



The Online Marketing Made Easy Podcast with Amy Porterfield

Session #7

How to Get More Facebook Fans (Part 1 of a 3 Part Mini Training)

Show notes at: <http://www.amyporterfield.com/7>

Amy: You're listening to the Online Marketing Made Easy Podcast, Episode Number 7.

Announcer: This is the Online Marketing Made Easy Podcast. The podcast where fun business tips isn't an oxymoron. Now your host, Amy Porterfield.

Amy: Hey there, Amy Porterfield here and welcome to another episode of the Online Marketing Made Easy Podcast. Today's session is going to be all about Facebook marketing. Specifically, how to get more Facebook fans which means more leads which could then mean more Facebook sales. That's our whole goal. Likes, leads, sales.

Today, again, we're going to just focus on how to get more quality Facebook fans but before we jump into that section I've got to tell you this is going to be a little bit of a different episode. I'm calling the one *Amy Unplugged* because I'm not going to do any editing on the podcast.

Let me back up a little bit. This is only episode number seven so I've only done six episodes and I have to say I'm totally brand new at podcasting and at times it's a little bit uncomfortable.

I've gotten the webinar thing down. I do webinars all the time, and I feel completely comfortable doing webinars. I do tons of online training so I feel really good in that area, but when I start to do a podcast I get a little bit nervous and I fumble a bit.

I've been editing a bunch of mistakes out because I don't want to waste your time with my mistakes but it's interesting because I've learned a little bit more about the world of podcasting and it turns out you all kind of like those mistakes.

I started to do a little bit more research and asked people about my podcast and I've gotten some great feedback. Some of the more not so great feedback is that people have felt that I've been a little bit too polished, or too professional, or maybe my show is a little too scripted or edited and so people don't get that natural feeling from my podcast. That's not everybody, but a handful of people have given me that feedback and it definitely has been more scripted.

I do that because I feel that I tend to rattle on a little bit when I don't have a really good script. Again, I don't want to waste your time. I want to get right to the good stuff so having an outline helps me do so. I also do feel it's been a little bit more polished than I've wanted it to be because

when I listen to some of my favorite podcasts I love when there's little hiccups in it or you kind of get to see that real side of somebody through what they're teaching.

I thought, *okay, this is Amy Unplugged*. I want to hear your feedback after this session. Do you like the fact that I'm not going to edit out some of my mistakes I'm going to make in the next 30 minutes? Do you like that it's a little bit more free flowing versus structured?

If you've listened to any of my other podcasts or even if this is the first one you've listened too, let me know if you like the casual nature of this because I just need some feedback. I want to know what you guys want and want to hear from me. I want to know how you feel about the style. That way I can just really hone in on what's going to work best for my audience.

There you've got it. Amy Unplugged, totally uncomfortable for me. I like when things are polished because I come from the corporate world and I guess that's what I'm used to. At the same time I really want to be flexible and I want to learn new things. This podcasting has definitely been a learning adventure for me to say the least.

Enough about that, we're going to dive in and today's session is all about, like I said, Facebook marketing. It's going to be the first part of a three-part Facebook mini training. Episode seven is going to be about getting more Facebook fans which is usually the number one question I get asked most.

Episode eight will be all about promoting on Facebook. Specifically, getting more leads and building up before you actually start selling something on Facebook. Then, episode nine is going to be all about selling on Facebook. Making money with Facebook marketing.

We've got a three part series. How to get more fans, How to promote on Facebook, How to sell on Facebook. Definitely, make sure you don't miss any of the three parts series because I'm going to be diving in to some content that is really true to my brand.

If you know anything about me or you've listened to any of my webinars or read any of my blog posts, you know that I really focus on Facebook marketing. I created this podcast so that I could expand beyond Facebook marketing. I made *Online Marketing Made Easy* because I want to talk about email marketing, creating sales pages, creating email list funnels, and all that great stuff that I love to do for my own business but at the same time my roots are in Facebook marketing.

I'm excited to do this three-part episode about Facebook marketing because it's kind of what I spend all my time doing. I always say I eat, breath, and sleep Facebook marketing because I teach it more than anything else. Today I want to share with you some strategies that are working right now on Facebook to get more Facebook fans. I have three strategies for you.

Strategy #1: The Facebook Like Box

The first strategy I want to talk to you about is how to get more Facebook fans with a Facebook like box. For those of you who already use a Facebook like box on your website you might think, "Oh, I already know." I actually have a little tip in here that you might not be doing like that like box so stay with me for a moment here.

