



GET STARTED WITH A FACEBOOK FAN PAGE – MINI COURSE

PRESENTED BY SOFTPRO LTD

PART TWO – RESEARCH AND IDENTIFY

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www.Softpro.co.nz

www.CloudBackup.co.nz

www.SmallBizFone.com

Contact Softpro:

Email: philip@softpro.co.nz

Tel: 09 950 3011

Mobile: 021 763 741

STEP 2 IDENTIFY AND RESEARCH YOUR AUDIENCE

Yesterday, you brainstormed your Facebook Fan Page goals.

Today I will show you how to make sure your audience is represented on Facebook. You want to make sure you're planning and creating a page that will generate the profits you desire.

- One place to start might be the collection of data published by iStrategyLabs, collected from Facebook's Social Ads Platform.

http://www.istrategylabs.com/wp-content/uploads/2010/01/facebook_demographics_chart_statistics_2010.png

However, the statistics refer mainly to the USA and they don't tell the whole story.

- A very good way to see if your audience is well represented on Facebook is to log on and start browsing. Search for friends by interest. Look at other fan pages that are relevant to your industry.
- You can also go through the motions of creating a Facebook Ad online without actually completing the action. You'll be asked to choose demographics for your ad. This can show you how many people your ad might reach. This is likely to be your potential audience for your fan page as well. To start creating your advert:
 - Look on the right side of the page under your picture for 'Promote with an advert'. Click on this and follow through, clicking and adjusting as you go. Before you are asked to complete the advert you will see how much your advert will cost you in terms of clicks.

Take a few minutes now to jot down who your audience is for your fan page. Then spend some time on Facebook making sure that they're present and that your efforts will be profitable.

Who is My Target Audience?

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Tomorrow, we will plan your Facebook page in detail. See you then.

THE NEXT STEP

This introductory mini-course gives you an overview of how to set up your Facebook Fan Page, but if you need more detail or more help, we have...

FACEBOOK PAGES MADE EASY

This is a comprehensive, four-lesson course written for business people. It is teeming with information on:

- When and how often to release updates and posts (and how to find your own, unique, comfortable Facebook flow)
- A secret formula that 90% of your competition doesn't know.
- Where to find the tools you need, to cut down the work and increase results
- Why you need to embrace Facebook's unique traits, rather than following the herd
- What to set up, to make sure you're tapping into its incredible business power

While your competition is still stumbling along, speaking only to a small, closed group, and feeling happy if they get half a dozen notifications, you can turn your Facebook experience around, in four short lessons, to master:

- **Simple tactics to instantly reach and help the people who need you find you – and follow**
- The secret, specific Facebook Page spot to place your most important call to action (in order to see consistent click-throughs time and time again)
- **How to growing your list organically and painlessly through natural Facebook interaction you'll enjoy more than you thought possible**
- How to create a bond with your followers that leads to lifetime loyalty and respect
- **Simple ways to master the art of social network conversation while spending less time on Facebook than ever before**

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- How to make sure they never forget you and can find you, the instant they need you.
- **How to make sure they think of you first – the next time they've got a question that you can confidently answer**
- Always knowing the best time to post, if you want to reach your followers
- **How to integrate all your networking so there's no awkward "gaps" you lapse over and miss again**
- When, and how to **challenge the myths and win the race**

You'll also learn to think in original ways, taking your cue from a strategy that Hollywood movie directors learned long ago – one they still use with guaranteed effect to this day.

- **4 basic, simple strategies to help your Facebook Page go viral**
- 2 instantly failsafe ways to get any discussion going
- **6 priceless tactics to inspire your Facebook fans to interact**
- The surprising reason why you should never be worried again about posting too many times... or too little
- **How to find out ahead of the pack what's coming down the pipe with all the new Facebook changes**
- How to effortlessly integrate Facebook with outside sources to drive traffic to your Facebook page, and vice versa
- **The real and simple secret to creating fans who care**

There's a lot more – but it would take longer to read about it than to simply download the first lesson and find out for yourself. Read about the course here:

[FACEBOOK PAGES MADE EASY](#)

But don't join from there. Because you are a member of this course, I can offer you a very special price with **64% discount** on the price. Use this link here:

[FACEBOOK PAGES MADE EASY SPECIAL DISCOUNT](#)

So if you'd like to learn how to really grow your business with Facebook join me at:

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