

FACEBOOK STRATEGY GUIDE



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You've probably heard people say that Facebook is dead and the only way to make it work is to pay for ads.

I'm here to say -- those are myths!

Facebook is still a great way to get traffic, subscribers and make money.

The problem is that you need to know how to use it.

You can't drop a link to your latest post and think that will work. Because it won't.

Facebook is an amazing resource that bloggers need to use to connect with the people who are looking for their content.

SKIP THE PAGE

When you think of Facebook, you instantly think about the page. But, what if you did not make one and opted for a group instead?

The group is where you build a community. It is your chance to connect with people who are most likely to engage with your content.

That, in turn, can lead to more traffic - which can lead to more conversions for your email list and affiliate products.

That means more money!!

GROWTH STRATEGIES

Once you have a group set up, you need to get it to grow, right? There are some simple things you can do to get more people to find and join your group.

LINK IN YOUR NEWSLETTER

You've got a list - so use it! Mention the group and link to it in your regular emails.

You can add the link to the group as a PS or in your email signature.

LINK ON YOUR SITE

Another smart way to send people to your group is to link to it on your site.

You have social buttons on your site for people to follow you. Skip the Facebook page link and instead, direct them to your group!

NETWORK WITH OTHERS

There are bloggers in your niche or one that is closely related. For example, you may blog about pregnancy and newborns and another blogs bout toddlers.

Why not promote one another's Facebook groups?! You have similar audiences and it makes sense to share your pages.

POST THE RIGHT CONTENT

No one likes people to talk only about themselves. Share content to intrigue and get your group talking! After all, engagement is what Facebook wants.

POSTING IDEAS

You know to post things people want, but what does that entail?

Here are a few ideas to get you started to get people engaged and talking in your group.

LINKS WHEN THEY FIT

When someone asks a question, share a link to your post that has the answer in it! That provides them value as it provides the solution.

OTHER CONTENT

Sometimes, there is an article or a video that will provide value to your group. Share it!

Yes, it is your group but sometimes, providing value beyond what you share shows you have the best interests of your members in mind.

THE QUESTION

People love to talk. Why not try the question? Ask them something to get them to respond and engage with others.

Don't give up on Facebook -- embrace it!

Take the time to set up your group
to build a community around
your blog and your brand!!