




Advanced Facebook Marketing Strategies: How to Use the World's Most Popular Online Social Networking Site to Break Through the Clutter and Become a Household Name

**by Mari Smith
Relationship Marketing Specialist &
Social Media Business Coach**





facebook Home Profile Friends Inbox 99 Mari Smith Settings Logout Search



View Photos of Me (480)
View Videos of Me (61)
Edit My Profile

🎵Greetings! 🎵 I'd love to help you with your social marketing strategy, especially focused on Facebook + Twitter, to create outrageous profits in 2009! ▶ Are we following each other on Twitter yet? <http://twitter.com/marismith>

Information

Networks:
San Diego, CA

Mari Smith :: Prepping for Social Media Telesummit 9am PT tomorrow, Weds!
<http://snipurl.com/smt09> - see you there! a moment ago clear

Wall Info Photos Boxes Notes Blogs >> +

Update Status Share Link Add Photos Write Note Give Gift

What are you doing right now? Post

Today

Mari :: Prepping for Social Media Telesummit 9am PT tomorrow, Weds! <http://snipurl.com/smt09> - see you there!
10:08pm - Comment

Mari posted " @MariaBeck Truly my pleasure!! Suddenly the world of hashtags makes sense, eh! ;)" - Comment or View your FriendFeed » - Comment - Show 1 More Post

Kim Fleming mentioned Mari in her note 25 Random Things About Me. - Comment - Show Comments (1)

Stephanie Frank wrote at 7:43pm
Mari: Accept my girl Lisa Betts friend request....she's amazing speaker manager!
Wall-to-Wall - Write on Stephanie's Wall

mashable.com
Source: mashable.com
☞ **Gmail Adds Offline Support**

This is FAB news!! I switched from Outlook to Gmail a few months ago... kidding & screaming I might add, lol!! I had to have a reliable system for my email managers to access my email. But being able to catch upon backlogs on long plane rides, for instance, just like OL is awesome news!!

Advertise

150 Million Active Users

Facebook Ads

With Facebook's highly targeted ad system, how will you connect with them? Learn more here!

Free Marketing Tips

JUMPSTART YOUR MARKETING


For entrepreneurs and home based business owners - biz building and marketing tips, advice and resources - get a free report and audio!



facebook Home Profile Friends Inbox 59 Mari Smith

Mari Smith - Relationship and Buzz Marketing Specialist

[Browse more services](#)



- Edit Page
- Edit Admins
- Send an Update to Fans
- Promote Page with an Ad
- Add to my Page's Favorites
- View Updates
- Remove me from Fans
- View Insights

Share +

Profile HTML X

Sign up for your 7-Day Facebook Marketing Tips

Enter Your First Name:

Enter Your Primary Email Address:

Sign Me Up!

Your privacy is assured.

Fans
6 of 1,560 fans [See All](#)

Founded: 2002

Information edit

Website: <http://marismith.com>
<http://whyfacebook.com>
<http://facebook4pros.com>

Company Overview: Mari has been dubbed "the Pied Piper of Facebook" by Fast Company. She is a Relationship Marketing Specialist and Social Media Business Coach.

Mari helps entrepreneurs to strategically grow their businesses using creative zero cost online marketing techniques.

facebook

Facebook® :

A Relationship Management & Visibility Tool

Mari Smith twitter

Relationship Marketing Specialist
& Facebook Business Coach

Home Profile Find People Settings Help Sign out

What are you doing? 140

Latest: @BizOwnersOnline Aw, Aaron! My ♥ just grew 1000% with your uber lovely tweet!!! ;) about 3 hours ago

update

MariSmith

13,292 following
13,091 followers
16,129 updates

Home

@Replies

Direct Messages 6,836

Favorites

Everyone

Following add

ifeelgod

RT @Adesoji: You are a success not a failure #twurch #inspire *less than 5 seconds ago from TweetDeck*

ms

Finally back to normal working schedules (it's been 11 damn days since my last tweet). Did I miss anything big? @ or DM me :) *less than 5 seconds ago from web*

DrBaher

very beautiful foggy morning, another busy day ahead *less than 5 seconds ago from twitterrific*

mrken777

@KarenKinnaman Thanks! *less than 10 seconds ago from TweetDeck in reply to KarenKinnaman*

JBMovies

@Carissa_MomIF good luck.:) *less than 10 seconds ago from web in reply to Carissa_MomIF*

Thank you for following me on Twitter. I tweet tips about Facebook marketing strategies, Twitter how-to's, and other social media and internet marketing sites.

