

The 7-Step Strategy You Can Use to Build Your Brand and Your Business With Facebook in Less Than 30 Days

Are you committing any one of these 3 Sins trying to build Your Business Online?

1. Not knowing your target customer and target market
2. Using your personal page for business activities
3. Telling everyone that visits your page what business you are in

Do you want to attract new customers using Facebook?

If so, then I've got you covered!

I will share with you the 7-Step Strategy I have used to attract customers with Facebook...

But, we'll get to the 7 steps in a little bit.

First, I need you to imagine this scenario...

You've got a small yet growing business...

Since you're the owner, you wear many hats and do it all, so you don't have time to spend researching and learning Social Media Strategies.

You know you need how to grow your customer base and you've heard that Facebook is a great place to make that happen.

But, you don't want to waste your time "testing the waters" on a concept and strategy that may or may not work for you.

Furthermore, you don't know where to start or what steps to take to make Facebook work for you and your business.

Well, I'm going to show you exactly how to attract new customers with Facebook using a 7-step strategy.

So let's get started?

The 7-Step Facebook Customer Acquisition Strategy...

You're here because you want to leverage Facebook and the power of the Internet in order to build your business but, *you're not sure how to get started.*

Don't worry!

With this tested step-by-step strategy, attracting new customers with Facebook can be as easy as "connecting the dots."

It **will** require more than just uploading some images or creating several new Facebook status updates per day.

And, it takes a bit more than just copy and paste technical skills.

But, if you follow the steps I'm going to give you and allow yourself a little time to get the hang of this...

You will be well on our way to successfully building your business using the Internet and Social Media.

Let's dive in!!!

1. Create a Solid Foundation for Your Business

If you want to attract new customers with Facebook the first step is to set up a solid foundation for your business.

This means mapping out a plan and knowing the type of customers you want to attract.

You'll want to identify your "Customer Avatar." That is the ideal person you want in or part of your business.

This is an important step in knowing how to market yourself and your business.

If you don't even know what a Customer Avatar is then...

Start by asking yourself a few questions:

- What is your product?
- Who would buy your product?
- Are they male or female?
- What is their age?
- Do they work?
- Do they have kids?
- What magazines, blogs, and books do they read?
- What TV shows do they watch?
- Who do they follow to get advice, inspiration or motivation?

Once you've determined who your ideal customer is you'll know who you should attract on Facebook.

Now for step # 2 which is...

2. Build a Facebook Fan Page

The second step to attracting new customers with Facebook is to create a Facebook Fan page.

You will use your new Facebook Fan Page to build your audience and spread your message.

This **will be** separate from your personal Facebook page.

This is where you'll connect with your audience so you can...

- Provide inspiration or motivation
- Answer their questions
- Share your knowledge and expertise on your product or niche
- Help solve their problems through the use of your product or service

Your goal is to be to become the “go to” person within your marketing niche.

When you establish yourself with credibility as the authority you’re establishing yourself as an expert on that particular topic.

As the expert you’ll be able to provide value and help your audience with their pains, struggles and desires.

This leads us to our next step which is about how to build an audience using Facebook.

3. Get Facebook Fans

Now that you’ve created your Facebook Fan Page, it’s time to get Fans to “Like” your page!

There are several different ways to get fans, but the fastest way that I know of is to start a Facebook Likes campaign by using your Facebook Ads account.

Depending on your niche you can get a targeted Facebook like for \$.03 – \$.75 a fan.

This, of course, is provided you’re targeting the right audience.

Let’s say you want to get 20 fans a day to your page.

If it costs you \$.50 a fan then you will need to spend \$10.00 a day on your Facebook Likes campaign to get 20 fans a day.

The more targeted you are with your ad and the higher your click through rate of your ad the lower the cost you will pay per like.

4. Engage Your Fans

Now that you’re getting fans it’s time to start to *engaging* with those fans. This means having Internet conversations.

The more engagement you have on your page, the greater the likelihood Facebook will show your posts organically in your audience’s News Feed.

