

Hyper FB Traffic: Action Guide

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Action Guide

I've given you a ton of information you can use to build a successful presence on Facebook.

In fact... I've given you so much information you probably don't want to read through all 200+ pages when you need to put Hyper FB Traffic into action.

... and although the videos are a great compliment to the written materials, I'm sure even they can get boring watching them the third or fourth time.

So... instead of wasting your time reading through hundreds of pages or watching hours of video to get the action steps you need to follow, I've compiled them all for you here.

What follows over the next few pages are the exact steps you'll need to follow to create your very own presence on Facebook.

Whenever you need to create a new Fan Page, build a new application, or start a new Facebook Group... you can refer to this action guide for a quick overview of the steps you need to take.

If you need more guidance than what's provided here, I suggest you refer back to the Hyper FB traffic course itself to get a full explanation of why you're following these steps.

So... let's dig right into the exact action steps you need to follow...

Facebook Profiles

Step #1: Identify your target market

To properly identify your target market, answer the following questions:

- Who is your ideal client or customer? What are their hopes and dreams? What are their biggest fears?
- What is the demographic profile of your ideal client? How old are they? How educated are they? Are they married or single?
- Why do they need the offer you're making available to them?
- What problem will your offer solve for them?
- What results will they achieve as a result of using your offer?

Step #2: Identify the purpose of your Facebook Profile

To figure out the purpose of your Facebook Profile, answer the following questions:

- What is the goal of your Facebook Profile?

Is it to put a face to your business? Is it to connect with business contacts and colleagues? Is it to provide a professional profile for your offer/market?
- How is your Facebook Profile going to be different from your website, Fan Page, Community Page, Group, Application or Twitter account?

Step #3: Register your Facebook Profile

To register your Facebook account and create a profile, follow these steps:

- Go to Facebook and enter your details under the section titled "Sign Up" to create your account
- Enter the CAPTCHA information and click "Sign Up" again.
- Click the link in the confirmation email Facebook sends to confirm your email account information
- Find friends by connecting with those who are already on Facebook and sending email invites to those who aren't.
- Find classmates and workmates by entering your employer and past schooling information
- Join a regional network to find people who live close to you who aren't already your friends
- Setup your profile by selecting the "Profile" tab.
- Upload a picture and edit your profile to include more information about yourself
- Add new tabs to your profile and upload any photos or videos that could help establish your credibility

Step #4: Tweak your Facebook Profile

To tweak your Facebook profile for the best exposure, follow these steps:

- Photos: Use a photo that's going to grab attention. Make sure your eyes are visible, be sure to smile, use a light background, and make the photo a close up shot of your face or head/shoulders
- Personal Bio Box: Click on the "Write something about yourself" link and write your 10 second elevator pitch
- Privacy Settings: Click on the "Account" link in the top-right of your Facebook account, select the "Privacy Settings" option, and click on the "Profile Information" link to make changes to your profile privacy
- Remove Birth Year: Click on the "Edit Profile" link from your Facebook profile and select "Show only month & day in my profile" from the drop-down box
- Edit Personal Information: Click on the "Edit Profile" link in your Facebook profile, click on the "Likes and Interests" link and enter some information into the Activities, Interests, Music, Books, Movies, and Television sections
- Edit Contact Information: Click on the "Edit Profile" link in your Facebook profile, click on the "Contact Information" link and enter your Email, Skype, AIM, Google Talk, Cell Phone, Address, and Website information into each appropriate section

Step #5: Setup your Facebook Profile tabs

To design your Facebook profile for maximum benefit, use the following tabs:

- Wall: Post status updates using the Publisher box to display the text, image, video, link, or event you want to highlight
- Links: Use the "Links" icon under the "Attach" section of the Publisher box to enter the URL of the link you want to post to your profile
- Video: To upload a video, click the "Video" tab, then the "+Upload" button to select the video you want to upload from your computer

If you want to post videos straight from your mobile device, click on the "Mobile Video" tab and follow the instructions

If you have a webcam plugged into your computer, click on the "Record Video" tab and record the video from your webcam

To edit the privacy settings for each video you post, select the video in question, click "Edit This Video", choose the setting you want next to "Privacy", and then click "Save" when you're done

- Photos: To organize your photos into albums, click the "Photo" tab, select the "Create a Photo Album" button and follow the on-screen directions to upload the pictures you want to the new album

