



Mari Smith



5 Fantastic Ways To Build A NEW Facebook Marketing Channel ... with 250,000 Subscribers!

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Facebook recently introduced a new feature that **opens up a whole NEW marketing channel for savvy marketers!**

As I'm sure you may know, the maximum number of friends you can have on your Facebook personal profile has always been five thousand. The average number of friends most Facebook users have is just 130. However, **many marketers and business owners have long recognized the power of being connected to more users via their personal profile** and have deliberately grown their friend connections to several thousand up to the max of five thousand.



The rules also stipulate that you can only have ONE personal profile and it must be in your own real name, not in the name of a business. But, like me, **many business owners and entrepreneurs have been using their Facebook personal profile for several years as a marketing channel.** That is, you can share portions of your personal life, interspersed with marketing and promotional messages. Nothing too blatant, pitchy, and self-serving, of course. But certainly “socially worded” compelling invitations to check out your latest blog post, article, book, free webinar, local event, product launch, and so forth.

This is how I’ve used Facebook from day one when I first joined the site back in May 2007. (As for apps and games, I only use a very limited number of apps and they need to have a business function for me to want to use any app. The only game I play is *Words With Friends*® on my iPhone with my mum – shh, don’t tell anyone, but I play a mean game of *Scrabble*®!)

Then, on September 14, 2011 Facebook **introduced a game-changing feature: the SUBSCRIBE button!** Subscribe allows *anyone* on Facebook—all 900 million (almost a BILLION!) of them—to sign up to receive your PUBLIC posts in their News Feed.

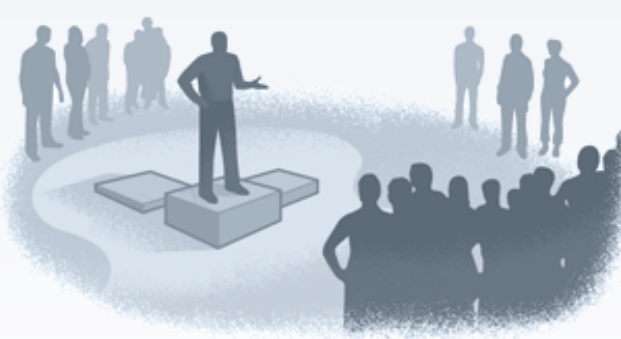


I decided to enable the feature right away and within a few short weeks, I had over 32,000 subscribers. **Within four months, I had built up over 120,000 subscribers.** I was absolutely blown away! By contrast, my fan page that I launched in 2008 had less than 60,000 likes (fans) at the time. So, it took me just four months to get TWICE as many subscribers as fans, which took me

four years to build. BIG difference! Now, I'm hurtling towards 300,000 Subscribers!

Get Your Own Subscribers
Let anyone get your public updates.

You're allowing subscribers. To edit your settings, visit your [Subscribers tab](#).