I'd love to also connect with you through any of these sites:

Blogs:
whyfacebook.com | mari-smith.com

Facebook:
mari-smith.com/facebook

FriendFeed:
friendfeed.com/mari-smith

YouTube:
youtube.com/user/facebookmari

LinkedIn:
linkedin.com/in/mari-smith

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5

twitter

- ▶ **A Micro-Blogging Site.**
- ▶ **A Power-Connection Tool.**
- ▶ **A Living, Breathing Search Engine.**
- ▶ **Public Instant Messaging.**

Facebook® Stats & Facts:

- ▶ 150 million active members.
- ▶ 500 million by 2011... or sooner.
- ▶ 5th most trafficked website in the world.
- ▶ Largest photo-sharing platform. 30M/day.
- ▶ More degrees, more mature, more money!
- ▶ Rigorous Terms of Use.

Mark Zuckerberg Facebook® Vision

**“To help the world
communicate more
effectively.”**



Twitter Stats & Facts:

- ▶ Fastest growing social network.
- ▶ ↑ 752% in 2008.
- ▶ 7+ million members.
- ▶ 11 million visits/mo.

Twitter.com is a top 1,000 site that reaches over 2.4 million U.S. monthly people. The site attracts a more educated, slightly more female than male, young adult audience. The typical visitor buys from Tweeter Home Entertainment, reads thinkprogress.org, and subscribes to Vanity Fair.

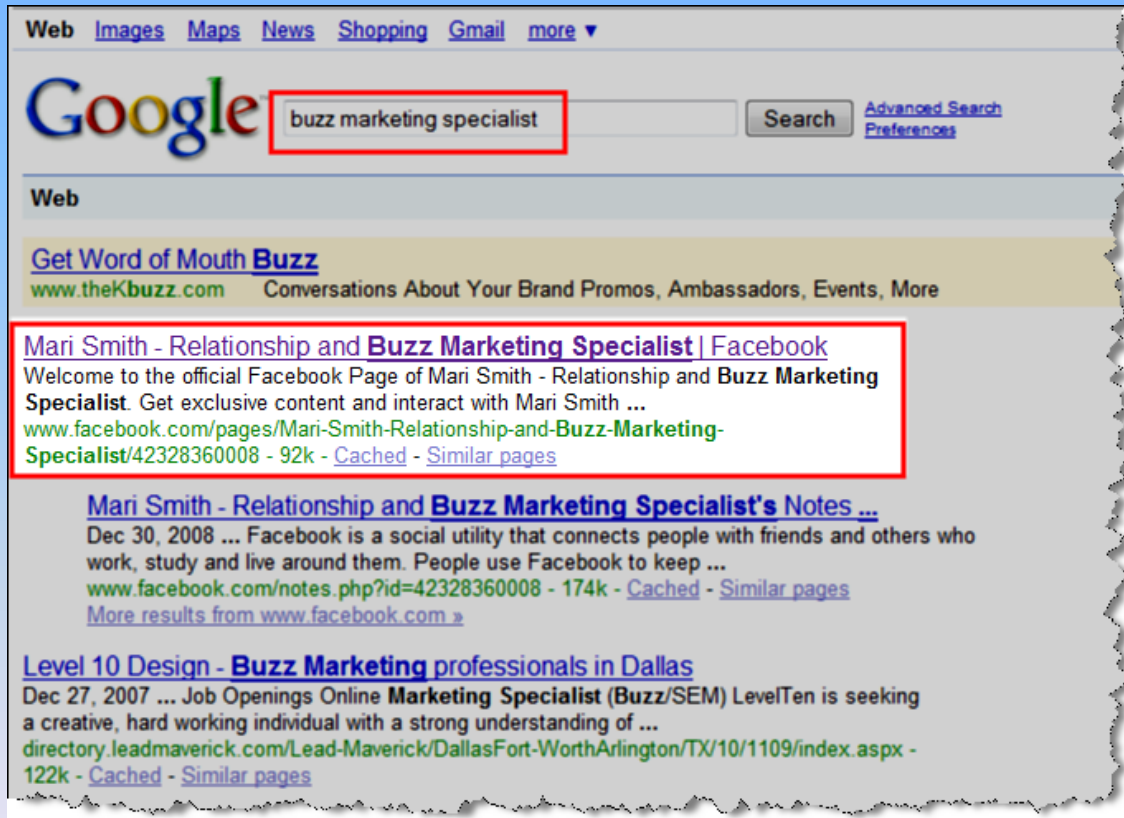
Your Social Media Strategy in Seven Easy Steps

BIG PICTURE: To dramatically increase your sales by tapping into the powerful features of Facebook and Twitter.

