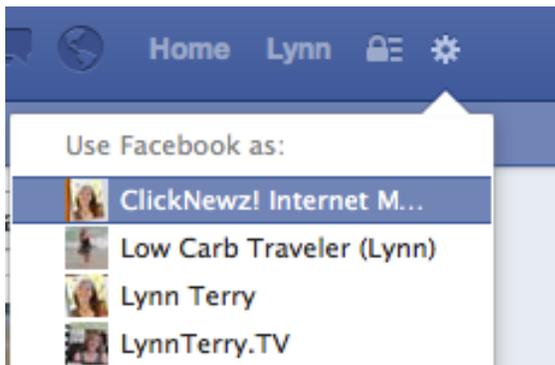


Want more Likes and Activity on your Facebook Page? Follow this quick checklist to make sure you have all the points covered! No matter your niche or business model, imagine how beneficial it would be to walk into a room of “raving fans” and join in on highly topical discussions. **Social Media IS that room...**

Facebook Page Marketing Checklist

Interact on other relevant Facebook Pages AS your Page

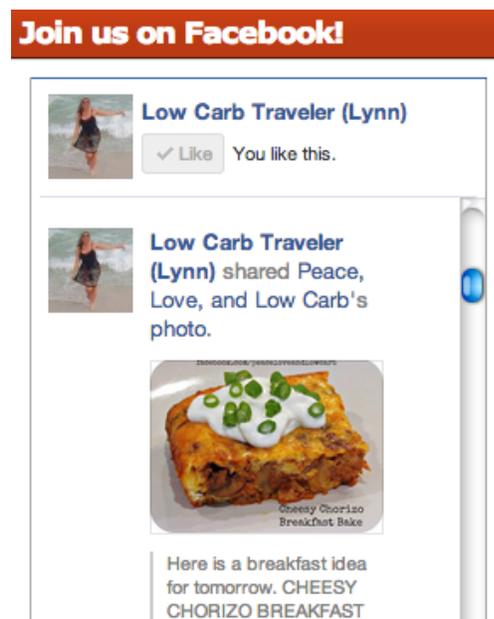
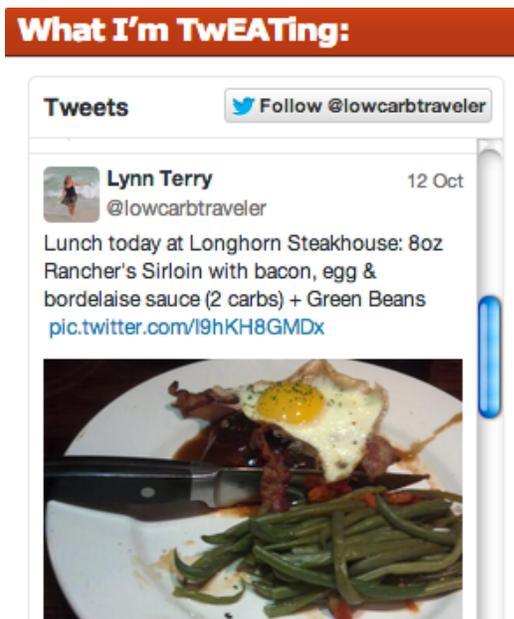


When you set up a Facebook Page for your business, you can use Facebook AS your page (instead of your personal profile) to interact with other Pages. This is a great way to get in front of your target market & get direct exposure to your Page.

To switch simply click the gear icon in the top right corner. From the drop down menu, choose the Page you want to use to interact.

Add a “Like Box” to the sidebar of your blog or website

<https://developers.facebook.com/docs/plugins/like-box-for-pages/>



❑ Add a Like Box/Button to your Email Confirmation Page

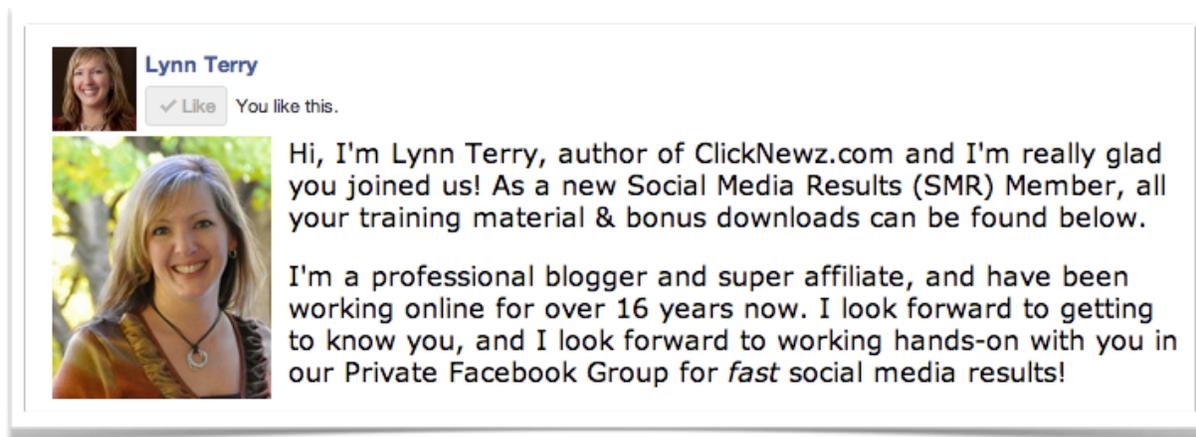
When someone subscribes to your list, give them more options to connect with you. People who take interest and action on your site are ideal social connections.