Install the Facebook Plug-in for Photos to help speed up and simplify the process of uploading your photos by clicking "Install" when asked

If you want photos that include yourself to appear under the "View Photos of" profile link, you need to tag yourself by first clicking on the "Tag This Photo" link beneath it and selecting "Me"

Edit the privacy settings for your photos by clicking on the "Edit Photos" link at the top of the screen, selecting the "Edit Info" tab and updating the privacy options for that album

Step #6: Find friends to add to your Facebook Profile

To add friends to your profile, just use [Facebook Search](#) to find the person, then click on the "Add as Friend" button to the right of their search listing

To find Facebook users interested in your offer/market, search your main keywords and look at the results Facebook gives you for the People, Pages, Groups, Applications, and Events that match your search

Browse through those results to find the people associated with those Pages, Groups, Applications and Events, in addition to the People who list that keyword as an interest on their profile

Facebook Fan Pages

Step #1: Identify the purpose of your Fan Page

To figure out the purpose of your Facebook Fan Page, answer the following questions:

- What is the goal of your Fan Page?

Is it to generate more income for your affiliate business? To find more customers for your small business? To generate interest for your newest book, movie, or song?

- How is your Fan Page going to be different from your website, Facebook Profile, Community Page, Group, Application or Twitter account?

Step #2: Create your Facebook Fan Page

To create a Facebook Fan Page, follow these steps:

- Go to "[Create a Facebook Page](#)"
- Select who you're creating a Fan Page for
- Enter the Fan Page name you'd like to have
- Check the "I'm the official representative..." box
- Click the "Create Official Page" button

Step #3: Tweak your Facebook Fan Page

To tweak your Facebook Fan Page for the best results, follow these steps:

- **Fan Page Image**: Use a logo for your Fan Page that's optimized for the 180x540 pixel size Facebook uses
- **Fan Page Information**: Enter details about the business or offer you're highlighting on your Fan Page, including such things as store hours, address, contact methods, etc)
- **Vanity URL**: After you get 100 fans, select a username for your Fan Page that will make it easier for people to access your page

Ideally, this vanity URL will either contain keywords related to your offer/market or the name of the business/offer/product/service you're highlighting on your Fan Page

- **Configure Tabs**: Select the tabs you want to feature on your Fan Page by selecting the "+" button from the top-right of your profile tabs and choosing the one you'd like to add

If the tab you'd like to add isn't listed, enter the keyword you need to use to find it in the "Search available tabs" box

- **Add Static FBML**: Go to the **[Static FBML](#)** application page and click on the "Add to My Page" link underneath the image on the top-left

Click the "Add to Page" button to add Static FBML to your Fan Page

To edit Static FBML, click the "Edit Page" link, find FBML-FBML listed under applications, and click "Edit" to give your new tab a name and enter the content you want to feature within it

To test it's working properly, copy and paste an image link into the FBML box and come back to edit it later

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- Default Tab: After you configure the tabs you want to appear on your Fan Page, you need to select which one will appear to all visitors

To setup your default tab, click the "Settings" link from your Wall and select the tab you want people to see as the "Default Landing Tab for Everyone Else"

- Tribe Marketing Method: Use the fb:visible-to-connection FBML code to hide your Fan Page content from non-fans

Step #4: Post your Fan Page content

To give your fans great content that's both rich and engaging, as well as encourage them to spread the message to other, follow these steps:

- Post at least one new piece of content per day
- Post updates during the time your fans are usually on Facebook
- Create an account at [AllTop](#) or use [Google Reader](#) to keep track of new content being added to the top 10-20 sites in your market
- Use a mix of your own thoughts, breaking news, tips, tools, and resources to create your posts
- Make use of text, audio, photos, and video content in your posts
- Allow your fans to post content by clicking on the "Settings" link from your Wall and selecting all of the check boxes under the "Fan Permissions - Posting Ability" section
- Add the [Opinion Polls Facebook app](#) to your Fan Page, create a simple poll asking your fans what they'd like to hear you talk about, and write posts related to those topics

Step #6: Invite fans to "Like" your Fan Page

To invite people to "Like" your Fan Page, follow these steps:

- Click on the "Suggest to Friends" link underneath your Fan Page photo
- Select the friends you want to suggest become fans of your Fan Page
- Click the "Send Invitations" button to send the invitation

Step #7: Engage your Fan Page fans

To keep your fans entertained and coming back to your Fan Page to consume more of your content, follow these steps:

- Ask Questions: Ask your fans to post their thoughts by giving them a question related to your market they can answer
- Speak Directly To Them: Use the words "you" and "your" in your posts and refer to people using @name to let them know you're directly responding to their comment
- Be Direct & Brief: Limit your status updates to no more than 200 or so characters to increase the likelihood your fans will read them
- Be There: Be available to your fans and respond to questions and leave comments within no more than 48 hours after they've been posted to your Fan Page
- Be Unpredictable: Don't be afraid to post content (especially links) that's a little bit off-topic, but still related to your offer/market
- Encourage Networking: Seed your Discussions with at least 3 topics related to your offer/market and encourage your fans to interact and engage in discussions with each other

Step #8: Track your Fan Page results

To keep track of the results you're getting with your Facebook Fan Page, use [**Facebook Page Insights**](#) to pay attention to the following metrics:

- **Total Fans and Unsubscribed Fans**: Decrease the frequency of your posts or boost the quality of them if you see that the number of fans who unsubscribe is growing
- **Interactions**: You want to see this number increase as the number of fans increase, especially when you look at the individual comment, wall posts, and like interactions separately
- **Interactions per Post**: Since this tracks how many interactions occur for each post, you want to see it increasing as well
- **Page views**: This tells you the number of page views your Fan Page is getting with a decrease in page views being seen as a bad sign, while an increase is a good signal for the success of your Fan Page
- **Demographics**: You can see how your fans are distributed by age and gender in either percentage or absolute terms

To get information about the people who aren't your fans, but who are still visiting your Facebook Fan Page, install Google Analytics on your Facebook Fan Page as follows:

- Generate your Google Analytics code
- Use the Code Generator to get the code for your Fan Page
- Copy and paste the code at the bottom of your Fan Page

Facebook Community Pages

Step #1: Identify the purpose of your Community Page

To figure out the purpose of your Facebook Community Page, answer the following questions:

- What is the goal of your Community Page?

Is it to put a humorous spin on something related to your offer/market?
Is it to give people interested in your offer/market a place to contribute information related to the offer/market?

- How is your Community Page going to be different from your website, Facebook Profile, Fan Page, Group, Application or Twitter account?

Step #2: Create your Community Fan Page

To create a Facebook Community Page, follow these steps:

- Go to "[Create a Facebook Page](#)"
- Enter the Community Page name you'd like to have
- Click the "Create Community Page" button

Step #3: Tweak your Facebook Community Page

To tweak your Facebook Community Page for the best results, follow these steps:

- Community Page Image: Use an image that relates to the content of your Community Page similar to the chefs cooking for the Cooking Community Page shown in the course
- Community Page Bio Box: Click on the "Write something about" link and write a 10 second elevator pitch for your Community Page
- Community Page Information: Enter details about the business or offer you're highlighting on your Fan Page, including such things as store hours, address, contact methods, etc)
- Configure Tabs: Select the tabs you want to feature on your Community Page by selecting the "+" button from the top-right of your profile tabs and choosing the one you'd like to add

If the tab you'd like to add isn't listed, enter the keyword you need to use to find it in the "Search available tabs" box

- Allow Fan Posts: Allow your fans to post content by clicking on the "Settings" link from your Wall and selecting all of the check boxes under the "Fan Permissions - Posting Ability" section

Step #4: Setup your Facebook Community Page tabs

To design your Facebook Community Page for maximum benefit, use these tabs:

- Wall: Post status updates using the Publisher box to display the text, image, video, link, or event you want to highlight
- Links: Use the "Links" icon under the "Attach" section of the Publisher box to enter the URL of the link you want to post to your profile
- Video: To upload a video, click the "Video" tab, then the "+Upload" button to select the video you want to upload from your computer

If you want to post videos straight from your mobile device, click on the "Mobile Video" tab and follow the instructions

If you have a webcam plugged into your computer, click on the "Record Video" tab and record the video from your webcam

To edit the privacy settings for each video you post, select the video in question, click "Edit This Video", choose the setting you want next to "Privacy", and then click "Save" when you're done

- Photos: To organize your photos into albums, click the "Photo" tab, select the "Create a Photo Album" button and follow the on-screen directions to upload the pictures you want to the new album

Install the Facebook Plug-in for Photos to help speed up and simplify the process of uploading your photos by clicking "Install" when asked