Your Social Media Strategy in Seven Easy Steps

1. **Grow a network of hand-picked Facebook friends up to 5,000.**
2. **Build out one or more Facebook Fan Pages.**
3. **Showcase your best work on both your Profile & Page.**
4. **Engage in deliberately chosen regular activities.**
5. **Be active on Twitter with friendly, key-word laden tweets.**
6. **Create “Radical Strategic Visibility.”**
7. **Think relationships first, business second...
...but still ask for the sale!**

#1 Reason for Facebook Page = SEO



Web Images Maps News Shopping Gmail more ▾

Google Search [Advanced Search](#)
[Preferences](#)

Web

[Get Word of Mouth Buzz](#)
www.theKbuzz.com Conversations About Your Brand Promos, Ambassadors, Events, More

[Mari Smith - Relationship and Buzz Marketing Specialist | Facebook](#)
Welcome to the official Facebook Page of Mari Smith - Relationship and Buzz Marketing Specialist. Get exclusive content and interact with Mari Smith ...
www.facebook.com/pages/Mari-Smith-Relationship-and-Buzz-Marketing-Specialist/42328360008 - 92k - [Cached](#) - [Similar pages](#)

[Mari Smith - Relationship and Buzz Marketing Specialist's Notes ...](#)
Dec 30, 2008 ... Facebook is a social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep ...
www.facebook.com/notes.php?id=42328360008 - 174k - [Cached](#) - [Similar pages](#)
[More results from www.facebook.com »](#)

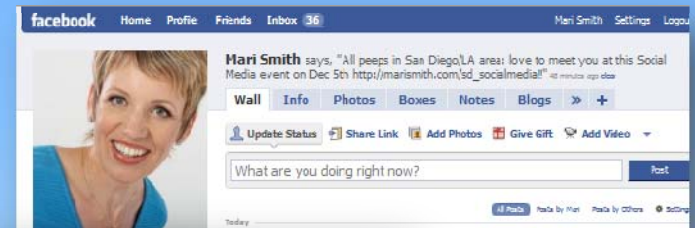
[Level 10 Design - Buzz Marketing professionals in Dallas](#)
Dec 27, 2007 ... Job Openings Online **Marketing Specialist (Buzz/SEM)** LevelTen is seeking a creative, hard working individual with a strong understanding of ...
directory.leadmaverick.com/Lead-Maverick/DallasFort-WorthArlington/TX/10/1109/index.aspx - 122k - [Cached](#) - [Similar pages](#)

Homework

- ▶ **List the top 25-50 people you admire in your industry and beyond.**
- ▶ **Send them a friend request on Facebook.**
 - ▶ Always include a personal message.
- ▶ **Search and follow them on Twitter.**

Homework

- ▶ Add the “ProfileHTML” app to your profile.
- ▶ Insert your opt-in box code.



Profile HTML

Sign up for your 7-Day
Facebook Marketing Tips

Enter Your
First Name:

Enter Your
Primary Email Address:


Sign Me Up!

Your privacy is assured.

Homework

facebook Home Profile Friends Inbox 99 Mari Smith

Mari Smith - Relationship and Buzz Marketing Specialist [Browse more services](#)



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Share [+](#)

▼ Profile HTML [×](#)

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▼ Fans
6 of 1,820 fans [See All](#)

Founded: 2002

▼ Information [edit](#)

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Profile HTML [✎](#)