Conversely, the less engaged your page is, the less likely Facebook will show your posts organically in the News Feed.

Think of it this way, the news feed on Facebook is very competitive.

Instead of relying on Facebook to show your posts organically, you should consider boosting your posts that are receiving a lot of engagement.

Your Fan Page is your community and it’s up to you to keep your fans informed and engaged. Not about your business but about what matters to THEM! At this point they can care less what your business is.

You want to draw your group into the conversation that is taking place on your Fan page.

There are several ways to this...

- Post articles within your niche that will help your audience
- Provide inspiration to your audience
- Motivate your audience to take action

- Ask thought provoking questions

You **MUST** take time each day to respond to your audience's comments and messages on your Fan Page.

5. Advertise to Expand Your Reach

Many times, business owners will rely upon organic reach too much. Organic is waiting on Facebook algorithms to do your advertising for you.

But then they wonder why they're not getting as many new customers as they'd hoped for.

If your goal is to create awareness and attract new customers with Facebook you need to incorporate paid advertising into your strategy.

This will get your business moving towards profitability. But you have to set a realistic advertising budget.

I run three on a regular basis for my business...

- **Likes Campaign** – to get more Likes (fans) to my Fan page
- **Engagement Ad** – to increase the engagement on certain posts
- **Clicks to Website (Traffic) Ad** – used for lead generation, this takes them off Facebook to some page of my design

Ideally, you'll want to spread your budget evenly across all three campaigns.

For example, if you have \$60/day ad budget, run each campaign at \$20/day.

All three types of ad are equally important for the growth of your business.

Don't make the mistake of allocating your entire budget to one type of ad campaign and neglect the others.

Balancing the budget out over the 3 different types of campaign will ensure you're leveraging Facebook as effectively as possible.

6. Optimize Your Ads

Getting your ad campaigns up and running is only the first step when running ads on Facebook.

You also need to analyze your ads once they've been running for a few days and optimize them accordingly.

It is important that you take time to analyze what's working and what's not working with your audience and with your Facebook ads.

It makes no sense to continuously spend your ad budget on an audience that isn't engaging, clicking, or buying.

When you analyze your ads to determine who is engaging, clicking, or buying you'll not only maximize your results, but you'll also prevent wasting your ad budget on ineffective advertising.

When looking to optimize your ads the following demographics should be considered...

- Are they male or female?

- What is their age range?
- What country do they live in?
- What are their interests?

These are just a few of the possible demographics or interests for which you should optimize your ads.

The best strategy is to analyze what's working with your ads on a regular basis and tweak accordingly.

7. Retarget Your Audience to Increase Conversions (Sales)

Retargeting your audience is your opportunity to put paid offers in front of people who've visited your site.

When you place a "pixel" on every website you have you're now able to retarget your visitors and/or buyers with appropriate offers.

Chances are you won't make a sale from a person whose seeing you for the first time on Facebook because they don't know, like or trust you, YET.

By placing a pixel on a blog post and retargeting the visitors who read your post with a Facebook ad you'll increase your chance of a sale. To get more information on pixels and how to use them to optimize your ads click [here](#).

Think of it like this....

Would you prefer to buy from someone you're familiar with or from someone you don't know?

Most people feel more comfortable buying from someone they're already familiar with.

In marketing, this is what we call the "Know, Like, & Trust factor."

The same rule applies here.

By retargeting people who are already familiar with you, you will increase your ability to attract new customers with Facebook.

Now that you know the 7 steps I've used to attract new customers with Facebook you should be able to...

- Increase the "Know, Like, Trust Factor" with your audience
- Use Facebook advertising to expand your reach
- Target your marketing to your "Customer Avatar" to attract the right audience for you ads

By following this 7-step Strategy your chances of selling your product or services on Facebook will increase exponentially.

These are the same exact tools I used to go from NOTHING in August 2016 to 2,400 Facebook Followers and over 180 team members by March 2017. Then I quit my job in 2018. [Click here](#) and let's see if I can help you have a branding breakthrough in your business.