If you want photos that include yourself to appear under the "View Photos of" profile link, you need to tag yourself by first clicking on the "Tag This Photo" link beneath it and selecting "Me"

Edit the privacy settings for your photos by clicking on the "Edit Photos" link at the top of the screen, selecting the "Edit Info" tab and updating the privacy options for that album

Step #5: Invite fans to "Like" your Community Page

To invite people to "Like" your Community Page, follow these steps:

- Click on the "Suggest to Friends" link underneath your Community Page photo
- Select the friends you want to suggest become fans of your Fan Page
- Click the "Send Invitations" button to send the invitation

Facebook Groups

Step #1: Identify the purpose of your Facebook Group

To figure out the purpose of your Facebook Group, answer the following questions:

- What is the goal of your Facebook Group marketing efforts?
- How is your Group going to be different from your website, Facebook Profile, Fan Page, Community Page, Application or Twitter account?

Step #2: Join existing Facebook Groups

To join existing Facebook Groups and leverage them for maximum results, follow these steps:

- Find Groups: To uncover Facebook Groups related to your market you can join, search your main keywords using [Facebook Search](#) and look for the Groups provided in the results
- Join Groups: When you find a Facebook Group you'd like to join, click the "Join Group" link and confirm you want to join by clicking the "Join" button that appears inside the pop-up box
- Find Content: When browsing Facebook Groups, use the posts you read as inspiration when writing your own content
- Market Research: Dig into the profiles of your fellow Facebook Groups members to understand their demographics and consumer behaviours
- Generate Traffic: Provide valuable content in your posts and Leverage the relationships you build through Facebook Groups to generate traffic to your online properties by providing valuable content

Step #3: Create your own Facebook Group

To create a Facebook Group, follow these steps:

- Go to "[Create a Facebook Group](#)"
- Enter the Group name you'd like to have
- Enter the description for your Group
- Choose a category and sub-category for your Group type
- Enter your contact details and any Recent News you want to highlight
- Click the "Create Group" button
- Select the customization options you want your Group to have regarding who can post and comment on photos, videos, and links
- Choose the privacy options for the Group - Open, Closed, Secret - and click on the "Save" button to create your Facebook Group

Step #4: Tweak your Facebook Group

To tweak your Facebook Group for the best results, follow these steps:

- Group Name: Brainstorm 10-20 different Group names, post them as status updates, and track the number of clicks each one gets to find the name that works the best
- Group Image: Use an image that grabs attention, yet still relates to the context and purpose of your Facebook Group
- Group Description: Use the keywords you want to target as much as possible in this section and turn 1-2 of them into hyperlinks directing people to your other online properties (Facebook and non-Facebook)
- Seed Discussions: Seed your Group with at least 3 topics related to your offer/market and encourage your group members to interact and engage in discussions with each other

Step #5: Invite friends to join your Facebook Group

To invite people to join your Facebook Group, follow these steps:

- Click on the "Invite People to Join" link underneath your Group image
- Select the friends you want to invite to join your Group and choose to either contact through Facebook or via email
- Click the "Send Invitations" button to send the invitations

Facebook Applications

Step #1: Use existing Facebook Applications

To add existing applications to your Facebook Profile and Fan pages, follow these steps:

- Go to the [Application Directory](#)
- Browse through the applications or use the search box to find the specific ones you're looking for
- Click on the name of the application you'd like to add to your Profile or Fan Page
- To add the application, click the "Go to Application" button and then the "Allow" button to give the application access to your Facebook data
- To edit your settings, click on the "Application Settings" link in your account profile, find the application, and click the "Edit Settings" link to make your changes
- To delete an application, click on the "Application Settings" link in your account profile, find the application, and click the "X" on the far right

For business -related Profiles and Fan Pages, consider adding the following applications:

- [Slide Share](#)
- [Profile HTML](#)
- [Tag Biz](#)
- [Friend Export](#)
- [Call Me On Skype](#)
- [YouTube Video Box](#)
- [TalkShoe Community Calling](#)

Step #2: Identify the purpose of your Application

To figure out the purpose of your Facebook App, answer the following questions:

- What is the goal of your Facebook Application?

Do you want to generate more profits, more fans, or more email subscribers whenever Facebook users interact with your Facebook Application?

- How is your Application going to be different from your website, Facebook Profile, Fan Page, Community Page, Group or Twitter account?

