

# Top 5 Facebook Strategies to 10X Your Business



@hilarybassak

# Welcome To My World!

I am a self-confessed learn-a-holic who has spent the last 10 years focusing on all things to do with online business.

My love affair with the internet began when I found a post about my long lost mother three days before her hundredth birthday.

Since then I have invested much time and money online. I have many apps and tools and notes and trainings and of course strategies which I am happy to share with you.

There is no easy button to success on the internet, but if you have the work ethic required to follow these strategies you will be well on your way to reaching your 10 X Goals for your business.

I believe strategies are essential - You can find me on Instagram @hbstrategic and @hilarybassak.

I am going to save you a lot of the researching and analysing and testing and challenges that I have had so that you can have an easier and faster route to follow.

# Why FaceBook?

Many people are irritated because FaceBook only shows our posts to about 3 - 5% of our friends and followers.

FaceBook is a business - the object is to make money- they want you to buy ads.

FB ads are a lot cheaper than other forms of ads such as magazines and TV ads.

More importantly they are more effective because FaceBook has collected so much data which makes it possible to create laser targeted ads. Knowing how to use these ads effectively is a very valuable skill-set but it takes time to master it

Before you start to use these strategies -make sure you are sharing the right content to the right audience. This involves paying attention to their comments and asking questions to find out what really matters to them.

Giving them what they want as opposed to what you think they need.

You must provide the solutions to their challenges and take them on a step by step journey to their desired outcomes. You can gain the know like and trust factor by doing this as well as consistently sharing valuable content including tips and trainings.

So those who are not yet able to take advantage of this must find other ways to beat the algorithm if they want to continue to use Facebook as a free platform to promote their businesses.

Start regarding FaceBook as your friend and you will realise that they are constantly adding new features to make it possible to build groups and communities.

This encourages you to use it as a social media platform rather than a spam fest!

- Interacting with people and leaving thoughtful comments on their posts builds the know like and trust factor which is so necessary if you want to build a long term business. We spend on average 1/5th of our time on FaceBook so why not make that time productive?

FaceBook wants you to spend as much time as possible there so that they can display their ads to a larger audience. So their main goal is to keep you on Facebook - that's why they don't want you to have links to your products or your blog

So - now more than ever - you really need to find new strategies so that you can get free leads and more conversions for your business.

## **Strategy 1 - Facebook Groups**

Let's face it everybody including your granny is on FaceBook (BTW There are a lot of very savvy grannies on this platform)

FaceBook are constantly updating and changing their algorithm -

- Pay attention to their latest innovations and use them and FB will reward you by showing your content to more people

- Create content that keeps your audience on the platform for as long as possible because that is Facebook's number one goal (staying on the platform longer increases the likelihood of them clicking on an ad)
- You can create your own Facebook Group or Groups to attract your ideal customers. and build a targeted following 24/7
- Check out other FB Groups and Pinterest Groups in your niche and discover which ones are most popular
- Message every new member to welcome them and let them know what the group is about
- Encourage them to share their

- Encourage them to share their posts and their expertise or knowledge
- Link your group to one of your pages or create a new page which relates to your group topic
- Don't restrict yourself to one group.
- Test and tweak as many groups as you need to so that you can figure out what type of content appeals to your audience
- Make sure that you have a targeted audience because the quality of your followers is much more important than the number. Always aim for prosperity rather than popularity
- Remember likes don't pay the bills!

## **Strategy 2 - Closed/Private Groups**

- Closed groups can be used in conjunction with a course that you are promoting and only those who have joined your course are allowed to be members
- These members interact with one another and share tips, tools, apps and share their stories and experiences about their businesses, their failures and successes.
- These groups become masterminds if you are targeting the right followers

you can add a funnel and segment them in your autoresponder

## **Strategy 3 - FB Group Messages**

- Learn about the people who want to join your group - ask them questions.
- You can ask up to 3 questions - only the admins and moderators can see the answers
- If you want to have only targeted members in your group then you can choose appropriate questions and only add those who have answered yes to those questions.
- You can add a funnel and segment them inside your autoresponder

- This can be very motivational and inspirational.
- It also reduces the amount of content that you need to produce specifically for the group
- You can make your FaceBook Group into a paid membership group which will provide you with a residual income
- People like to feel they belong to something exclusive and are willing to pay for the privilege
- For these groups to be successful you need to spend the time and the effort required to make them of value to your members especially in the beginning

- