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

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Facebook®:
A Relationship Management & Visibility Tool
- 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.
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
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.
Homework
Facebook® in Five Minutes a Day

7 Key Touchpoints

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:

1. Status Update

What are you doing right now?

2. News Feed

3. Requests

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

Updates

- 194 new updates

Applications

- Events
- Notes
- Photos
- Video
- Groups
- Posted Items

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Facebook® in Five Minutes a Day

Steps 4 & 5

Events and Birthdays

4. See All

Ongoing until Tuesday, February 3
Turn You and Your Books into Amazon.com Bestsellers

Today
Donna Amos, Gabrielle Alexis Whitney, Harry Seggu,
Martin Harding, Andi Apolinario Mendez, Corrine Bucher,
Maria Simone, Michelle Wood and Alana Pratt

Tomorrow
Karel Baloun, Sarah Newton, Lydia Brown,
Vicki Irvin, Bill Clessnan, John Kremer, Roosevelt Cooper,
Andrea Wyland and Michael Mahony

Saturday
Renee Shupe, Jill Schoenberg, Roz Fruchtman,
May Chong and Vered Lerner

Notifications

5. See All

Tamaey Gottuso tagged a photo of you. 2 minutes ago

Tamaey Gottuso tagged a photo of you. 2 minutes ago

Tamaey Gottuso commented on a photo of you. 4 minutes ago

Chris Gross wrote on your Wall. 39 minutes ago

Michelle Price commented on your status. 4 hours ago
Ignore All

<table>
<thead>
<tr>
<th>Requests</th>
<th>Ignore All</th>
</tr>
</thead>
<tbody>
<tr>
<td>220 friend requests</td>
<td>36 event invitations</td>
</tr>
<tr>
<td>78 group invitations</td>
<td>3 my girls friend requests</td>
</tr>
<tr>
<td>19 cause invitations</td>
<td>1 80's memories gifts request</td>
</tr>
<tr>
<td>1 the incisiler invitation</td>
<td>3 networkedblogs invitations</td>
</tr>
<tr>
<td>1 advanced search invitation</td>
<td>1 most lovable person request</td>
</tr>
<tr>
<td>2 willy's sweet shop requests</td>
<td>1 make me a celebrity invitation</td>
</tr>
<tr>
<td>2 african safari requests</td>
<td>1 pledge 5 invitation</td>
</tr>
<tr>
<td>1 heart request</td>
<td>2 (lll) blue cove requests</td>
</tr>
<tr>
<td>3 best friend requests</td>
<td>2 birthday list invitations</td>
</tr>
<tr>
<td>1 ripple energy therap request</td>
<td>1 nicest person request</td>
</tr>
<tr>
<td>1 long distance hug ap invitation</td>
<td>3 relative invitations</td>
</tr>
<tr>
<td>2 'my stuff widget invitations</td>
<td>2 birthday requests</td>
</tr>
<tr>
<td>1 go chargers!!! wave request</td>
<td>1 kidnap! request</td>
</tr>
<tr>
<td></td>
<td>1 good morning request</td>
</tr>
<tr>
<td></td>
<td>1 knighthood invitation</td>
</tr>
</tbody>
</table>
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.
Twitter for SEO + Relationship Building

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 chocolates! :) about 15 hours ago from Hahlo

@belQumy @MaiBarak @luinladie -- sandwiched between you two...
Find and Follow Specific People

Twellow.com - Connect with people who matter.

Search all people on Twellow

Search

(artist)

Search

5,949 people found for artist

Twellow Main > Twellow Search

Page 1 of 50 >
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.”
Sign up now for Mari Smith’s Social Marketing Method!

Click here for instant access

Just $27 per month!

www.socialmediatelesummit.com/tradeshow