For those of you who are not familiar with the Facebook like box, basically it's just a box that you put on your website so that when people come to your website they can also click the like button inside that Facebook like box and they become an instant fan of your Facebook page.

Here's what's cool. They never leave your website. The next time they jump on Facebook they'll likely start to see your posts in their news feed but at the time they like your Facebook page they're still staying on your website.

The last thing we want to do is send people from our website over to Facebook. they don't need any more traffic. We don't need to be feeding them our traffic, right? We do want to capture the attention of that new visitor on our website because most people spend way more time on Facebook than they ever will on your website. Why not meet them where they're at?

I always tell my students that the most valuable thing about a Facebook like box on your website is that you're going to capture fans that are a warm audience. If they're reading your blog posts, checking out your about page, maybe checking out some of your products on your website, then you definitely want to stay in touch with them.

Of course you want to have an opt in on your website to get their name and email, but in addition to that you want them to become a Facebook fan of your Facebook page because, as I mentioned, they're going to start seeing you in their news feed.

Here's the great thing about Facebook. If you have someone on your email list and you're emailing them. Then you're directing them to your blog posts so they're reading your blog posts. Now, they're also seeing you inside Facebook in their news feed.

The great thing about this is you're making sure you're everywhere where it matters. Be seen everywhere where it matters to your brand and to your ideal audience. Facebook is just another place where you want to make an impact.

For those of you who do not have a like box, the easiest way to get one is if you have a WordPress site, just Google "Facebook WordPress like box". You can find a bunch of different options and they all pretty much work the same. You can actually just upload a plugin to your WordPress site and get it working right away.

If you don't have a WordPress site I will link to the developer's site on Facebook in my show notes so that you can get the link there. It's just some code that you would add to your website so it doesn't take a lot to add the box.

Here's, also, another thing you want to pay attention to. With this like box you have the option to add the pictures of some people who have already become a fan of your page. This is what's really cool. Let's pretend that I am not a fan of your Facebook page and I go to your website and you have a like box there on your website. What I will see is if any of my friends have already liked your page I'm going to see their pictures under the like button in your like box.

Basically, Facebook's telling me, "Hey, John, Sally, and Sue, your friends Amy, have already liked this Facebook page." It's all about social proof. I think, "Oh! So if John, Sally, and Sue have like that Facebook page and they're my friends, I'll probably like that page as well so why don't I just click like to become a fan?"

There's that social proof involved when you add pictures. If someone comes to your website and none of their friends are actually fans of your Facebook page yet then they'll just see pictures of people they don't know. It's not a big deal. It's always nice to see pictures of people you know if there is that connection already.

That is a huge plus to this like box. I usually add it in the right column on my homepage. Then I also have it on a few other pages on my website but that's usually the prominent place. Underneath the opt in, your opt in on your website, should definitely be more prominent than your like box. I'm just saying add it in addition to that opt in opportunity on your website.

Here's what's cool. For all of you who already have the like box on your website and you're thinking, "All right Amy, you're teaching me nothing new right now." I've got a little extra tip for you.

One of my good friends, [Melanie Duncan](#), she is a Pinterest expert. What she does is when you sign up for one of her webinars, you sign up for the webinar and you automatically get redirected to a thank you page on her website. The thank you page has a video and it's Melanie just saying, "Hey guys, thanks so much for signing up for my webinar, make sure to mark your calendar, show up ten minutes early, I can't wait to see you soon."

She's just prepping them, getting them ready to come to her webinar soon. Underneath that video she also has a like box for her Facebook page. In the video, I'm not sure if she says this, but you can say, "Also, make sure to like my Facebook page with the button below so that we can stay in touch on Facebook as well." You can add that to your thank you page or your thank you video.

Adding the like box in different places on your website is a really good idea. Maybe you have a free video series, maybe you have a newsletter. When people opt in somewhere you typically send them to a thank you page saying, "Great! Thank you! Check your email, I just want to give you whatever I'm giving away." Why not add the like box there as the next step for them?

Don't just feel limited to adding your like box to the homepage of your website, think about different places you can add it. Also, the little tip on top of that is on those thank you pages when people opt in to something, make a short video. You can make it generic so you can use that video across different thank you pages. Make it generic but ask them, "Hey now I just want you to take a minute to like my Facebook page so we can stay in touch." It's just one extra way to be seen everywhere where it matters. That like box is really valuable.