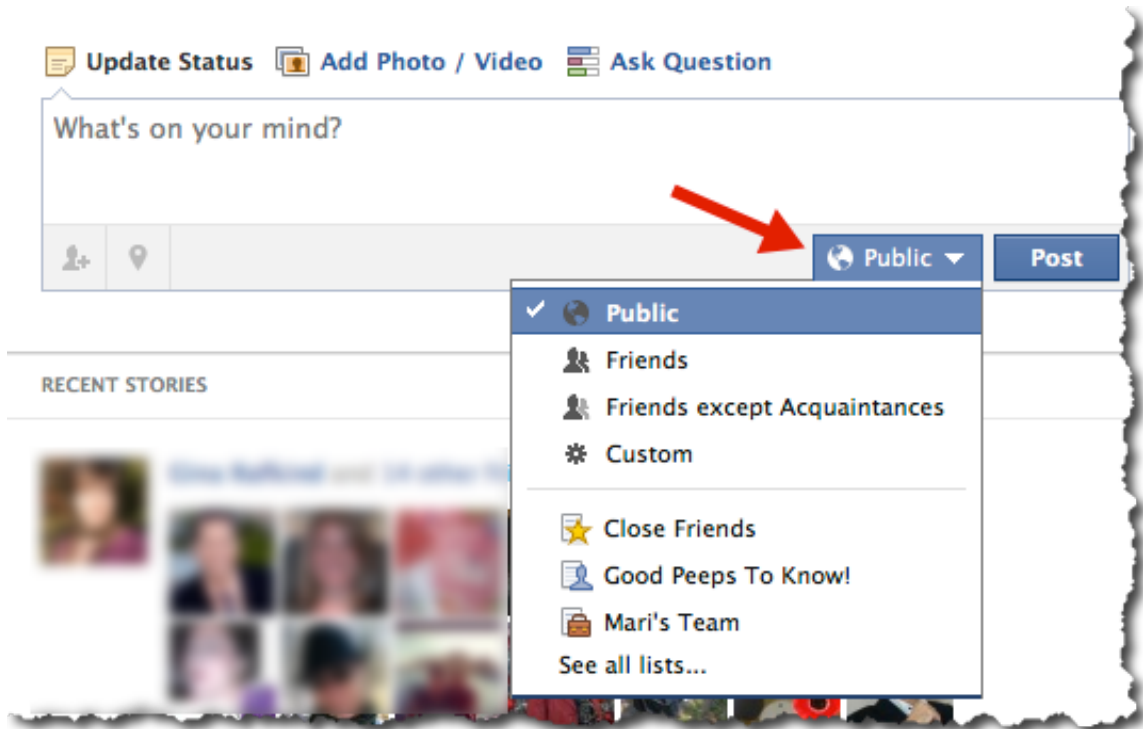
Allowing subscribers is a simple way to broaden your conversation on Facebook, while reserving personal updates for people you know well.

I'll explain more in a minute about how you too can build up your subscribers.

I think the main reason Facebook users are hesitant to enable the Subscribe option is they think that suddenly they will be exposed and millions of people will be able to see their private information. This simply is not the case.

Here's the key: *whether you enable Subscribe or not, everyone on Facebook can see ALL your public information anyway. The key difference with enabling Subscribe is now your Subscribers will actually see your public posts in their News Feed versus coming to your profile to see public posts.*

You get to control who sees what on a post-by-post basis. You simply select from the “audience selector” every time you make a post. It’s very granular; you can share with one friend and no one else, or with friend lists, just friends, friends of friends, or the entire public (everyone on Facebook) including your Subscribers. See screenshot below:

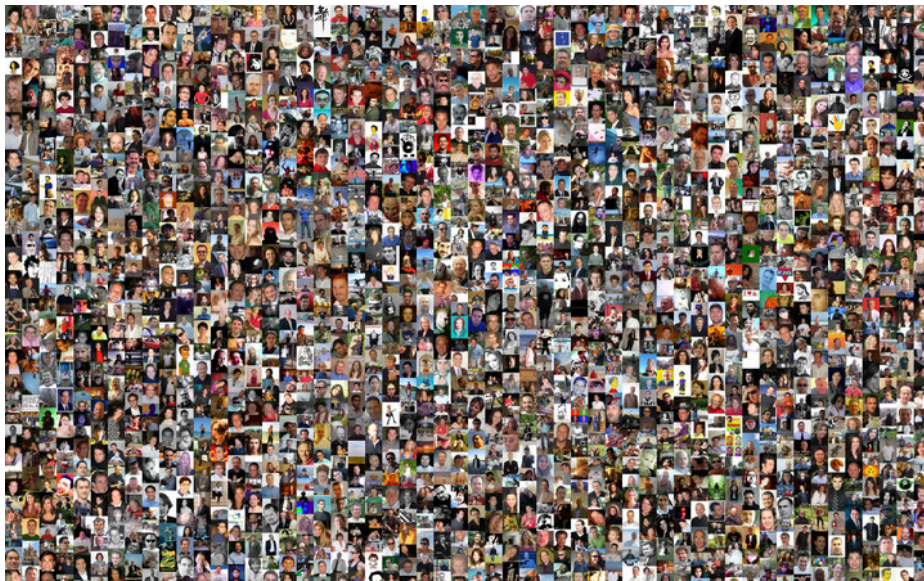


Fortunately, the Subscribe feature is optional. Often new features are turned on by default leaving legions of Facebook users frustrated that they have to go turn it off. However, **as a savvy marketer, there are MANY advantages to enabling your Subscribe option!!**

Here are five reasons to turn on Subscribe:

1. BLOW THE LID OFF THE 5,000 FRIEND LIMIT!

Turning on your Subscribe button essentially lifts the five thousand friend limit, making it possible to **connect with an *unlimited* number of users on Facebook** through your personal profile. If you're like me and you've used your personal profile for professional networking and to build up a sizeable audience (up to the max of five thousand friends), then Subscribe is a dream come true!