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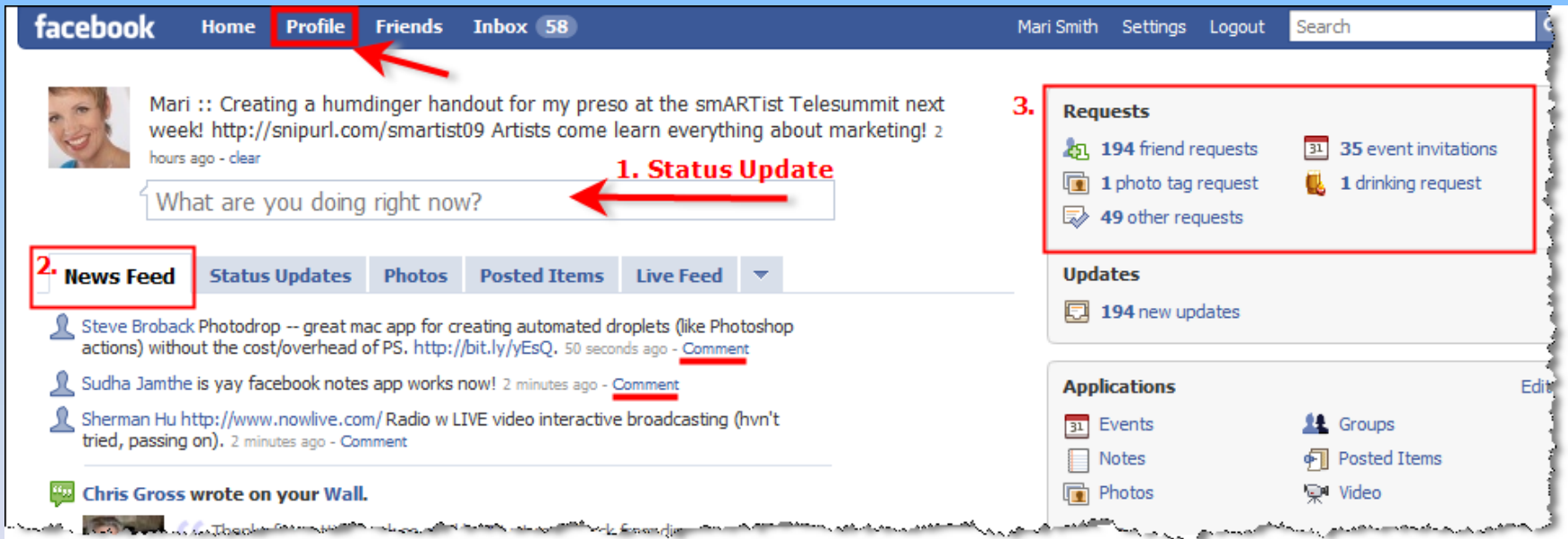
Your privacy is assured.

Facebook® in Five Minutes a Day

- ▶ **7 Key Touch points**
 1. Update your Status.
 2. Review News Feed, comment.
 3. Review Requests.
 4. Acknowledge birthdays.
 5. Review Notifications.
 6. Review your Profile.
 7. Check your Inbox

Facebook® in Five Minutes a Day

▶ Steps 1, 2 & 3:



The screenshot shows a Facebook profile page for Mari Smith. The navigation bar at the top includes 'facebook', 'Home', 'Profile', 'Friends', and 'Inbox 58'. The 'Profile' tab is highlighted with a red box and a red arrow pointing to it. Below the navigation bar, there is a status update from Mari Smith: 'Mari :: Creating a humdinger handout for my preso at the smARTist Telesummit next week! http://snipurl.com/smartist09 Artists come learn everything about marketing! 2 hours ago - clear'. Below the status update is a text input field with the placeholder text 'What are you doing right now?'. A red arrow points to this input field with the label '1. Status Update'. Below the input field is the 'News Feed' section, which is also highlighted with a red box and labeled '2. News Feed'. The 'News Feed' section shows several posts from other users, including Steve Broback, Sudha Jamthe, and Sherman Hu. To the right of the 'News Feed' is the 'Requests' section, which is highlighted with a red box and labeled '3. Requests'. The 'Requests' section shows 194 friend requests, 35 event invitations, 1 photo tag request, 1 drinking request, and 49 other requests. Below the 'Requests' section is the 'Updates' section, which shows 194 new updates. At the bottom of the page, there is a section for 'Applications' with options for Events, Notes, Photos, Groups, Posted Items, and Video.

facebook Home **Profile** Friends Inbox 58 Mari Smith Settings Logout Search

Mari :: Creating a humdinger handout for my preso at the smARTist Telesummit next week! <http://snipurl.com/smartist09> Artists come learn everything about marketing! 2 hours ago - clear

What are you doing right now?

1. Status Update

2. News Feed Status Updates Photos Posted Items Live Feed

Steve Broback Photodrop -- great mac app for creating automated droplets (like Photoshop actions) without the cost/overhead of PS. <http://bit.ly/yEsQ>. 50 seconds ago - [Comment](#)

Sudha Jamthe is yay facebook notes app works now! 2 minutes ago - [Comment](#)

Sherman Hu <http://www.nowlive.com/> Radio w LIVE video interactive broadcasting (hvn't tried, passing on). 2 minutes ago - [Comment](#)

Chris Gross wrote on your Wall.