Step #3: Build your own Facebook Applications

To build your own Facebook Application for users to add to their Profiles and Fan Pages, use one of the following:

- Fan Appz - Add the [Fan Appz](#) application to your Fan Page by clicking the "Go to Application" button and allowing Fan Appz access to your Facebook account. Click "Add Bookmark" button to make it easier to access in the future and choose the type of application you want to create (Top 5, Polls, or Quizzes), then follow the directions to build it
- Application Builder - Add the [Application Builder](#) application to your Fan Page by clicking the "Go to Application" button and giving it access to your account. Click the "Add Bookmark" button to make it easier to access in the future and choose the type of application you want to create (Top 5, Polls, Quizzes, Friend Interview, Yes/No, Friend Phrase, Mood, Chance, X of the Day, Quiz, Album, Gift, Compare, or Write in Pictures) and follow the directions to build the type you select
- Promotions for Fan Pages - Add the [Promotions for Fan Pages](#) application to your Fan Page by clicking the "Go to Application" button and giving it access to your account. Click the "Add Bookmark" button to make it easier to access in the future and choose the type of application you want to create (Coupons, Quiz, Sweepstakes, Trivia, Gifts, Video Contest, Photoshop Contest, Video Contest, Essay Contest, Signup Form, Favourite Picks) and follow the directions to build it

Step #4: Create your own Facebook Applications

To create your own Facebook Application for users to add to their Profiles and Fan Pages, follow these steps:

- Type: Select the type of application you'd like to create from one of gifts, quizzes, polls, and top 5 lists
- Images: Select the application icon (16x16 pixels), application logo (75x75 pixels, and application screenshot (you select size)
- App Copy: You only have 250 characters for the description of your application, but you can make it have impact when you focus on the benefits they'll get from using your application
- Feed Integration: Post the results someone gets from using your gift, quiz, poll, or top 5 list application to their feed as a news item
- Action Links: Create an action link that's no more than 25 characters in length, 3 words or less in length, starts with and contains only one verb, and void of unnecessary punctuation
- Invite Friends: Encourage Facebook users who install your application to share it with their friends, but don't forget to include the "Skip This Step" button below where you're asking them to invite their friends
- Add Bookmark: Allow people who add your application to bookmark it so that it appears on the left side of their Facebook Profile or Fan Page
- Add to Profile: Let Facebook users add your application to their Wall and Info Tab, or have it appear on the left side of their page.
- Make Money \$\$\$: When you have an application that uses virtual currency, be sure to add [OfferPal Media](#) to turn those virtual dollars into cold, hard cash

Step #5: Submit your Facebook Application

To submit your application to the Application Directory, follow these steps:

- Login to your Facebook account
- Add the [Facebook Developer Application](#) to your Facebook Profile or Fan Page
- Click the "Set Up New Application" button
- Give your application a name and agree to the Terms of Service
- Enter the essential information for your Facebook application (Description, Icon, Logo, etc.) using keywords in your description and images that blend with your other Facebook pages
- Click on the "Canvas" tab in the left menu and enter the Canvas Page URL, Canvas Callback URL, and Post-Authorize Redirect URL for your application
- Complete any other required fields related to the Authentication, Profiles, Connect, Widgets, Advanced, and Migrations tabs
- Click the "Save Changes" button to save your application
- Double-check all of the information you've added to be sure it's 100% accurate, then [submit your application](#) to the application directory by clicking the "submit it" link underneath your application name

Facebook Events

Step #1: Identify the purpose of your Facebook Event

To figure out the purpose of your Facebook Event, answer the following questions:

- What is the goal of your Facebook Event?
- How is your Facebook Event going to be different from your website, Facebook Profile, Fan Page, Community Page, Application, Group or Twitter account?

Step #2: Create your own Facebook Event

To create a Facebook Event, follow these steps:

- Add to page: To add the Events tab to your Facebook pages (Profile, Group, Fan Page), click on the "+" symbol at the top right of your tab list and select "Events" from the list. Use the search box if "Events" doesn't appear in the list
- Create event: Click on the "Events" tab and then the "+ Create Event" button to start creating your event
- Choose options: Enter the basic details for your event like it's name, date, time, and location
- Add details: Upload an image for your event, choose an event category and type, input a description, choose event options, and then click the "Save and Continue" button
- Links: Post a link to your Facebook Fan Page or website, as well as a link to some content that's relevant to the topic of the event

Step #3: Invite people to your Facebook Event

To invite people to participate in your Facebook Event, follow these steps:

- Click on the "Invite People to Come" link underneath your Facebook Event photo
- Select the friends you want to invite and send them an invitation
- Click the "Send Invitations" button to send the invitation

Step #4: Manage your Facebook Event

To manage your Facebook Event, follow these steps:

- Scheduling: If you're running an online event, make sure you give no more than 2 weeks' notice, while a real-world event would require at least 2 months planning for both you and the people attending
- Photos: Post images from previous events and let other Facebook users add their own
- Videos: Post videos from previous events and let other Facebook users add their own. Think about using a personal video to invite people to attend the event, as it's far more effective than an email or Facebook invitation
- Wall: Let other Facebook users post messages to your Event Wall and encourage them to ask questions, post whether or not they're attending, and share stories about past events they've attended
- Invites: Use the different messaging options to send specific messages to people who are "Attending", "Maybe Attending", or "Not Yet Replied"

Step #5: Facebook Event followup

To get the most out of your Facebook Events, follow these steps after the event:

- Say Thanks: After the event is over, take a moment to say "Thank you" to everyone who attended

If it's a small group, try to write individual messages that are as personal as possible - don't use a copy and paste thank you message

If it's a larger group, you're best option is to message the most influential people who attended in hopes they'll pass it along to their fans and friends

- Encourage Feedback: Don't be afraid to ask your fans and friends what they thought of your event

You'll get a ton of testimonials you can use for future events, as well as some valuable feedback you can use to make the next one even better

- Content Sharing: In addition to their thoughts and comments, you should also encourage your event attendees to post any photos or videos they took at the event

Facebook Notes

Step #1: Identify the purpose of your Facebook Note

To figure out the purpose of your Facebook Note, answer the following questions:

- What is the goal of the content you post as a Facebook Note?
- How is your Note going to expand and broaden the relationship you have with your fans and friends?

Step #2: Write your Facebook Note

To create your Facebook Note, follow these steps:

- Tagging: Use the "Tag people in this Note" feature to enter the names of friends you talk about in the Note or want to join the conversation
- Blog Import: Either [import an eternal blog](#) directly into your Notes tab or use the [Networked Blogs](#) application to do it for you
- Get Personal: Connect with your audience by sharing your own funny and embarrassing stories with them in your Notes
- Short & Simple: Keep your Facebook Notes between 500-600 words in length and write a series of posts for any Notes longer than that
- Call to Action: Don't forget to put a call-to-action at the end of every Note you post to encourage people to follow you on Twitter, join your email list, or whatever other action you want them to take
- Resource Box: Add a "Share this Post" section after each Note to encourage people to share your content across the web

Promoting Your Facebook Presence

Step #1: Identify the purpose of your promotion

To figure out the purpose behind your promotional efforts, answer the following question:

- What is the goal of your promotion?

Do you want to find more fans for your Fan Page or members for your Facebook Group? Do you want to find more subscribers for your email list or buyers for your offer?

Step #2: Promote your Facebook presence

To promote your presence on Facebook, follow these steps:

- Promote with Ads: Uncover Facebook users who are targeted to your offer or Facebook page using the different targeting options available through Facebook Ads
- Cross-promote: When you post or update content on Facebook, be sure to post links to your other Facebook and non-Facebook properties so the people viewing your content can find them
- Twitter: Using the [link your Facebook Page to Twitter](#) tool, you can automatically share some, or all, of your Facebook content with your Twitter followers
- Email Marketing: Let your email subscribers know about your Facebook content and continue to send messages to them whenever you post new content to your Facebook pages

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- Build Backlinks: Use the same techniques you employ to build links to your website and point them to your Facebook pages instead
- Like Button: Add the [Like button](#) to every piece of content you host online to let your visitors share your content with their friends
- Recommendations: Use the [recommendations plugin](#) to show your visitors personalized recommendations of content on your site
- Comments: Let your visitors post their comments about your site and its content directly to their Facebook profiles by adding the [Comments plugin](#) to your site
- Like Box: Give your visitors more information about who likes your content (including their friends), who's posting to your Fan Page, and how many people already "Like" your Fan Page by adding the [Like Box plugin](#) to your site
- Live Stream Box: Add the [Live Stream box](#) to your page/site so your visitors can leave their comments and view a real-time stream of all the comments being made about the event you're running

Facebook Ads

Step #1: Identify the purpose of your Facebook Ads

To figure out the purpose of your Facebook Ad, answer the following questions:

- What is the goal of your Facebook Ad?

