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**FRONT COVER:**

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# Foreword

If Facebook was a country, it would be the 3<sup>rd</sup> largest country in the world right after China and India. That is how fast Facebook is growing and is the most visited website on the planet.

If you do not tap into this massive source of traffic immediately, you would potentially be missing out of tons of new leads and traffic for your business.

This guide aims to reveal the secrets and strategies used by the top marketers to grow their online business through Facebook.

And you'll be able to easily learn and apply these strategies for yourself, no matter what niche you are in.

Excited? So am I. **Let's Get Started!**

## ***Facebook Marketing Mania***

Become The Next Social Media Mogul By Mastering Facebook  
Marketing

# Chapter 1:

## *Introduction To Facebook*

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### Synopsis

**Before** there was Facebook™, there were other online social networking sites such Friendster™, MySpace™ and Hi5™. Social networking sites were the next hot thing in the web 2.0 era, where not only could people pour out tons of user generated content with ease, they could share it with their “friends” or online social contacts.



## **Intro**

As the number of users increased and the growth of Facebook boomed, so did the number of applications for Facebook. You could install apps, play games, chat and even share and upload photos to Facebook.

The business minded people began to see the potential in Facebook. They began looking into ways one can monetize or grow one's business through the Facebook platform.

Now, with over 500 million users, Facebook's potential for businesses to grow cannot be ignored. With the recent introduction of Facebook Advertising and Facebook pages, businesses can list their own official fan pages on Facebook to connect with their customers and grow their businesses.

**In the next section, you'll look into the power of Facebook Marketing!**

# **Chapter 2:**

## ***Basics Of Facebook Marketing***

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### **Synopsis**

Facebook marketing is literally means using Facebook to market your business, build traffic or grow your leads. It is a branch of Social Media Marketing, where marketers tap into a multitude of social media platforms such as social networking sites, video sharing sites or micro-blogging platforms to grow their business.



## **The Basics**

As mentioned earlier, Facebook has a useful feature called Fan Pages where any business can list their business on one of these pages, add fans and provide content to them.

Once you have created a huge following, you can use your fan page to connect with your customers and prospects through a wide variety of functions such as posting on your “wall”, asking them questions or posting up videos, photos and content of interest to your niche.

The best thing is, whenever you post something on your Fan page wall, all the users who “liked” your Fan page will see it on their news updates.

Any actions which a fan takes on the fan page such as post on the wall will be seen by all their friends, so there is huge potential for viral marketing

The fact is this... If you fail to tap into the power of Facebook marketing, you'll potentially be leaving tons of money on the table!



# **Chapter 3:**

## ***Building Your Online Presence Using Fan Pages***

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### **Synopsis**

So how do you grow your business using Facebook Fan Pages?



## **Building It**

Well, the first thing you must do is sign up for a page. If you already have a Facebook profile, scroll down to the bottom of the page and select “Create A Page”.

Once you have created a page, fill in all the necessary details of your business such as contact information, maps, post up a photo of your company logo etc.

The next thing you must do is get your customers and followers onto your Facebook Fan Page. You can do so by encouraging them, whether through email or your website to join and “Like” your Facebook Fan Page.

### **Getting more fans**

Besides asking your existing fan base or email list to join you on Facebook, another option is to advertise using Facebook’s advertising system. You can either send them to your Facebook page or send them to your website, but usually sending them to your Facebook page is the cheaper alternative.

### **What’s next?**

Once you've got a page set up and a fan base up and running, you should focus on providing targeted, valuable content to your fans. By encouraging them to interact on your page, you create more hype on the page and they would be more likely to share it with their friends, thus getting you more followers.



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