If your email subscribers are familiar with you on a more personal level, and they see you frequently around the web, they are more likely to actually open your emails and engage with you in their inbox too...

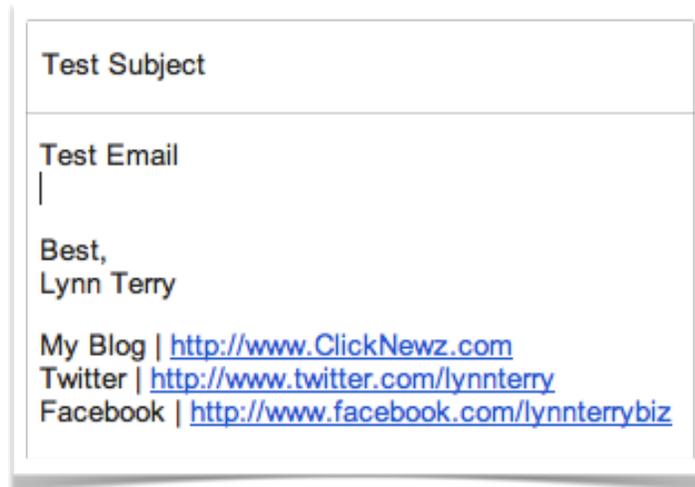
❑ Add a Like Box/Button to your Product Download Page

Just like email subscribers, people who purchase your products make for great Facebook "Fans". Having people Like your Page is great. Having buyers Like your Page is even better! Invite them to connect with you on the download page:



❑ Include a link to your Facebook Page in your Email Signature

Every single email you send (or reply to) is a great opportunity to invite people to connect with you outside of the inbox. Make sure you are including your active social channels, in addition to including a link to your website!



❑ Include a Facebook invitation in your List Welcome Message

In addition to adding a Like button or box to your email list confirmation page, your first follow-up message to new subscribers should also include an invitation to connect with you on your Facebook Page.

❑ Invite current Email Subscribers to join you on Facebook

Already have an established mailing list? Invite them to your Facebook Page too!

Here is [a live example](#) where I did this with my own list (right).

Just like people who are more likely to open your emails if they see you around the web in other places on a regular basis... the people who open and read your emails are more likely to accept your invitation and Like your Facebook Page and interact with you there too!



☐ Invite Subscribers to participate in Facebook discussions

In addition to getting Likes, you really want to increase engagement to certain Facebook Updates on your Page. An easy way to do this is to invite your email subscribers to specific topics, like in these two examples:

I'm on Facebook at: <http://www.facebook.com/lynnterrybiz>

(After you click the "Like" button, you can hover over the button and check "Get Notifications" if you don't want to miss updates there.)

Just this morning I posted a question there about our next Free Webinar. I love doing those, and can't wait to host the next one! Now that summer is almost over, we'll probably have one at least once a month.

Hopefully you can join in live sometimes, or at least enjoy the free replays. :-) Here's the post, if you want to make sure your topic/question gets considered...

Which "online business" topics would you most like to learn on our next free webinar? Reply at:

<https://www.facebook.com/lynnterrybiz/posts/637684546243685>

If you can't join in live, you can still register to get the recording. It should be a GREAT session! Speaking of recordings, I'm taking questions/topics for videos this week. If you'd like to get your biggest questions answered - free! - come leave a comment on my Facebook Page at:

<https://www.facebook.com/lynnterrybiz/posts/669049426440530>

☐ Vary your Update types: video, images, text, links, shares

Your followers will all have different preferences for content types. Some enjoy video, some do not. Some like text updates and open discussions - and love to participate and share their opinion. Others prefer to watch videos or read blog posts without actively participating. Cater to preferences by offering a variety of content types in your Updates, and watch your stats to see which get the best results in your niche, with your market.

