

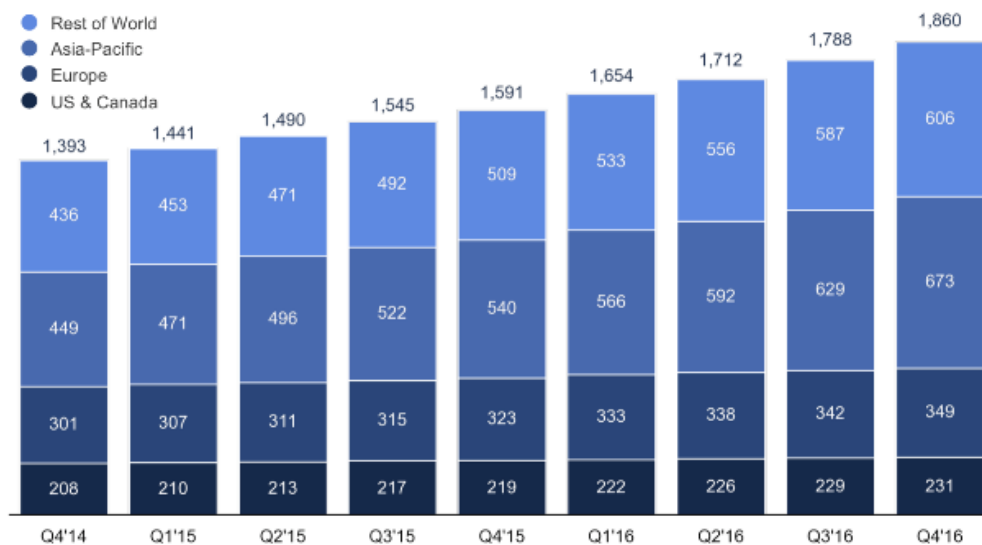
How to 'Crank Up' Your Facebook Results



To understand Facebook it's important to understand why it is so popular. The numbers are quite extraordinary.

Monthly Active Users (MAUs)

In Millions



Facebook is by far the most popular 'medium' on the market to day with both users and advertisers.

Popular with users because it provides them with everything that appeals to their interests at the time in a format that works on all screen devices.

Popular with advertisers due to it's extremely high target ability that reduces campaign waste and increases response therefore increasing advertiser ROI.

Here are some slightly older statistics, but they do provide a good idea of the numbers of people using Facebook, how they use Facebook, particularly from a mobile device being mobile phones, tablets etc.

Facebook Stats

- The numbers of Facebook users and advertisers is still expanding
- 1.55 Billion people use Facebook each month
- 1 Billion + people access Facebook each day
- 88% of Users access Facebook from a Mobile Device
- Facebook Users check in up to 14 times per day on average
- The average User spends 41 minutes a day on Facebook
- Over 50 Millions facebook 'Pages' for Businesses
- Facebook currently has over 2.5 million active advertisers



The image features a blue background with white text. At the top, the title 'Facebook Stats' is written in a large, white, sans-serif font. Below the title is a list of seven bullet points, each starting with a white dot. To the right of the list is a graphic consisting of several blue 'Like' buttons with white text, some overlapping. Below the buttons is the word 'facebook' in its signature font, with 'Marketing' written underneath in a white, outlined font. To the right of 'Marketing' is a white box containing the text 'You like this' and a thumbs-up icon.

You're probably wondering.

'Impressive statistics, but what do they all mean for your business?'

Lets say you want to put an 'Ad' on Facebook and you want to target people

- 1.) That are aged between 25 – 60 years old.
- 2.) Only reading your Ad on a mobile device.
- 3.) Only to see you Ad on a Saturday.
- 4.) In specific areas, suburbs.
- 5.) To see your Ad between specific times that you set.
- 6.) With over a specific income level.
- 7.) Within particular job roles and descriptions.
- 8.) With particular interests.

Plus the ability to

further 'target' your audience.

& set your own budget.

Facebook will allow you to do all of this and more.

Custom Audience.

