

Social Media Fast-track

Optimizing Your Social Media

Objectives:

- 1) Setting Up Google+ Business Page
- 2) Automating Your Social Media
- 3) Facebook Group VS Pages
-  4) **Attracting Fans With Connection Targeting**
- 5) How To Generate Leads & Sales
- 6) Convert Clicks To Customers w/ Paid Advertising
- 7) Connecting Facebook to Twitter

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Attracting Fans With Connection Targeting

Connection Targeting

What Is It?

It is the process of targeting facebook users with similar interests as your current connections.

Why Is It Important?

It allows you to focus on the users that you know will be interested in your product or company.

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Social Media Marketing

Social Media Marketing is all about being social!

- **Building and Preserving Relationships**
- **Providing value to your 'Fans' and customers**
- **Constantly building your Brand**

Social Media Marketing

What is Social Media Marketing?
- It is the 'Give First' economy.

Giving value and building trust will lead people to buy.

- **Information**
- **Entertainment**
- **Knowledge**
- **Trust, Credibility and your Brand**

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Step
1

Make a Welcome Page. Go to www.pagemodo.com.
Click on "Start Now"

Objective 4 Attracting Fans w/ Connection Targeting

The screenshot shows the Pagemodo website interface. At the top, there is a navigation bar with links for Features, Plans, Agencies, Blog, Sign Up, and Sign In. Below this is a notification bar stating "You have been logged out of Pagemodo. Click here to log out of your facebook account!". The main content area features a large blue banner with the text "Create a Custom Business Facebook Page for Free!". Below this text are three bullet points: "✓ Make Professional Fan Pages in minutes", "✓ No design, graphic, or coding skills needed", and "✓ Publish instantly to get more fans!". A prominent blue button with a white Facebook 'f' logo and the text "Start Now! Connect with Facebook" is located at the bottom right of the banner. A red arrow points from the top of the page down to this button. On the left side of the banner, there is a preview of a Facebook page for "Manny's Bakery & Corner Cafe!" with a chef illustration and various product photos.

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Example

Example Welcome Page

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facebook Search

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Company · Edit Info


Welcome Admin Edit This Page

Powered by pagemodo



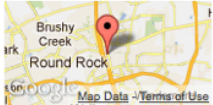
Welcome To The REI Rockstars

A little about us...



The first thing you need to know about us is "fun"...I mean after all, what is the point of success if you don't enjoy the ride? There is nothing more fun

Contact Us!



REI Rockstars
3720 Gattis School Rd,
Suite 800-196
Round Rock, TX, 78664
HQ@TheREIRockstars.com

Wall
Info
Friend Activity
Insights
Photos
Welcome
Wall Paper
Contact

www.TheREIRockstars.com
512-468-5475

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Step
2

Create a Branded Picture for your Page

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This allows you to get much more than just your logo on the top left of your Facebook Page

Logo

The dimensions are 540px tall x 180px wide.

Tag Line

Website & Phone #

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Step
3

Search for Groups/Pages/People of similar interest

**Search on Facebook for Groups/
Pages/People similar to your product
or industry. You want to 'Like' more
pages and join more groups. Try to
make new friends each day by
sending a message to them "I noticed
that you were a friend of..."**

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Step
4

Become active within those Groups and Pages.

Make sure to be active in the new groups and pages that you have just joined. Remember, this is a social platform so, never pitch, be social.

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Social Media Fast-track

Next Video...

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