Just a quick little list as to why you would want to funnel your fans from your website to Facebook with this like box. One, it's a really easy plugin so you can just, of course, add it to your website. Also, you have a warm audience on your website so why not get them to become a Facebook fan because you want quality fans. We all know we don't want a bunch of just random fans because it will do nothing for our Facebook engagement. We want quality fans. Why not get fans that are already on your website?

Also, when people come to your website they see that like box, they might see some pictures of their friends in the box, which is always great, and people are on Facebook more than they're on your website. This is just another opportunity to get in front of them, stay top of mind, make a bigger impact, and just make sure you're staying in touch with the people that really matter to your brand.

I'll make sure that I add some links to some of my favorite like boxes from WordPress and for non-WordPress sites. You can always find links on my show notes at amyporterfield.com/7.

Strategy #2: Target Friends of Fans with Facebook Ads

Let's move on to strategy number two. Strategy number two is to target friends of fans with your Facebook ads. I've got some extra tips inside of this one tip so if you already use Facebook ads and you already target friends of fans, fantastic. I'm going to add a little to that strategy. If you do not use Facebook ads, this is one of the easiest Facebook ad strategies that you could ever set up.

Here's something that I really want you to pay attention to. In the strategy I'm going to give you the exact formula to set up a Facebook ad to get more quality fans. The great thing about this strategy is you likely won't pay more than 25 cents a click. The average per click on a Facebook ad is 80 cents. 25 cents is pretty cheap. I've gotten this down to ten cents a click sometimes so you can even go well beyond that 25 cents but I don't want to promise something too good to be true if you might struggle a little bit to get it even less than 25 cents. 25 cents per click for an ad is really good.

Like I said, I'm going to explain the exact strategy but I'm going to explain it in broad terms for this podcast session. If it piques your interest and you really want to try out this ad strategy, what I did is I created a step-by-step PDF for you that you can literally follow to walk you through how to set up this Facebook like ad that I'm going to tell you about.

The PDF is called the *Step-by-Step Like Ad Strategy Instructions* and it literally is a free download in the show notes at amyporterfield.com/7. Again, I'm going to explain it right now in broad stroke but if you really want to get down to the nitty-gritty and walk through it with me step by step I've made you a quick PDF to do so.

Let me tell you about this ad strategy. The goal is to attract more quality fans by using your existing fans as bait. When I was creating the notes for this podcast I thought bait sounds kind of shiesty. I don't mean it in any negative way but using your existing Facebook fans as a ways to attract new fans is a really smart strategy.

It comes back to social proof, what I talked about in strategy one, and most people attract like minded people. Another thing, a lot of studies have shown that people on Facebook trust and follow the recommendations of their friends much more often than they ever trust or follow the recommendations of a brand. If I say to you, "Hey, come like my Facebook page." That might mean something to you but if your really good friend, Jonathon, says, "Hey, I love this page that Amy Porterfield has on Facebook. Come check it out." That's going to weigh much heavier for you. That's the whole strategy. Create Facebook ads where you're using your existing fan base to attract new fans.

There are some things involved with doing that so the first thing is when you set up your ad I'm going to have you set it up in the Power Editor. The Power Editor is a dashboard that is different than the regular Facebook ads dashboard that you're probably used to. If you already use Power Editor, more power to you, no pun intended. You already know how to use it, that's fantastic. Anyone that they don't know how to use it just get my PDF, I'll walk you through it.

The Power Editor allows you to get your ads only in the news feed. Meaning the ads I'm going to teach you how to set up right now will not go in the right column because studies have shown that the ads in the right column have a much lower click through rate than the ads in the news feed. We think it's because those ads in the news feed don't really look like ads, they look like posts and so people trust them more and they engage with them more. You can get up to six times more engagement if your ad appears in the news feed versus if it appears in that right column.

Getting back to the ad, what you're going to do is you're going to set up your ad so that it's actually the only thing in the ad says something like, "John Doe likes Amy Porterfield's page." Then it will have a picture of my avatar, my face, then a link to my Facebook page. That's as easy as it is.

Basically, if you're not a fan of my Facebook page but your friend is, you might see, in your news feed that your friend, John Doe, has liked my page and then it gives you an option to like it as well. Simple as that. You don't have to create any ad copy, you don't have to create any ad images, it all gets pulled through.

