all a great way to move all the traffic from Facebook is to send it to your website. They will read through your posts, and hopefully click on some Google Ads.

But let's take it one step further:

## **Setting up a Squeeze Page and getting Killer Optins**

Use a squeeze page to collect emails from your FB fans - email marketing is a proven way to sell, unlike Facebook. Come up with a cool product your fans would enjoy, or buy some PLR report that serves the same purpose, then setup a good old fashioned squeeze page and collect their emails.

I recommend getting Optimizypress for setting up powerful squeeze pages, but it's not necessary in order to succeed. Setup a basic squeeze page with a video and a clear call to action, offering them something free that they would really appreciate.

For instance, let's keep with the Microsoft example: "Find out how Windows 9 might look like!" and then post a photo of what allegedly Windows 9 looks like (you can find mockups on Google) and have a link something like: "more details here:"

That's where you'll need them to insert their email address to get amazing, "behind the scenes" look at Windows 9. Send them a short PDF report full of those pictures you find and then some other news you can also find through a quick search and that's it!

You'll need a service like [Aweber](#) to do so.

## **Sending Traffic from Facebook to The Squeeze Page and Getting Optins**

So our main goal is to get people off Facebook and into our email lists. The best way to do so is to post something interesting on our Facebook page. So, for the Windows 9 free report that we'll be offering, the best way to go about on Facebook is to post 1 of those mockup images we got, and comment something similar to this line:

"Here's how Windows 9 is going to look like. For more pictures and features, follow the link below"

And that's where you link to your squeeze page. It's pretty simple and straightforward and it's going to convert amazingly.

Another option is to find cheap, funny or interesting products relating to your niche on Amazon and promote them. The trick with Amazon is that you get commissions regardless of what a customer buys - as long as he clicked your link!

Similarly, you can try using CPA offers and Affiliate products, but I recommend you get them on your email list first.

Now here are the steps to do it:

Use just 1 link per day. As I've previously mentioned, you should use only your 5th post as your promotional one. Upload a photo and try to make them interested.

# Final Thoughts

You now have all the knowledge needed to successfully create and expand a Facebook page. However, I still have a few points to make before I let you start your first Facebook Viral Sniper.

Remember to always tweak and try to improve. That not only resumes to ads, but also once you get a few posts and a some user interaction, you can look at what your bests posts were and try to replicate those.

Every niche is different so we can't precisely predict how it's going to react to one post or another. That's why it's important to never stop testing.

From now on the hard job is finished. What you can do to take it one step further is to expand in very similar niches. So if you have a "Windows Fans" page, create a "Google Fans" page as well and share posts of the less popular one on the more popular one, to direct fans and increase your other page as well.

You can also interlink those pages by liking them "As your page".

Remember to use the @username tags so people can easily get to the source of the post.

Once you get a good following, it may be a great idea to expand to other platforms as well, such as Twitter for instance.

You now have all the knowledge needed to get started with Facebook Viral Sniper. It is very important you start taking action and don't disregard the information in this guide. Building your own viral community is easy once you get the first fans, and it will only take you 2 hours per week to take care of the page and ensure a nice stream of traffic to your website, CPA offers or other promotional materials.

I truly hope you'll use what you've learnt.

I wish you the best success,  
Radu