❑ Embed Facebook Updates into related Blog Posts

Embedding specific Updates into your blog posts is a great way to get exposure to your Facebook Page from your blog readers, or from new visitors that find your posts in the search results and click through to read your content. The embedded updates include a Like button, and an option to click through to read comments.

Here's [an example from my low carb blog](#):

7 Things I LOVE About Eating Low Carb

LYNN TERRY | SEPTEMBER 21, 2013 | [5] COMMENTS

4 Tweets | 9 Likes | 2 Shares | 9 Comments

September 21st is World Gratitude Day, so I thought it was a perfect time to share things I am most grateful for since switching to a Low Carb diet. 😊

Low Carb Traveler (Lynn)
Health/Wellness Website · 1,623 Likes

#WorldGratitudeDay

"Grilled chicken & mushroom omelet, with grilled green beans."

It's World Gratitude Day! Which #lowcarb food are you most grateful for? Comment or Share and tell us your Low Carb Gratitude Story!...
[See More](#)

#WorldGratitudeDay

I'm grateful for the Weight Loss, and the fact that Low Carb foods are SO delicious! :-)

about a month ago

Like | Comment | Share | 1 Comment | 2 Shares

❑ Use Cross-Channel Promotions to Invite People to Your Page

As one example, you can invite your Twitter followers to an active Facebook discussion, like I did here:



❑ Share content from other Pages on your own Page

When you share content from other relevant Facebook Pages on your topic, those Page Owners notice!

It's an easy way to connect with Market Leaders in your niche for potentially profitable business connections. It also puts your Page in front of them - which often results in a Like, and sometimes even co-promotion.

In addition to connecting with other Page admins in your niche that have a great following, you are bringing great content to your "Fans" and sharing a great resource with them - which is a nice (easy!) way to serve your market.



☐ Tag Brands or Bloggers you mention in your Updates

This works better on Twitter than it does on Facebook, because Facebook does not currently give Page Admins notification when they are tagged or mentioned. But Twitter does notify people of mentions, so this is something you want to do often:



Even though Facebook does not currently offer "mention notifications" for Pages, and Hashtags are relatively new on Facebook, it's smart to use both features in your Updates anyway. Facebook could update those options at any time, and it's a great resource for your readers to Tag the brands or pages you're talking about:



☐ Host Contests & Drawings on your Facebook Page

People love contests, drawings & giveaways! It's a very easy way to increase Page engagement.

See this example on the Peace, Love and Low Carb page (right):

☐ Facebook-Specific "Fan Appreciation" Discounts

If you have products, you can offer Facebook-specific discounts such as a "facebook50" discount code for 50% off. This is great to celebrate certain holidays or milestones with your Fans. It can also be used as a means of getting a spike of sales, similar to a "fire sale" strategy.

Put ALL of these simple tips into action to get more exposure, more Facebook Likes & more engagement!

Enjoy These Tips? :-)

This is just the tip of the iceberg! If you would like more in depth training, check out [Social Marketing Results](#) today - because you'll learn how to successfully market your business, your product or service, or your blog through social media. You'll learn how to create high end connections, how to get more traffic and make more sales - and all without having to do endless pitching and hard selling! You'll learn how to use creative angles, and how to be super efficient - getting more done in less time and actually seeing *amazing* results with a smart social strategy!





This free report was written by Lynn Terry, exclusively for friends of Jimmy D. Brown.

Lynn is a Professional Blogger and Super Affiliate. She has been working online successfully for more than 16 years, and blogging for 9+ years.

Her newest release, Social Marketing Results, is helping people finally get REAL results – *faster* – from Social Media marketing. Not only does she offer a detailed course chock full of live examples that will work in any niche, for any business model, she also offers hands-on help implementing what you learn as you go! You'll get ongoing help from Lynn personally, with no ongoing cost.

[Click Here to Check Out Social Marketing Results & Get Started Today!](#)

Once you're on the inside of Social Marketing Results you'll see a main training session video and a PDF version of the course if you prefer to read instead.

There are also multiple bonus downloads including checklists and worksheets, as well as bonus video training sessions that help you implement everything through live examples and very specific training.

You'll get to watch "over her shoulder" as Lynn teaches detailed strategies for getting more traffic, more followers, making high-profile (profitable!) A-List connections, and making *more sales* online.

There's a private Facebook Group set up that you'll get to join where you can work directly with Lynn Terry, get hands-on help and feedback, and get even more live examples and resources. You'll be able to get your questions answered live as you work on implementing what you learn - which is invaluable!

[Click Here to Join "Social Marketing Results" and Get Started](#)

I would absolutely love to work with you to help you grow your online business, and start seeing serious results from social media - in much less time! ~Lynn