

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.

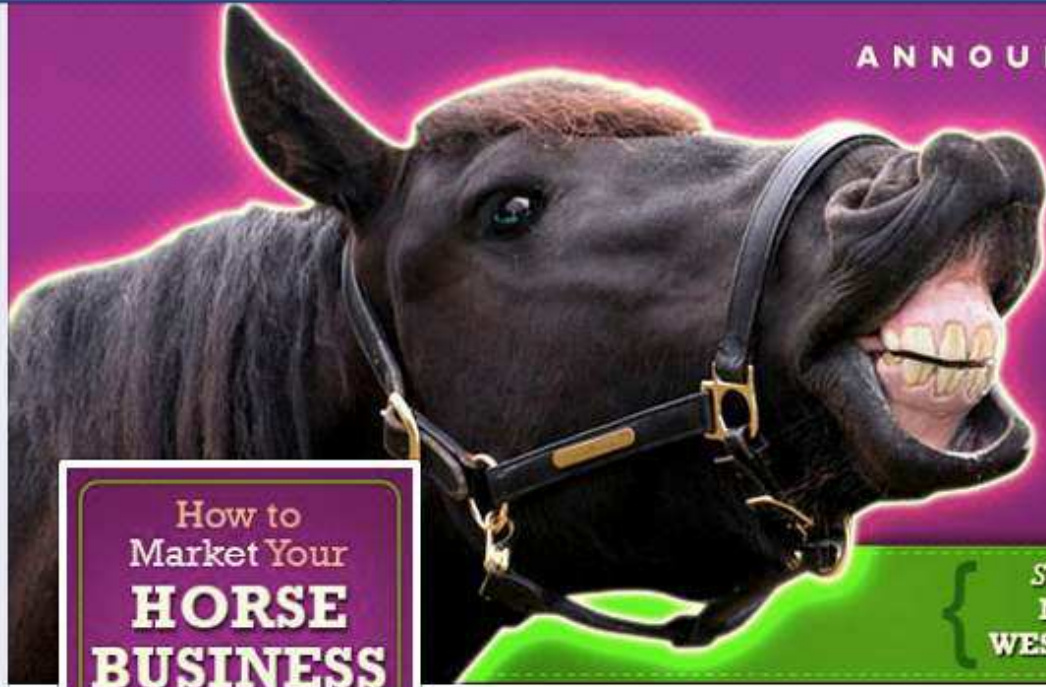


We don't have
the money
and resources
to devote to
social media.



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**
...or any other
business

How To Market Your Horse Business

6,911 likes · 3,101 talking about this

Like

Message

* ▾



SitOrSquat

@sitorsquat

The co-founders behind SitOrSquat, @danikaland and @jglanz

New York, NY · <http://www.sitorsquat.com>

 Follow



117 TWEETS

151 FOLLOWING

493 FOLLOWERS

Tweet to SitOrSquat

Tweets



Tweets



SitOrSquat @sitorsquat

6 Dec 10

We've officially reached 100,000 bathrooms!!! Thank you to everyone who has contributed!

Expand



DOG PACK SNACKS



Dog Pack Snacks

1,906 likes · 5,021 talking about this · 22 were here

✓ Liked

Message * ▾

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



TOP 5 SOCIALLY DEVOTED BRANDS



	Questions Response Rate	Number of Questions Answered
Walmart	22 %	1,167
Applebee's	58 %	1,131
Verizon Wireless	50 %	740
T-Mobile USA	83 %	531
AT&T	36 %	495

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.