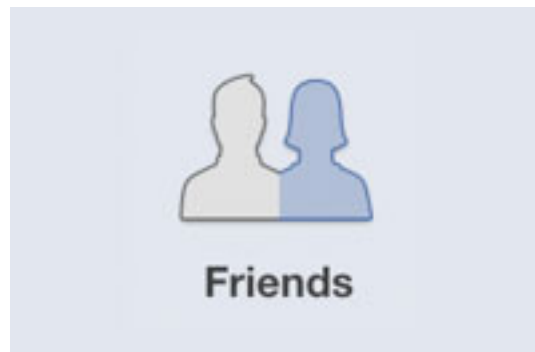
Subscribers provide you with a whole new social/marketing channel! This way, you can proactively encourage more and more people to 'friend' you on Facebook – via the Subscribe button. In fact, as a 'friending policy' you may well consider unfriending (or not friending in the first place) anyone whom you do not personally know. Good news: if you unfriend anyone, they

automatically turn into a Subscriber and will *still* see your public posts in their News Feed!

Plus, on that note, **whenever someone requests to be your friend – they *automatically* become a Subscriber right away.** Immediately! There's nothing more for you to do. So if you don't accept certain friend requests and just leave the pending requests your Subscriber count continues to build, yet you can keep your privacy locked down to just friends that you know personally.

2. A SUBSCRIBER IS (ALMOST) AS GOOD AS A FRIEND

Often, **users feel closer to you through your personal profile vs. a fan page.** There is still stigma surrounding having to 'fan' someone/something. Especially if you run your own business, you may feel awkward having to ask people to 'become your fan.'



To many people, being a Subscriber is almost as good as a friend. From a relationship marketing standpoint, the more connection and intimacy you can create with the people in your network, the more likely members will want to do business with you. Remember, **we all do business with people we**

know, like and trust. So, stop being shy and open yourself up to the Subscribe option—you can always lock down your privacy settings for friends only content! (See more below on Privacy!)

3. CREATE SIGNIFICANTLY MORE NEWS FEED VISIBILITY!

When users subscribe to you on Facebook, they will begin to see *any* content that you post to “Public” in their News Feed. Subscribe works almost identically to the Like button on fan pages. Until someone likes your fan page (becomes a fan), they won’t see your content in their News Feed.



And, just like fan pages, with personal profiles, previously, any user on Facebook could see content you’d posted to your wall publicly. The difference now is that **your public content can be seen in the News Feed and Ticker of your Subscribers.**

Depending on the size of your fan page, when you regularly post interesting content through your profile, you may find that you get more interaction and engagement from your Subscribers than your fans. I’ve certainly found this to be the case.

PLUS, whenever your Subscribers interact with your content (like/comment/share), that activity goes out into *their* friends' News Feeds and Tickers, thus creating **additional viral visibility for your content!** Love that!

When Facebook first introduced the Subscribe option last fall, Facebook reached out privately to many public figures and gave them the option to merge their fan page into their personal profile. Though I didn't receive this offer myself, I wouldn't have taken it anyway. Here's why: with BOTH a Facebook fan page AND a personal profile with Subscribe turned on, I have now more than DOUBLED my News Feed visibility. And that is the "Holy Grail" on Facebook!

PLUS, I get to explore all manner of creative self-expression on my personal profile, sharing content that resonates with my values. Whereas on my fan page, I keep my posts 99% strictly business and almost always Facebook marketing tips. My two audiences have come to expect these types of content.

4. YES, YOU CAN MARKET ON YOUR PERSONAL PROFILE

When you share a great blend of helpful, educational, inspiring, thought-provoking, and/or entertaining content on your personal profile (personal Timeline), it's *perfectly acceptable* to **intersperse such content with promotional offers and calls to action** to join your email list, register for your event, download a coupon, sign up for your webinar series, and so forth.