3. Requests

194 friend requests 35 event invitations
1 photo tag request 1 drinking request
49 other requests

Updates

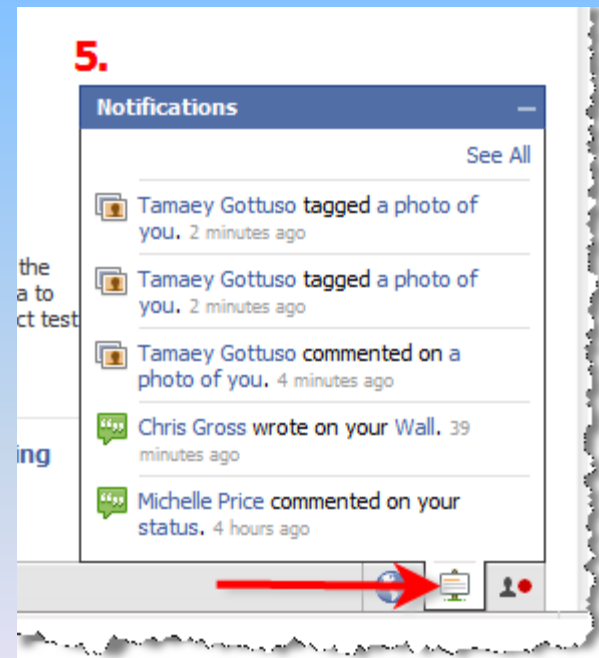
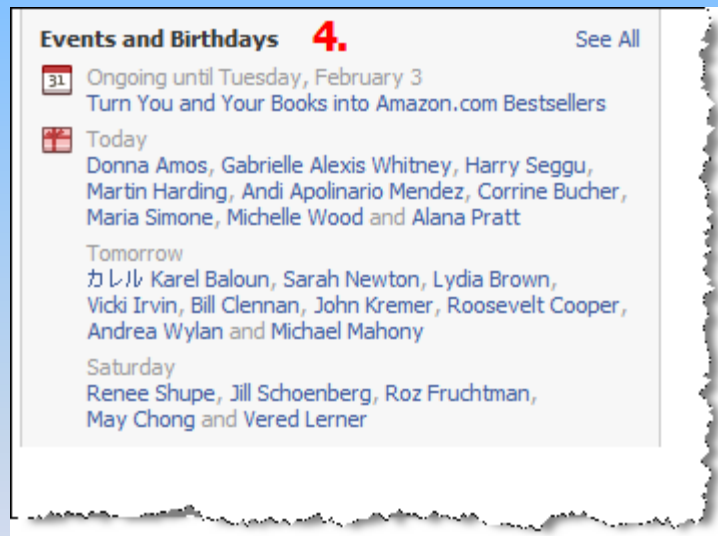
194 new updates

Applications Edit

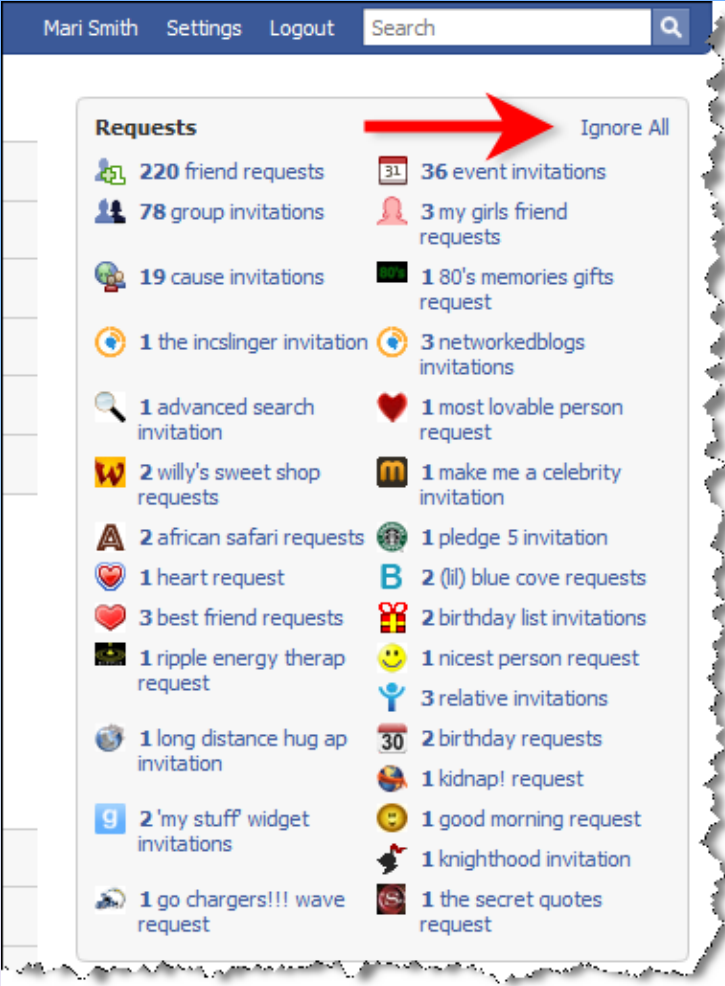
Events Groups
Notes Posted Items
Photos Video