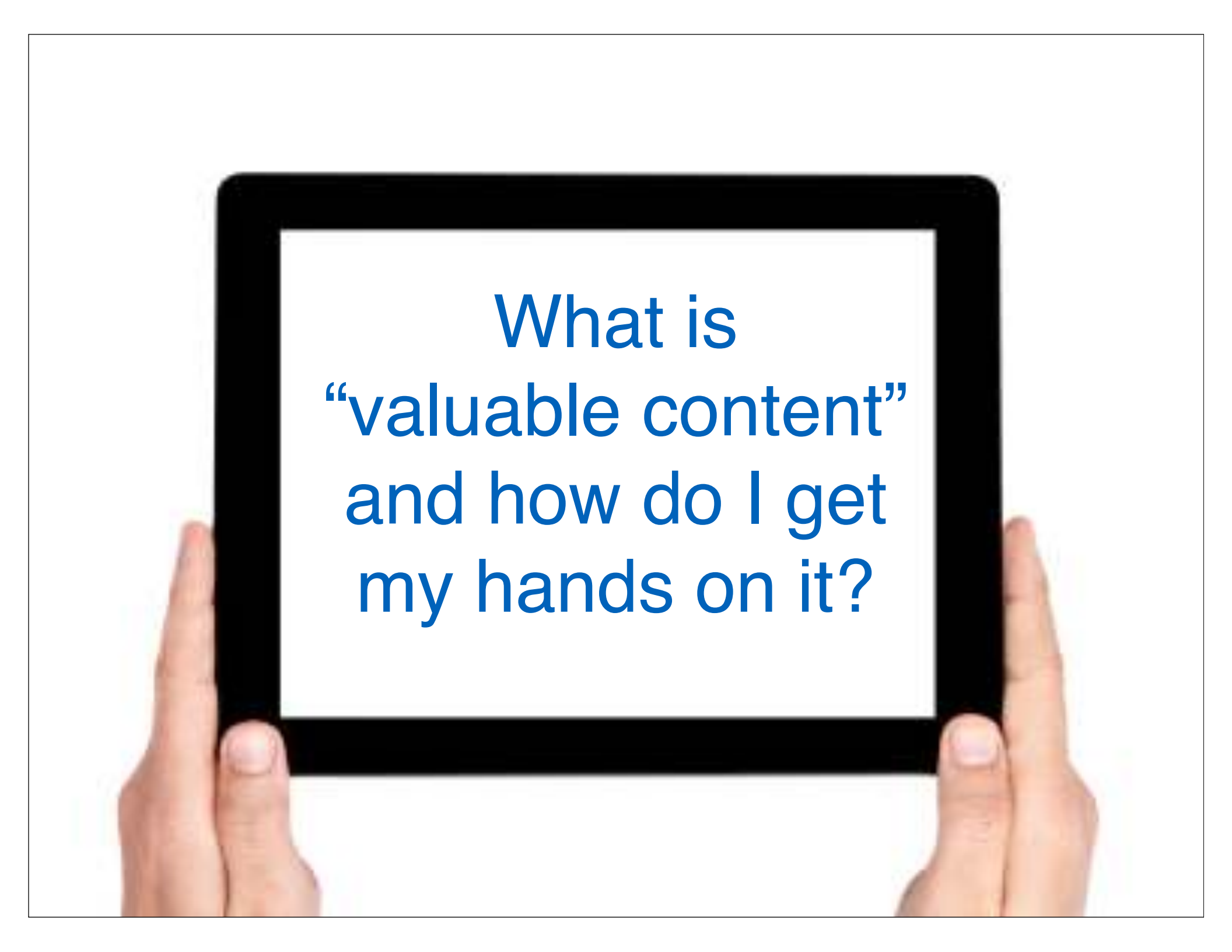


**Think of social media
differently.**

Educate
Entertain
Empower

How to eliminate the churn . . .

Relevant, valuable content
turns a stranger into a fan
and a fan into a customer.

A person's hands are visible at the bottom, holding a black tablet. The tablet screen is white and displays the following text in blue font:

What is
“valuable content”
and how do I get
my hands on it?

Want to Ignite
Engagement?

ASK FOR IT.



Amy Porterfield

Wednesday



"If you wait to do everything until you're sure it's right, you'll probably never do much."

Click **LIKE**
If You Agree!

Unlike · Comment · Share

69

Amy Porterfield and 537 others like this.

View all 31 comments

Write a comment...

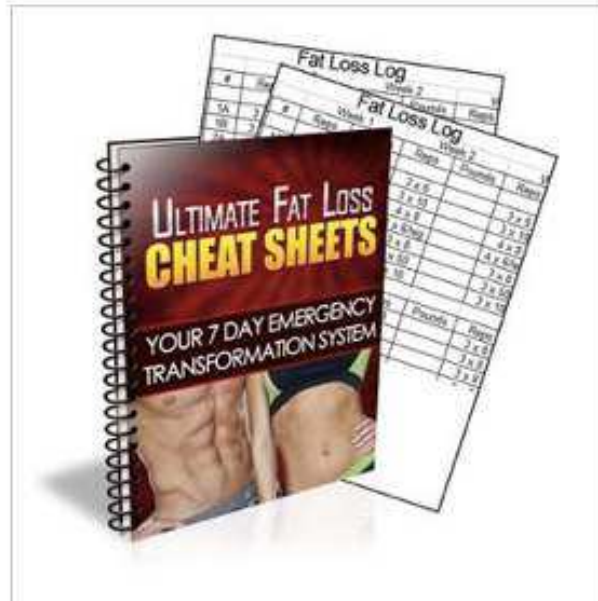
14,394 people reached · 62%

Promote



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. :)



Like · Comment · Share · 3 hours ago ·

392 people like this.

View all 293 comments

3 shares

Write a comment...

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!



Verizon Wireless Customer Support ▾

✓ Liked

Welcome to Verizon Wireless Customer Support on Facebook.

[Post your question](#) Twitter
@VZWSupportMonday - Friday: 7am CST - 10pm CST
Saturday & Sunday: 7am CST - 4pm
CST

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 Sales

Dial *611 from your cell phone
(888) 294-6804
24 hours a day, 7 days a weekConsumer: (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.