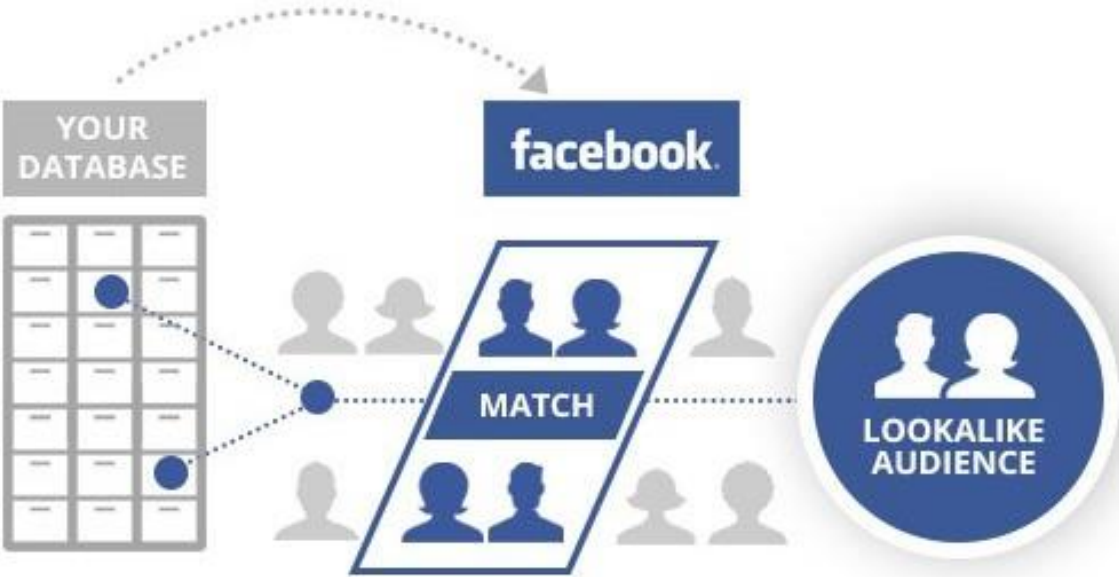
Let's say you have a list of emails or phone numbers of prospects and clients. You can upload this list to Facebook and Facebook will match the phone numbers or the emails to Facebook pages for the same people.

This is your Custom Audience. You can target your specific marketing message only to those within your Custom Audience if you choose.

Minimising wastage and maximising the return for your marketing \$\$\$, your marketing ROI.



Lookalike Audience.



Utilising 'Data Matching' Facebook will create a Lookalike audience which as the name suggest is a larger audience with similar 'interests' to your Custom Audience.

A Lookalike Audience gives you the opportunity to scale up your marketing efforts even further with minimal wastage and provide a good result for your marketing ROI.



As the worlds largest Social Media platform, Facebook has evolved [because it provides people with what they want that appeals to their interests.](#)

I cannot make it any clearer, **provide people what they want that appeals to their interests.**

So how should you use Facebook for your business?

- ◆ Provide people with posts, messages, information etc that appeal to their interests.
- ◆ To maintain the interest of your audience you should post at least 3 times per week.
- ◆ Post information about results you have achieved for clients including
- ◆ Testimonials with 'profile style pics' from happy clients (you can omit their surname in the interests of privacy)
- ◆ Results based articles.
- ◆ 'How to' type articles.
- ◆ Motivational Quotes of the Day (See Bonuses included with this report)
- ◆ <https://www.goodreads.com/quotes>

Use www.canva.com to brand your posts and articles.

Facebook Do's & Don'ts



Do's

- 1.) Complete all areas of your profile, biography etc.
- 2.) Always 'Message' any matters that are private.
- 3.) Be mindful of what you post.
- 4.) Only post in good taste, keep your posts short and sweet.
- 5.) Keep people informed.
- 6.) Ask questions, ask for feedback.
- 7.) Remember to say 'Thank You'.
- 8.) Quickly reply to comments and reviews.
- 9.) Avoid posting a comment for every post.
- 10.) Avoid any anger, aggression etc. Control the emotions.
- 11.) Think about what your friends want to read.
- 12.) Variety is the spice of life, so apply variety to your posts.
- 13.) Proofread your posts for any typos etc.
- 14.) Provide links to helpful articles, videos etc.
- 15.) Follow thought leaders

Don'ts

- 1.) Don't make friend requests to strangers.
- 2.) Vent about anything, especially work related issues etc.
- 3.) Don't post 'Chain' style messages, they are hated and frowned upon.
- 4.) Don't post anything of a private or confidential nature.
- 5.) Don't post anything related to your ID, Eg Drivers Licence, Passport etc.
- 6.) Don't share or post anything about family or friends that they may not want on Facebook.
- 7.) Don't post any naked pics, digital pics are easily posted elsewhere.
- 8.) Don't self promote excessively.
- 9.) Don't discuss politics or religion.
- 10.) Don't use bad grammar or poor slang.
- 11.) Don't share secrets.
- 12.) Don't use Facebook to announce you're going on holiday.
- 13.) Don't forget to use 'Facebook Insights' to see when you should post.
- 14.) Don't hard sell people, let them contact you.
- 15.) Don't ignore negative comments; always try to appease the situation.