Facebook® in Five Minutes a Day

▶ Steps 4 & 5



Ignore All



Mari Smith Settings Logout Search

Requests [Ignore All](#)

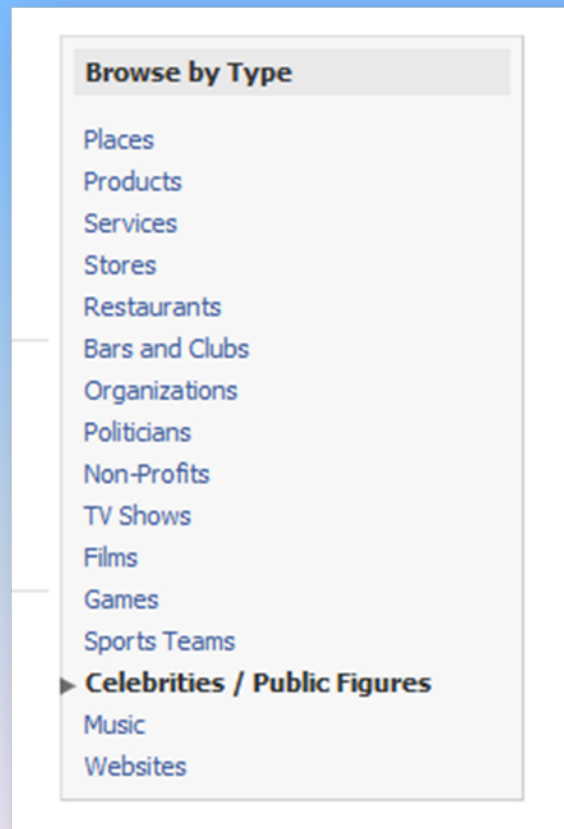
- 220 friend requests
- 78 group invitations
- 19 cause invitations
- 1 the incslinger invitation
- 1 advanced search invitation
- 2 willy's sweet shop requests
- 2 african safari requests
- 1 heart request
- 3 best friend requests
- 1 ripple energy therap request
- 1 long distance hug ap invitation
- 2 'my stuff' widget invitations
- 1 go chargers!!! wave request
- 36 event invitations
- 3 my girls friend requests
- 1 80's memories gifts request
- 3 networkedblogs invitations
- 1 most lovable person request
- 1 make me a celebrity invitation
- 1 pledge 5 invitation
- 2 (il) blue cove requests
- 2 birthday list invitations
- 1 nicest person request
- 3 relative invitations
- 2 birthday requests
- 1 kidnap! request
- 1 good morning request
- 1 knighthood invitation
- 1 the secret quotes request

30 Facebook® Activities for Viral Visibility

- 1. Update your status**
- 2. Comment on your friends' status**
- 3. Upload photos**
- 4. Tag photos**
- 5. Comment on photos**
- 6. Upload videos**
- 7. Tag videos**
- 8. Comment on videos**
- 9. Write Notes**
- 10. Import your blog into Notes**
- 11. Tag people mentioned in Notes**
- 12. Comment on Notes**
- 13. Share links with posted items**
- 14. Comment on others' Posted Items**
- 15. Join Groups**
- 16. Create your own Group**
- 17. Write on the wall of Groups**
- 18. Upload photos, videos, links to Groups**
- 19. Write on the discussion board of Groups**
- 20. RSVP yes for Events**
- 21. Write on the wall of Events**
- 22. Upload photos, videos, links to Events**
- 23. Become a fan of a Fan Page**
- 24. Write on the wall of a Fan Page**
- 25. Write a Review for a Fan Page**
- 26. Write a Review for an App**
- 27. Interact with the six types of Ads**
- 28. Use the Share button**
- 29. Install Apps**
- 30. Interact with Apps**

Creating Your Facebook® Page

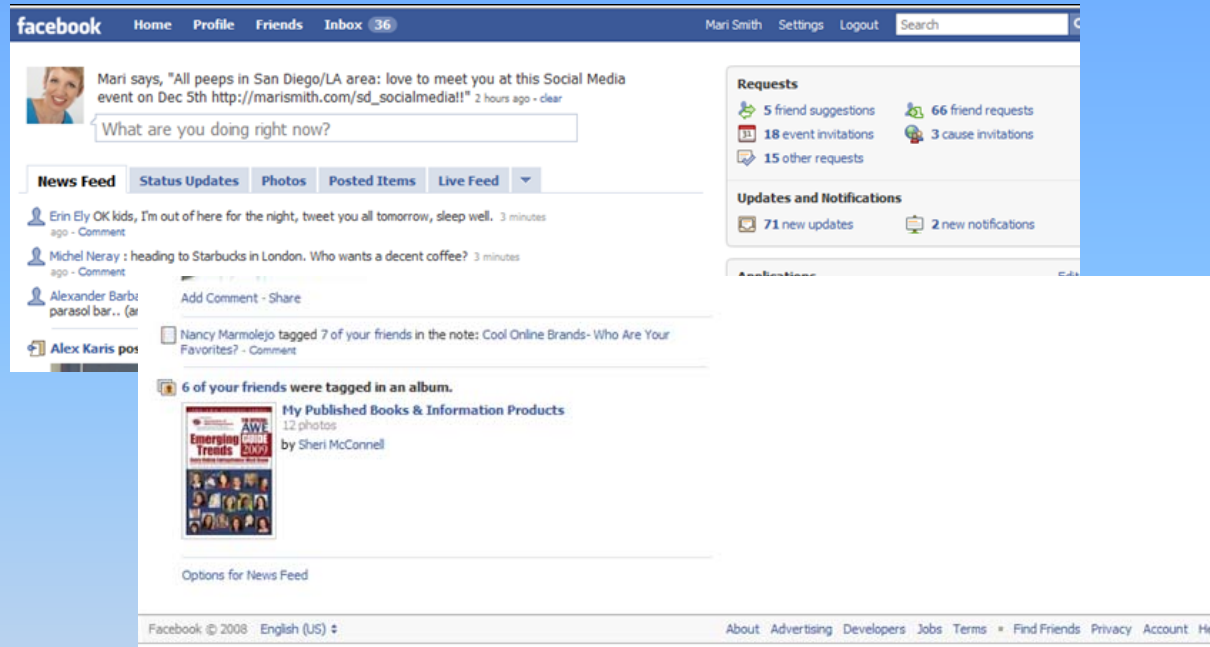
- ▶ <http://www.facebook.com/pages/?browse>





Facebook Pages

Create a business presence to engage with your customers and fans on Facebook.



About Advertising Developers Jobs Terms ■ Find Friends Privacy Account Help

▶ Twitter for SEO + Relationship Building

http://twitter.com/marismith/statuses/1054971678

1 in Edinburgh 20 years. about 1

Pulling into the Hyatt Irvine -- so excited to speak for @BillWalsh360!! :) & hubby's with me too this time. w00t!! about 2 hours ago from Hahlo

Getting ready to go give a Facebook & Twitter preso for @BillWalsh360's Rainmaker Summit in Orange County!! Yay!! :-)) about 4 hours ago from Hahlo

@SusanBonfiglio Yes!! Thoroughly enjoyed the Werner/est movie!! Brilliant genius man. I did Landmark training in '99. about 13 hours ago from Hahlo in reply to SusanBonfiglio

Yes!! Now sitting down w/ hubby to watch Werner Erhard est film <http://TransformationFilm.com>!! Got fave Ferrero Rocher chocs! ;) about 15 hours ago from Hahlo

@loelComm @MattBacak ... I'm glad to be sandwiched between you two

twitter.com

► Find and Follow Specific People

The screenshot shows the Twellow.com search interface. At the top, the Twellow logo is displayed with the text "BETA" and "Connect with people who matter." To the right, there is a "Twellow Hood" logo and a "Blog, Twellow" link. The main search area is a blue box with a search bar containing the word "artist" and a yellow "Search" button. Below the search bar, there is an "Advanced Search" section with a "Search only categorized people:" label, a text input field, and a "Category:" dropdown menu set to "All Categories". A yellow "Search" button is located below the advanced search fields. The search results section shows "5,949 people found for artist" in a red-bordered box. Below this, there is a breadcrumb trail: "Twellow Main > Twellow Search". At the bottom right, it says "Page 1 of 50" with a right arrow icon.