Your avatar gets pulled through and a link to your Facebook page gets pulled through. These ads do really well. Again, they're inexpensive and they're just saying, "Hey, your friend has liked this page, you'll probably like it too so why don't you click like?" That's all it's about.

There's more to it than just that. Once you set up the ad, you basically just choose a sponsored story that's called a like ad, a like sponsored story, and the goal is to get more likes, more fans. From there, after you've set up that sponsored story you then go into the precise interest section of the ad. This is the targeting area. I am a huge fan of precise interest. Precise interest basically means you can target that ad so that it is shown to fans of other Facebook pages that are either your competitors or they have a fan base that would be aligned with yours.

Let me give you an example. In the precise interest section of the targeting for this ad let's say you're a business coach and you help online business owners with their business. With branding and product creation and selling more and promoting, all that good stuff.

If you were a business coach and you were advertising your new program to these other business owners, you could target some of your other competitors. If you know there are some well known competitors in your field you could target their Facebook pages. Your ad would be shown to all of their fans. Pretty cool right?

You could also target other areas that your fans might be interested in. This is what I always say, you want to target your competitors but also target other leaders they might be following. They might not be competitors of yours but they would be aligned with your audience.

For example, Tony Robbins is probably not your competitor if you're a business coach. He's probably well beyond that level. However, if someone is really interested in mindset and they're interested in mindset and personal development in order to grow their business, then they'd probably gravitate toward Tony Robbins Facebook page.

You might want to target his Facebook page but you also want to make sure you target countries and age and maybe location so that you're not targeting millions of his fans. You're getting even more targeted than just all of his fans. But still, that might be a great page to target.

Also, you want to target the tools that your audience is using. If you're a business coach and you're targeting other business owners, they're liking using an email service provider. Maybe you want to target [AWeber](#), [Infusionsoft](#), [MailChimp](#), these are other Facebook pages where your audience might be spending time.

Also, how about publications, editorials? Entrepreneur.com is an online magazine that you might want to target or Fast Company. You want to think about what are they reading? What tools are they using? What other leaders are they following? Then again, who are your competitors because you might want to target their Facebook pages as well. To me, you might learn a lot of other things from Facebook ad consultants but for me, what I always target are other Facebook pages that have fans that are aligned with my brand.

I always talk about know the difference between competitor and someone who just might have an audience that's aligned with yours. Getting off the business coach example, I always use the example of Whole Foods. Every knows Whole Foods Market but they have a competitor here in San Diego which is Sprouts Market. Sprouts Market and Whole Foods Market, they are very, very similar. Whole Foods is probably more popular than Sprouts but still, they pretty much sell the same thing.

If I was Sprouts Market I would definitely use precise interest to target the Whole Foods community. The people that have liked the Whole Foods Facebook page. Also, if I was Sprouts Market I would look for some pages that are aligned with my audience interests.

Maybe, if we were thinking about certain diets like the Paleo diet or gluten free diet, there's a lot of really big, popular Facebook pages that talk about those topics. Sprouts might want to target them as well. Sprouts Market is a local market so they might want to do it by zip code as well. You don't want your audience to get huge so as a little side note for you when you are setting up

a Facebook ad, my rule is usually to target between 250 to 500,000 people per ad. 250 to 500,000 people.

Let me back that up. This is something I would love to edit out but I won't. You want to target 250,000 to 500,000 people per ad. That way it's not so big that you're never really going to have a concentrated audience target but it's not so small that you're going to be competing against other ads and you're never going to get seen. That usually is that sweet spot.

Target age, location, gender if it makes sense to your ad but then target these other pages as well. You could create a few different ads if your audience gets too big. Maybe try targeting in different ways. Basically, that the rule of thumb you want to think about.

Again, when you're using precise interest in these like sponsored stories I'm telling you about you want to target your competitors, other pages you're aligned with, the tools they use, the different editorials they might read, maybe podcasts they listen to, you want to do some research. This will change your ads dramatically, I promise you. You're going to start seeing bigger results if you do this part right.

Once you set up that precise interest the last thing I want you to pay attention to is setting up the connection. In the connections section, you'll see it in the targeting and in my PDF I'll walk you through the whole thing, in the connections area of your ad you're going to make sure that you do not target any of your existing fans. You're going to waste your money. If you're trying to get more likes don't target the fans you already have, right? You're going to target non fans. That's just one other tip you want to pay attention to.

Again, these friends of fans Facebook like ads will help you attract more fans but more quality fans. You're going to attract people that are like minded with the fans you already have. Here's what's important to remember. It's really not about having hundreds of thousands of fans but you do want to have a pretty good, solid Facebook community. It helps as social proof.

