How Use Facebook Marketing to Attract New Subscribers and Turn Facebook Fans Into Paying, Loyal Customers

Amy Porterfield
www.AmyPorterfield.com
Social Media Won’t Stick
Social media is a big waste of time.
My subscribers don’t care about what I ate for lunch.
Our subscribers are not on Facebook.
We don’t have the money and resources to devote to social media.
My business is not a good fit for social media marketing.
ANNOUNCING...

the HTMYHB

Word of Mouth
Challenge

WINNERS

First Place - REMOTE COACH

Second Place
NELSON'S
WESTERN STORE

Third Place
PERFORMANCE
EQUINE MASSAGE

How To Market Your Horse Business

6,911 likes · 3,101 talking about this
SitOrSquat
@sitorsquat
The co-founders behind SitOrSquat, @danikaland and @jglanz
New York, NY · http://www.sitorsquat.com

Tweet to SitOrSquat
@sitorsquat

Tweets

SitOrSquat @sitorsquat
We’ve officially reached 100,000 bathrooms!!! Thank you to everyone who has contributed!
6 Dec 10
Expand
Dog Pack Snacks

Yummy Treats made with Real Food

BUSTER
Cover Divo of the Week
Local Subscribers and Facebook Marketing is a Marriage Made in Heaven
“Telecom companies and airlines are among the best performing industries in terms of responding to customer service-related comments on Facebook.”

-Social Bakers Report, 2012
Telecom companies respond to 60.4% of user complaints or feedback on Facebook, which was the most among the measured industries.
“72 percent of consumers named reliable social media marketing engagement as a major factor in loyalty to a particular brand.”
- ClickFox, 2012
EXCLUSIVE STUDY

<table>
<thead>
<tr>
<th>Industry</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telecom</td>
<td>60.4%</td>
</tr>
<tr>
<td>Airlines</td>
<td>55.0%</td>
</tr>
<tr>
<td>Finance</td>
<td>46.4%</td>
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<tr>
<td>Retail</td>
<td>43.6%</td>
</tr>
<tr>
<td>Fashion</td>
<td>41.5%</td>
</tr>
<tr>
<td>Electronics</td>
<td>24.9%</td>
</tr>
</tbody>
</table>
## TOP 5 SOCALLY DEVOTED BRANDS

<table>
<thead>
<tr>
<th>Brand</th>
<th>Questions Response Rate</th>
<th>Number of Questions Answered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walmart</td>
<td>22 %</td>
<td>1,167</td>
</tr>
<tr>
<td>Applebee's</td>
<td>58 %</td>
<td>1,131</td>
</tr>
<tr>
<td>Verizon Wireless</td>
<td>50 %</td>
<td>740</td>
</tr>
<tr>
<td>T-Mobile USA</td>
<td>83 %</td>
<td>531</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>36 %</td>
<td>495</td>
</tr>
</tbody>
</table>
Your customers are now all social customers. They love to share, chat, post, like, and comment -- and when they have something important to say (good, bad, or worse), they are quick to share it on their social networks.
Think of social media differently.
Educate
Entertain
Empower
How to eliminate the churn . . .
Relevant, valuable content turns a stranger into a fan and a fan into a customer.
What is “valuable content” and how do I get my hands on it?
Want to Ignite Engagement?

ASK FOR IT.
“If you wait to do everything until you're sure it's right, you'll probably never do much.”

Click LIKE
If You Agree!
The Abs Expert
I'm putting together the Ultimate Fat Loss Cheat Sheets - a 7 Day Emergency Transformation System. Let me know if you want a copy when I'm done. Just say "YES" and hit the LIKE button. Thanks! Happy 2012. : )
I’m putting together the Ultimate Fat Loss Cheat Sheet. Let me know if you want a copy when I’m done. Just say “YES” and hit the LIKE button.
Become The “Go-To” Source

• Figure out what “socially devoted” looks like to your local business.

• This is your opportunity to build raving fans who keep coming back for more.