Q&A

- ▶ **Are my demographics on Facebook?**
- ▶ **How do I manage the app requests?**
- ▶ **How can I field expectations for free info?**

Common Challenges

- ▶ **I don't have TIME!**
- ▶ **Isn't Facebook just for KIDS?!**
- ▶ **I don't want to have to LEARN it all.**
- ▶ **I want to protect my PRIVACY.**
- ▶ **I don't know where to START!**
- ▶ **I don't know what I should DELEGATE.**
- ▶ **I'm not sure how I'd measure any real RESULTS.**
- ▶ **I think Social Media is just a FAD...**

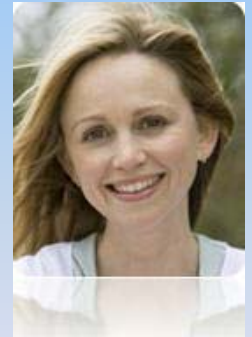
Mari Smith's Social Marketing Method



- ☑ How to create viral visibility for your art.
- ☑ How to find top-paying high-end clients.
- ☑ How to find BIG strategic alliances.
- ☑ The ONE action you must take daily to create consistent visibility.
- ☑ Seven viral strategies for hosting your own events, whether in-person or virtual.
- ☑ Ten ways to leverage one blog post.
- ☑ Proven techniques to build your personal brand and name recognition.
- ☑ Plus much, much more!

Success Stories

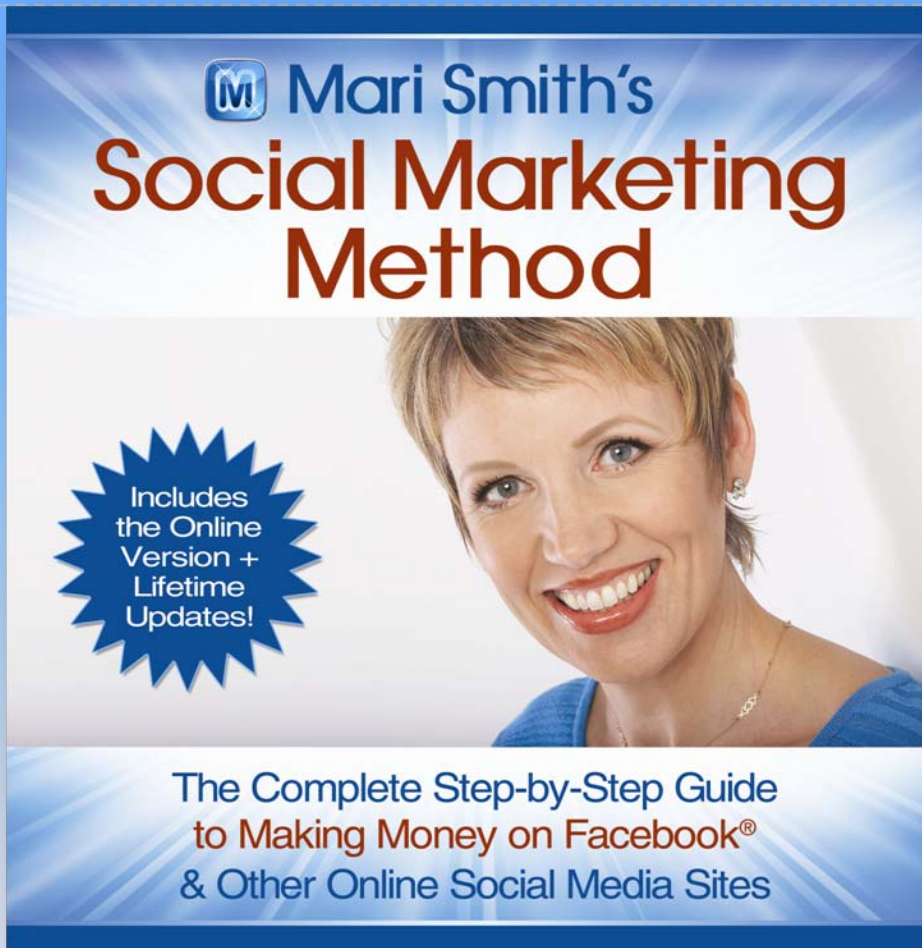
- ▶ **“I’ve now doubled my workshop bookings!”**
~ Tina Cook, South Africa
- ▶ **“My e-zine signup list has doubled... in just 3 months!”**
~ Sam Adkins, Australia



Success Story

- ▶ **Coach Eva: "I generated \$19,000 directly from my Facebook[®] group." "I now earn in ONE WEEK what I earned in one month."**





M Mari Smith's
**Social Marketing
Method**

Includes
the Online
Version +
Lifetime
Updates!

The Complete Step-by-Step Guide
to Making Money on Facebook®
& Other Online Social Media Sites



**Sign up now for Mari Smith's
Social Marketing Method!**

[Click here for instant access](#)

Just \$27 per month!

► www.socialmediatelesummit.com/tradeshaw