If somebody comes to your page and they see you have 100 fans they're going to think you're not that popular or maybe people aren't interested in your brand. If you have a few thousand fans, that's usually that acceptable number. You want to at least have a few thousand fans before you start focusing on all these other big Facebook ad strategies that you've probably heard about. I would go for a few thousand fans and then start looking into Facebook ads to get more leads, or Facebook ads to sell more. That's just my usual personal philosophy and it tends to work really well.

Facebook ad strategy to get more likes. That's what this strategy here is all about. Again, go to amyporterfield.com/7 for my PDF where I literally, with images, walk you through step by step

how to set up this ad. It might take you five minutes. I took a little bit longer to explain it but it's really, really simple.

Strategy 3: Engagement

The last strategy is all about engagement. You might think, "Engagement, that's not how to get more fans." It really is because one of the reasons why people struggle to get more fans is that they don't have any engagement on their Facebook page. When you don't have engagement you won't be seen in the newsfeed and the news feed is where it's at on Facebook.

Getting out into the newsfeed will allow your fans to engage with you more and when your fans engage with you more, which means when they like your posts, they share your posts, they comment on your posts, all of their friends see that activity. Again, that's how you're attracting friends of fans of your existing fans. You've got to have engagement.

I'm going to take you through a quick little exercise that I use with my students in order to help them know what to post about and to help them really hone in on their ideal audience. The topics their ideal audience are interested in. If you are posting and you're not getting any engagement usually it's two reasons. One, you're not posting enough or two, you're not posting anything that your audience is actually interested in.

This exercise helps you really understand what your audience wants to hear from you and it helps you when you stuck some of those days when you're thinking, "What should I post about today?" You can literally put a little post it note up by your computer and this little post it note will remind you what topics you can post about. It makes the posting so much easier for you.

The first question I want you to answer is who is your ideal audience? Just be really clear about that. There's a million exercises we can get into to really help you understand your ideal audience but that's not what this podcast is all about. I just want make sure you know who your ideal audience is beyond just is it male, female, or ages. What are they interested in and, more importantly, what problem are they having that you are solving for them?

It comes down to marketing 101, you need to know your pain points of your ideal audience, and you need to know how you're going to solve those. Once you know that it's going to be so much easier for you to decide what kind of content you should put on your Facebook page.

The next thing I want you to do is I want you to list five insights about your ideal customer or client. Five things that you know about them. When you're just starting out you might need to survey your audience. There's a little bit of guess work that might go in to this, but I want you to get really clear. For me, my audience they tend to be online marketers, coaches, consultants, authors, and or some people have local business, but the tend to be smaller.

They have a team of five to 20 people max. A lot of them are solopreneurs and they struggle with time, resources, and money. These are things that I just know about my audience because I just have asked them a million times and I try to listen as much as possible. These are some of the insights I know about them and I can drill down even more but I wanted to give you some tastes of some of the things you may want to be thinking about.

From there, once you list five insights about your audience, you're going to list five Facebook pages where you think or you know your audience is spending time. For me, I know that my audience loves Social Media Examiner's Facebook page. They don't tend to be a competitor, we do different things, but we tend to write about the same topics and Social Media Examiner is a fantastic Facebook page. I used to be the community manager of the Facebook page so that even solidifies more than I know my audience is spending time there.

That's one of the Facebook pages I would list on my list of five Facebook pages where my audience is spending time. How about you? What are those five pages where you think or you know they're spending time? Again, you might need to do a Survey Monkey or ask your audience. You can even post on your Facebook page "List two or three of you favorite Facebook pages."

You can be more specific, "What Facebook pages do you rely in the most for your business" Whatever you want to do but you could list this on your Facebook page, or post it, and get some feedback. It's important that you know this. It's important that you know it for your Facebook ads, it's important that you know it so that you can go and check out those pages, see what they're talking about. Find out how they're posting, how often they're posting, do they have engagement, do a little research. This is really helpful.

Then you're going to list five topics that are directly related to your niche. Five topics directly related to your niche. For me, it's really easy. How to get more Facebook fans, how to sell on Facebook, how to make more money on Facebook, how to get leads on Facebook, how to use social media to get more exposure, how to post on Facebook, how often to post on Facebook. These are questions that I get asked all the time so I know these are hot topics for my audience. How about you? What are some hot topics for you audience?