• To be that “go-to” source, you MUST have a team that is prepared to support online - if you open the communication, you’ve got to be there to deliver!
Welcome to Verizon Wireless Customer Support on Facebook.
Post your question

@VZWSupport

Support Topics
Device
Bill
Apps, Software & Media
Account
Plan

Phone Numbers

Customer Service
Dial *611 from your cell phone
(800) 922-0204
Monday-Sunday 6am-11pm

Customer Service - Prepaid
Dial *611 from your cell phone
(888) 294-6804
24 hours a day, 7 days a week

Sales
Consumer: (800) 256-4646
Business: (800) 899-4249

Emergency Service Hours
Monday-Sunday 11pm-6am
With both Facebook and Twitter growing rapidly, developing a strategy that allows for “in the moment” customer service can dramatically increase your bottom line.
Create Highly Shareable Content

• What will grab the attention of your potential and current subscribers?

• What are they talking about already with their friends? **What are their challenges? Passions? Questions? Needs?**

• Meet them where they’re at.

• IMAGES are a MUST.
Will the Giants repeat this season or get dethroned?
http://social.vzw.com/6ER
Help the victims of Isaac. Text REDCROSS to 90999 to make a $10 donation. No text messaging fees apply and 100% of the donation goes to American Red Cross relief efforts.
The only labor you should be doing today is the fun kind.
Nobody Reads Agency Blogs—Or Why You Need Skin in the Game http://bit.ly/KO7cqk via @chrisbrogan

4,533 unique people saw this post.

Organic 4,518
Viral 15

18% of the 16,196 people who like your page saw this post.

4,533 people reached 18%
Click LIKE if you can appreciate this one - I sure can!

621 Likes
28% of audience reached
Want More Impact? Add Video!

92,352 People Saw This (vs. 16% of my fan base)
So . . .
Where’s the Money?
Facebook Success: The right mix of valuable content and promotional posts
The latest device deserves the latest accessories. Find everything you need at http://social.vzw.com/8FA.
If a server crashes in the middle of a product launch, does it make a sound? Go with the most reliable 4G LTE coverage. [http://social.vzw.com/Pwf](http://social.vzw.com/Pwf)
Just got to have "it"? We still have every model available for pre-order at http://social.vzw.com/Emk.
Collecting Leads is Essential to Profit from your Facebook Efforts
Facebook Leads = Hot Leads

- To move your fans to action, create an opportunity to collect their name and emails.

- Moving the communication outside of Facebook is one of the most important pieces of the Facebook puzzle.
Create an Email Promo Campaign

• When you create an auto-responder series for your social leads you stay top of mind with your new fans and **gradually build trust** and interest.

• The autoresponder campaign should **start with “value-only” emails** and move into emails with direct links to your products and services.
Verizon Lead Contest
GUIDELINES

- Enter your best photo of Fall, taken with your Verizon Wireless Smartphone or Tablet.
- Remember, we’re looking for your best shots based on our monthly themes. September’s theme is Fall!
- Please don’t feature any people in your photos, other than yourself.
- We’ll accept both color and black and white photos.
- Please make sure that you own all the rights to the photo you are submitting.

PRIZES*

- You & your photo could be featured as the cover photo of Verizon Wireless' Facebook page.
- You could win an Android Tablet.
- Grand Prize – 1 all-expense paid trip for 2 to Yellowstone National Park.

*Subject to verification of eligibility; see Official Rules for more prize details.
Verizon Wireless

September 7

Shana S. has won our cover slot this week with her foggy Labor Day harbor shot. Congratulations Shana!

GET FREE SOCIAL MEDIA UPDATES

Sign up below and learn how to use social media to:

- Get automated leads and SALES 24/7
- Attract highly-targeted prospects who WANT to do business with you!
- Position you as the most sought out leader in your industry
- Create a vibrant community of raving fans who happily spread the word about you, your products and services.

Enter your information!

First Name*  Email*

What’s your biggest frustration?

I'D LOVE UPDATES

"Amy knows the inside secrets of how to monetize social media with less effort. If you get the chance to work with her - she'll make you money!" - Mari Smith, Social Media Speaker and Trainer
Lead Possibilities

Depending on your **niche, audience, and resources**, consider the following platforms:

- ✓ eBook
- ✓ Video Series
- ✓ Recorded Webinar or Teleclass
- ✓ Report or White Paper
- ✓ Audio Only: Interviews, Trainings, Etc.
- ✓ Contests
- ✓ Discounts, Coupons and Giveaways
Wrap Up . . .

• Spend time where it matters most.
• You can’t be everything to everyone.
• Find out where your audience is spending time. (Hint: A safe bet is Facebook)
• Build out your social media plan in phases.
• Ignore the rest.
My Challenge To You . . .
Get In The Game