My rule of thumb is 9/10 posts on my personal profile (timeline) is non-business. I post a lot of what's called "**Facebook Candy**" – that is attractive

images with inspiring or motivational quotes, as in the example below. **These types of posts get a LOT of shares**—which means more visibility and **MORE POTENTIAL SUBSCRIBERS** for you!



You've probably seen gazillions of these types of posts in your own News Feed. The secret is not to 'jump on the bandwagon' per se; but to find your OWN unique style of content that resonates with your values.

PLUS, create your OWN Facebook Candy whenever possible vs. sharing others. That way, you get the 'credit' when those images are shared. I make my own using the awesome program <http://snagit.com>.

For ideas on Facebook Candy, feel free to **check out my public Interest List I call *Facebook Candy to Inspire***:

<https://www.facebook.com/lists/10150585852830868> (Interest Lists is a whole other subject, but basically you can organize profiles and pages into lists by topic and make them private for you only, or visible to friends, or public where anyone can subscribe to see the content in their News Feed).

Now, of course you want to then share 1/10 posts that are more business related. Or, you could experiment with a 50/50 ratio on personal to business. It just depends on your friends and subscribers. (Currently, there is no way to share content to subscribers only and not friends, by the way. When you post to Public, it goes to friends and subscribers.)

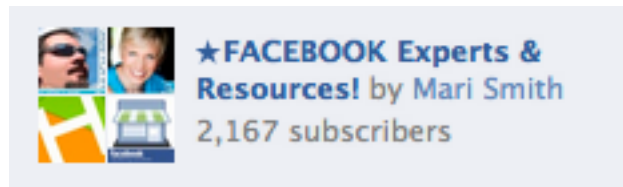
PLUS, what you can do is **periodically encourage your Subscribers to come join your fan page!!** That way, it's much more acceptable to talk about business and you can do so in a very natural way. For example, I [posted this giant Like button image](#) (photos get more news feed visibility!!) and invited my Subscribers to join my fan page. In one hour, I picked up 300 more fans!!! Not bad, eh!



HOT TIP -- I just mentioned Interest Lists above. I *highly* recommend that you create an awesome public Interest List for your area of expertise, add a bunch of quality, relevant pages and profiles and *be sure to add your own profile and page*. Then promote your Interest List in various places too, such as Twitter, Google+, your blog, ezine and of course cross promote on your Facebook profile and fan page. Voila! You've now TRIPLED your News Feed visibility!! Good or good?!

By way of example, this is my Facebook Experts and Resources list – currently with 78 featured people and pages and over 2,000 subscribers:

<https://www.facebook.com/lists/10150585382860868>



(List Subscribers are very similar to Profile/Timeline Subscribers – basically both see posts in their News Feed. By the way, I get asked this a lot: there is NO Subscribe option for Fan Pages... because that's what the Like button does! It's essentially the exact same thing where users are electing to receive your content in their News Feed.)

5. MAKE USE OF THE SUBSCRIBE BUTTON PLUGIN

This is one of my *favorite* plugins!! It's real easy to grab the code and drop into your blog posts. Wherever your prospect customer (and/or prospective member of your extended network) places their eyeballs, that's prime placement for adding all kinds of ways to have them connect with you. That's why it's important to include all your social profile buttons on your website and in your email signature file, for example. (And on business cards!)

By way of example, see this blog post where I've included the Subscribe button, along with the Facebook Like button (see item #11) AND a pre-crafted tweet (see item #14)! See screenshot below – I added the two big red arrows to the image, they're not on the post! ☺ *(By the way, in this screenshot, there is a gap under the Subscribe button because I'm looking at*

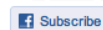
the post as myself. When others look at the post, they will see a row of faces if any of their friends have subscribed to me on Facebook. Gotta love social proof! We see faces for my Like button for my fan page because Facebook treats pages separate from profiles.)