Then, this is a little different. I wanted you to list five topics that are entertaining and interesting to your ideal audience but not necessarily directly related to your niche. Why would I say this? I can't always be about business. You've got mix things up.

You may have heard me say this in another podcast or webinar but when I posted about my puppy, Gus, and the fact that I could not potty train this dog to save my life, when I posted about that on my Facebook page tons of people came to my rescue. More people came to my rescue with that post than when I was posting about how to get more fans on Facebook.

People love the personal side. Again, why I'm doing this podcast and not edited out all my hiccups that I know I could count probably 20 that I'm already done in this one podcast. People just like to know you're real. When you add in that entertainment factor, you stop talking about work all the time, people appreciate that and they gravitate toward you. What are five topics you can talk about that you know your audience will respond to? Really, really important.

I'm going to give you a quick example and then we've wrap up. When I did this example I used a sporting goods store as the example. When I said list five Facebook pages where you know your audience is spending time I did some research. *Backpacker Magazine* has 46,000 fans. Pretty good. REI, which is a really, really big sporting goods store, they have 446,000 fans. Again, pretty good.

That's a good page to check out because if they have a lot of fans you know people are interested. *American Hiker Magazine*, another Facebook page, *Roadrunner Sports*, and *Eagle Creek*. These are Facebook pages that I know my audience would likely gravitate toward if I was a sporting goods store. Now I know those pages, I could maybe target them in my Facebook ads, but I can also go see what they're posting about and see how people are responding to their posts to give me some fodder for some Facebook posts that I'm going to do as well.

Then I asked you to list the five niche topics. For me, as a sporting goods store owner, hiking boots and apparel, hiking equipment like tents, climbing gear, travel packs, best hiking trails throughout the United States and beyond, expert travel advice and travel photography. These are all things that are related to my niche.

Maybe I don't sell cameras for travel photography at my store but I know a lot of my audience is interested in travel photography and if they're traveling they're probably going to come in the my store to get some equipment to do so. See that link there? It might not be 100% of a link like I did for my Facebook page like how to get more Facebook fans, how to make money on Facebook, but another topic I could talk about is how to get more exposure on social media sites. I don't always talk about all social media sites but sometimes I do and I think it's a great topic for me to add in to my mix.

You just want to make sure you have a list of things you can easily talk about at any time on your Facebook page so you're never going to get stuck for great conversation on you page.

Then I asked you to list five non niche topics. for the sporting good example, nutrition and staying healthy, funny travel mishaps, you know those funny videos you see on Youtube about travel mishaps, volunteer vacation experiences, or dogs. People who are really athletic and love to travel and love to hike, they tend to be into dogs as well. This is a pretty broad assumption but you get the point.

These are topics not related to a sporting goods store but they're topics I know my audience would respond to. I might look at this and think, "All right, maybe I'll do a contest where I'll have people send in their funniest travel videos or funniest travel photos." See where it might spark some ideas for you? That's the whole point of this. In the show notes I'll map this out for you a little bit so you can fill in the blanks.

This little exercise, I really encourage you to take ten minutes to do this exercise because it will allow you have more interesting conversations on your Facebook page. When you do that it increases your engagement and it draws the attention of your ideal audience. When you can really get your engagement up and attract the attention of your ideal audience, you'll grow your fan base.

Why is a bigger fan base important? You're eventually going to turn those fans into leads. That's really what I love to talk about. Getting leads, or attracting leads on Facebook. When am I going to talk about that? That's in part two of the three part mini training podcast that I'm doing. This is episode seven, all about getting fans. My next episode, episode eight, is all about promoting on Facebook and getting more leads. Here's a little teaser for you.

I've discovered a really effective Facebook contest app that can get you thousands of new likes but even more importantly thousands of new leads from Facebook. I'm saving it for part two because it's really about leads. Make sure to check that one out when it goes live. If you want to know when my podcasts go live just sign up for my newsletter. Goto amyporterfield.com, sign up for my newsletter, there's a big opt in box across the top of my website, and when I have a new podcast I'll send you a quick email to let you know.

Hopefully you've enjoyed this Amy Unplugged kind of podcast. Again, I'd love your feedback so just come to the show notes at amyporterfield.com/7, leave some comments, let me know what you think. Your feedback is so valuable to me and I'll talk to you next time. Take care.

Announcer: Thanks for listening to the Online Marketing Made Easy podcast at www.amyporterfield.com.

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