Is it to generate more fans for your Fan Page, more members for your Group, or more users for your application? Do you want to drive traffic to your website, offer, or email signup form?

- Spy on the Competition

Create a dummy profile that matches the demographics of the market you want to target and watch to see which ads consistently appear across at least one week of observation.

Step #2: Get ready to create your Facebook ad

Before you can start creating your ads, you need to have a few things ready. To be prepared, follow these steps:

- Guidelines: Make sure you're 100% up-to-date on the [Facebook Advertising Guidelines](#) before you think about creating your ad
- K.I.S.S.: Use caution with the targeting options at first and direct clicks to pages that are clean, simple, and easy to navigate with a defined call-to-action
- Avoid Common Mistakes: Take your advice straight from Facebook and [don't make these common ad mistakes](#)

Step #3: Design your Facebook ad

To design your Facebook ad for maximum results, go to [create a Facebook ad](#) and follow these steps:

- **Destination URL:** Tell Facebook where you want to send the traffic by entering the URL of the page you want clickers to see or clicking the "I want to advertise something I have on Facebook" link and choosing the page you want to advertise from the list
- **Title:** Enter the first 25 character or less headline you want to use for your Facebook ad
- **Body Text:** Enter the first 135 character or less body text you're going to use to motivate the reader to click on your ad
- **Image:** Enter the first 110x80 pixel image you want to use in your ad to draw visual attention to it

Step #4: Targeting your audience

To target the exact people you want to see your ad, uncover the demographics related to your offer/market by either visiting [Quantcast](#) and entering the URL of the offer you're promoting or viewing your [Facebook Page Insights](#) data.

Then, follow these steps to target that audience on Facebook:

- **Location**: Select the geographic location you want to target from the country, state/province, or city level
- **Keyword**: Input the keywords related to your offer/market your audience lists as interests in their Facebook profile
- **Age**: Select the age range of the people you want to target and whether or not you want to advertise to them on their birthdays
- **Sex**: Choose whether or not you want to target your ads to men, women, both sexes, or run separate ads for each gender
- **Relationship**: Choose to target people based on whether or not they are single, in a relationship, engaged, or married
- **Language**: Select the language you want your audience to speak and only target people who speak that language
- **Education**: Select whether or not you want to target people who are in high school, in college, or a college graduate. If the person you're targeting is in college, you can even pinpoint your targeting to the exact college or university they attend
- **Workplace**: Input the name of the company you want to target and have your ad appear only to those people who are employed there
- **Connections**: Choose to target your ads to those people who are fans of your Fan Pages, members of your Group, users of your Application, or attendees of your Events

Step #5: Set your budget and tracking your results

To maximize your results, choose your budget and setup your tracking by following these steps:

- **Budgeting**: Choose whether you want to bid on a CPM or CPC basis and enter your max. bid (USD) as the middle point of the suggested range given by Facebook
- **Tracking**: Measure the changes in your Fan Page statistics using Facebook Page Insights and use Facebook Ad Manager to optimize your campaigns in real-time with consistently updated statistics
- **Reporting**: Using Facebook Ads Manager, run one of the 3 main types of reports you can view based on "Advertising Performance", "Responder Demographics", or "Responder Profiles"
- **21 Day Test**: For the first 21 days you run a campaign, test at least one new element (headline, body text, image, colors used in images, targeting options, call to action text) to see if you can improve your results

Facebook Application Ads

Step #1: Identify the purpose of your Application Ads

To figure out the purpose of your Facebook Application ad, answer the following questions:

- What is the goal of your Facebook Application ad?

Do you want to find more fans for your Fan Page or members for your Facebook Group? Do you want to find more subscribers for your email list or buyers for your offer?

Step #2: Create your Facebook Application ads

To create your Facebook Application ads, follow these steps:

- Join Ad Networks: Before you create your ads, head over to [Zohark](#), [AdBrite Facebook App Channel](#), [RockYou!](#) or [Cubics](#) to become an advertiser on those networks
- Design your ad: Create the ad you're going to use to promote your offer and choose the targeting options you want to use to pinpoint the exact applications and demographics you want to focus on
- Tracking: Measure the results you achieve using a third-party tool like [Tracking202](#) and make adjustments to your ads and targeting options to improve your results

* [**Join the Hyper FB Traffic Affiliate Program and Earn Money For Every Person You Refer!**](#)