About Derick Mildred

Derick Mildred



Business Author: In 2007 wrote The Entrepreneurs Guide to Business Development & Marketing which achieved sales in excess of \$75,000 within just 6 months of publication.

Business Owner: Derick is the proud owner of 2 businesses, A Web Design business called 1st Page Websites & a Consulting business called Synergise Consulting.

Business Consultant: Aged a young 52, has been consulting to businesses for over 20 years with clients in Finance, Health and Beauty, Hospitality, Retail, & Services industries.

Seminar Presenter: Has presented seminars on Business Development, Marketing, Productivity to a diverse range of industry groups.

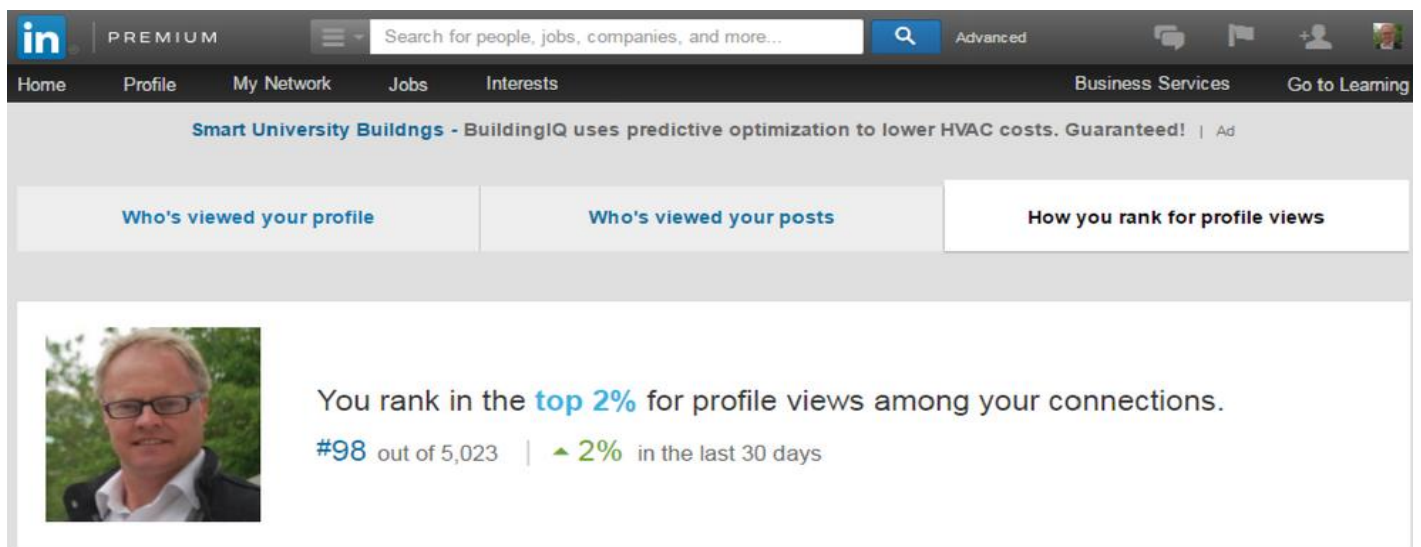
Website Developer For over 4 years has been designing and building websites that rank on Page 1 on Google for clients all over Australia.

Online Consultant: For over 4 years he has been advising clients on how to improve their results on Facebook and LinkedIn.

SEO: In 2014 he shocked the SEO industry with a **1st Page on Google Guarantee in writing** which has been delivered on every time for every client without a single claim on this guarantee so far.

Martial Artist: Currently with over 21 years experience in martial arts including Judo 7 years (Brown belt) & Kyokushin Karate 17 years + (San Dan 3rd Degree Blackbelt).

From LinkedIn Over 5000 Connections & Top 2% for Profile Views.



The screenshot shows the LinkedIn interface. At the top, there is a search bar and navigation links. Below the navigation, there are three tabs: "Who's viewed your profile", "Who's viewed your posts", and "How you rank for profile views". The "How you rank for profile views" tab is selected, showing a profile picture of Derick Mildred and the text: "You rank in the **top 2%** for profile views among your connections. #98 out of 5,023 | **▲ 2%** in the last 30 days".



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