<http://www.marismith.com/facebook-timeline-for-business-pages-key-points-know/>

11. Interest Lists

Encourage your fans and visitors to add you to an [Interest List](#); **let them know which topic is best**, e.g. my would be best added to a list called Facebook Tips, or Facebook Marketing, or Social Media Marketing. (Interests are brand new as of March 8th. More on the new Interest Lists in an upcoming post! Speaking of lists, please subscribe to my popular [Facebook Experts and Resources](#) list, with 77 people and pages and currently over 80 subscribers.

Got Facebook questions? Come join my community of over 260,000 fans and subscribers! Just click the Subscribe Like buttons below to connect with me on Facebook!

 271,158 people are subscribed to Mari Smith. Be the first of your friends.

 Mari Smith, Debbie Ann Schneider and 69,972 others like this. · Admin
Page · Insights



12. Milestones

You can go back in time to **add business milestones on your Timeline**. When you do, these will post at the date, and **go out into the news feed of your fans and create more visibility and engagement**. The full ext

These awesome buttons end up creating TONS more fans, subscribers, Twitter followings and engagement!

Here's where to find the Facebook Subscribe button:

<https://developers.facebook.com/docs/reference/plugins/subscribe/>

And, while we're at it, here's where to find the Tweet button:

<https://twitter.com/about/resources/buttons#mention>

PLUS, if you have multiple authors and team members, set up a special page where Facebook users can easily subscribe to all of you! For example, see what Slate.com has done here:

http://www.slate.com/articles/briefing/slate_fare/2012/03/facebook_and_slate_how_to_subscribe_to_your_favorite_writers_.html Don't worry about whether you're a fan/reader of Slate.com or not... just copy the idea!

The screenshot shows a Slate article with the following content:

- Slate** logo at the top left.
- Breadcrumb: HOME / SLATE FARE : THE INNER WORKINGS OF SLATE.
- Slate Staff on Facebook, Twitter, and Google+** as the main title.
- Subtitle: Follow John Dickerson, Emily Yoffe, and the rest of your favorite **Slate** writers on social media.
- Posted: Wednesday, March 28, 2012, at 5:22 PM ET.
- A graphic with Facebook (f), Google+ (G+), and Twitter (t) icons.
- Text: "Want to know what your favorite **Slate** writers and editors are thinking about between articles? Follow them on subscribe to them on Facebook and Google+. You can also follow the main **Slate Twitter feed** to find out what w in-house and meet **other Slate fans on Facebook**."
- A table listing staff members with their social media links and follower counts.

Name	Title	Facebook	Twitter	Google+
L.V. Anderson	Editorial Assistant	Subscribe 41	Follow @lv_anderson 205 followers	+1 10
Emily Bazelon	Senior Editor	Subscribe 583	Follow @emilybazelon 9,555 followers	
Jesse Bering	Contributor		Follow @JesseBering 2,444 followers	+1 12
Torie Bosch	Future Tense Editor	Subscribe 41	Follow @thekibosch 517 followers	
Libby Copeland	Contributor	Subscribe 30	Follow @libbycopeland 498 followers	

For some Facebook users, enabling the Subscribe button turns their personal profile into a “public figure” type of profile. Mark Zuckerberg himself actually merged the fan page in his own name into his personal profile. Now, **Mark has well over thirteen million subscribers!**

<https://www.facebook.com/zuck>. The option to merge a fan page into a personal profile is not available to users, unless contacted privately by Facebook.

If, however, you're a very private person and you would not be comfortable drawing more attention to your personal profile and deciding what content to share with whom, then I recommend keeping your personal profile locked down and sticking with the fan page for business.

But, assuming you too see the advantages, here's what to do:



First, check your privacy settings:

Before you turn on your Subscribe button, I do recommend double checking that you're perfectly happy with your [privacy settings](#). Even though any user can come to your profile and see anything you've set to be visible publicly, what you may find when you enable Subscribe is that **you begin to draw more attention to your profile.**