Verizon Wireless

September 5 via Verizon Publisher



Will the Giants repeat this season or get dethroned?
<http://social.vzw.com/6ER>



Like · Comment · Share

27



Verizon Wireless

September 4 via Verizon Publisher



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.



Like · Comment · Share

62



Verizon Wireless

September 3 via Verizon Publisher

The only labor you should be doing today is the fun kind.



Like · Comment · Share

495



Amy Porterfield

May 7 via twitterfeed

Nobody Reads Agency Blogs- Or Why You Need Skin in the Game <http://bit.ly/KO7cqk> via @chrisbrogan

Like · Comment · Share

6 1 2

4,533 people reached · 18%



4,533 unique people saw this post.

Organic [?] 4,518

Viral [?] 15

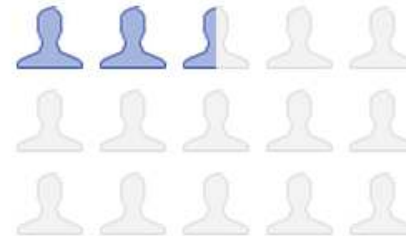
Skin in the

6 1 2

4,533 people reached · 18%

18%

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



0% reached through promotion.

18%

Promotion Unavailable



Amy Porterfield shared PickTheBrain's photo.
June 18

Click LIKE if you can appreciate this one - I sure can!



Like · Comment · Share

358

621 people like this.

View all 22 comments

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)



Amy Porterfield
July 5

New Webinar! Facebook Ads That Convert
I'm hosting a new workshop, "Facebook Ads That Convert" – Click Here to Join Me! <http://www.amyporterfield.com/new-webinar/>

Like · Comment · Share 83

234 people like this.

View all 43 comments

Write a comment...

92,352 people saw this post Promotion Complete

The image shows a Facebook post from Amy Porterfield dated July 5. The post features a video thumbnail of a woman smiling. Below the video, there are engagement metrics: 234 likes and 43 comments. At the bottom, a yellow box highlights that 92,352 people saw the post, and a 'Promotion Complete' status is visible.

A silver laptop is shown from a front-facing perspective, slightly angled. The screen is open and displays the text "So . . . Where's the Money?" in a blue, sans-serif font. The text is centered on the screen. The laptop's keyboard and trackpad are visible below the screen. The background is plain white.

So . . .
Where's the
Money?

Facebook Success:
The right mix of
valuable content and
promotional posts



Verizon Wireless

September 14 via Verizon Publisher

The latest device deserves the latest accessories. Find everything you need at <http://social.vzw.com/8FA>.



Like · Comment · Share

19

1,295 people like this.

View all 68 comments



Verizon Wireless



September 14 via Verizon Publisher

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>



Like · Comment · Share

66

1,701 people like this.

View all 153 comments



Verizon Wireless



September 14 via Verizon Publisher

Just got to have "it"? We still have every model available for pre-order at <http://social.vzw.com/Emk>.



Like · Comment · Share



👍 1,604 people like this.

💬 View all 232 comments

**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

The image shows a screenshot of a Facebook page for a contest. At the top, the Facebook navigation bar is visible with the 'facebook' logo, a search bar containing the text 'Search for people, places and things', and a user profile picture for 'Amy'. Below the navigation bar, the page header includes the Verizon Wireless logo, a dropdown menu currently set to 'Verizon Cover Photo Contest', and a 'Like' button. The main content area features a large banner image of a golf course with trees in autumn. A red call-to-action box in the top right corner of the banner says 'LIKE US TO GET STARTED!' with a grey arrow pointing to the 'Like' button. At the bottom of the banner, there are two buttons: 'SUBMIT PHOTO' and 'VIEW GALLERY'.

facebook Search for people, places and things Amy

Verizon Wireless Verizon Cover Photo Contest Like

LIKE US TO GET STARTED!

SUBMIT PHOTO VIEW GALLERY



Verizon Wireless Verizon Cover Photo Contest

✓ Liked

[SUBMIT PHOTO](#)[VIEW GALLERY](#)

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.

[OFFICIAL RULES](#)



Verizon Wireless

Monday

Pencils & Books? Check. What else do you pack for school?
Submit your pic: <http://bit.ly/IGA998>.



Like · Comment · Share

113



Verizon Wireless

September 8



School's in full swing! Submit a mobile pic of what you pack for school & enter our photo contest. <http://bit.ly/IGA998>






Verizon Wireless

September 7

Shana S. has won our cover slot this week with her foggy Labor Day harbor shot. Congratulations Shana!
<http://bit.ly/IGA998>



Like · Comment · Share

 28



Amy Porterfield SIGN UP! ▾

✓ Liked

GET FREE SOCIAL MEDIA UPDATES



Enter your
information!

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.

"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