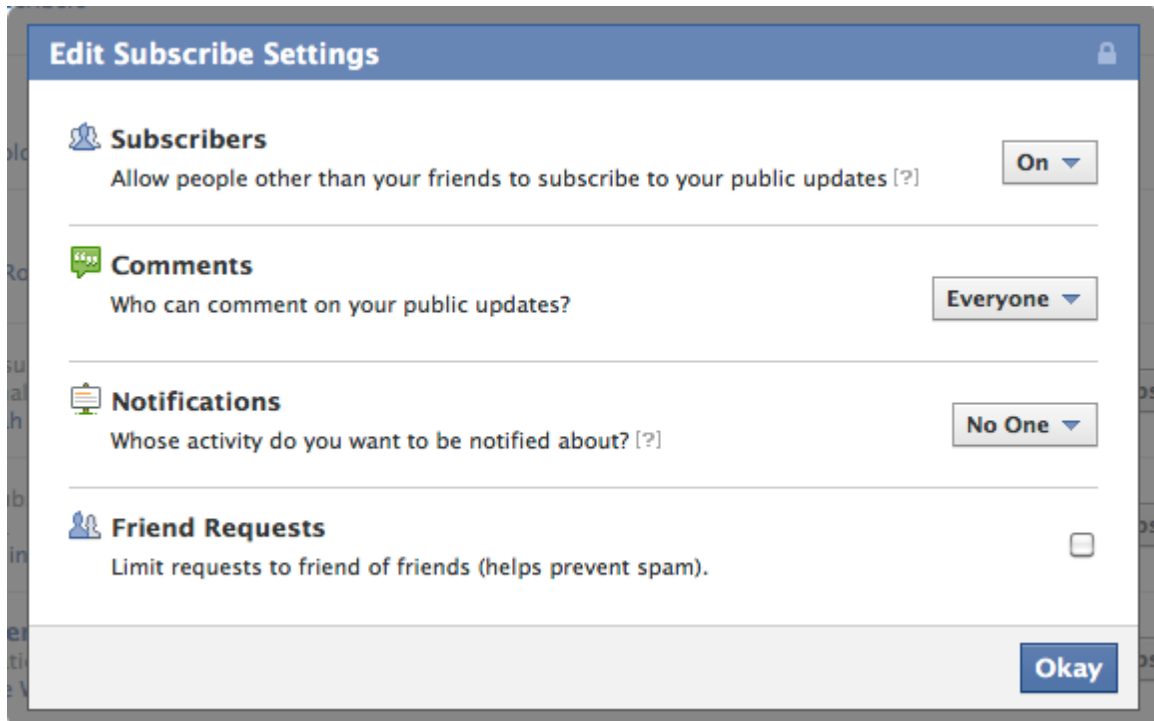
You may wish to **go through your photos** and adjust privacy settings per photo and/or per album.

Go through your contact information and adjust each privacy setting. For example, I have my private cell phone number set to "Only me." But my website and Twitter name are visible to public.

Under privacy settings and “How you connect,” set the first level to “Everyone.” That is, “Who can look up your timeline by name or contact info?” This **allows the widest audience to find you** and subscribe to your public posts. You’ll also begin to show up in the Subscription Suggestions for others to see.

Next, turn on subscribe:

Just go to [this link](#) and click the green button in the top right to turn on Subscribe. You’ll be presented with a few options:



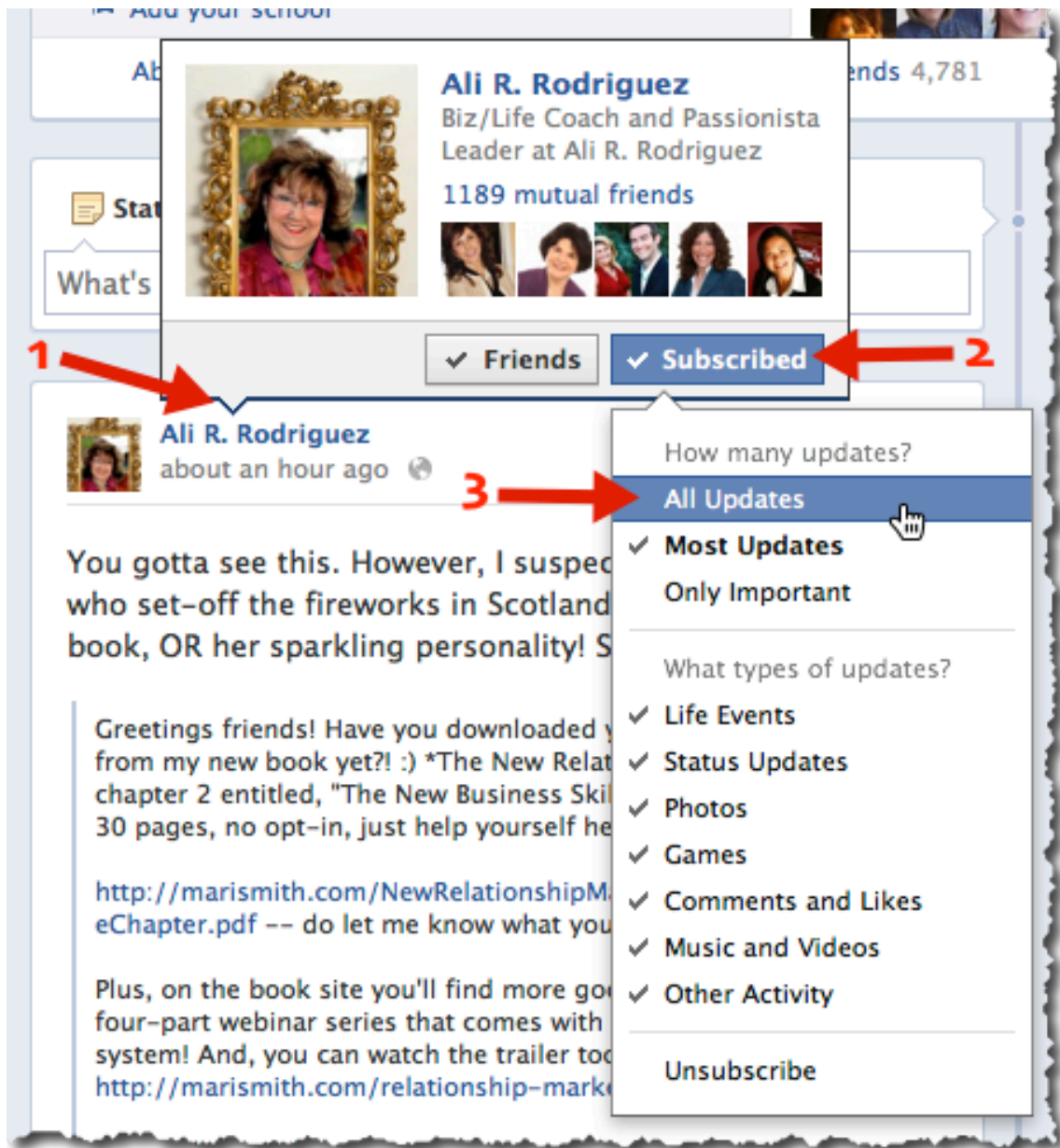
- **Comments** – you can allow everyone, friends of friends, or friends. I have mine set to everyone to allow for maximum engagement.
- **Notifications** – I like to keep these to a minimum on all social networks, so I have mine set to no one.

Now, go find other people to subscribe to:

In order to jump-start your own subscribers, I recommend **building up a few subscriptions yourself**. That is, people you choose to subscribe to so you can get their public updates in your News Feed and Ticker. You can go to the [Subscription Suggestions](#) at any time to find more people to which you'd like to subscribe.

By the way, **you are automatically subscribed to your friends' updates**.

The default setting is “Most Updates.” You may wish to change to “All Updates” to increase the likelihood that you'll see more of their posts. Do this by hovering over a friends' name then hover over the Subscribe button and select your options. You can do the same for any of your own subscriptions too.



As I was writing this original post, I [shared](#) an invitation on my profile to go [download](#) the free sample chapter of my latest book, [The New Relationship Marketing](#). As a result, I **just sold many more books...** and, I'm **giving away a free four-part webinar series with the book**, so got more registrations too.

Instead of just posting the link, I shared an actual image of the free sample chapter (photos tend to get slightly greater visibility in the News Feed), and I always write in an open, friendly tone – never salesy or pitchy. The result? Effective relationship marketing!

I trust you got value from this report! Now, go turn on your Subscribe button and be sure to come subscribe to my profile too: <http://facebook.com/maris>.

Cheers!



www.facebook.com/marismith | www.facebook.com/maris
www.twitter.com/marismith | www.marismith.com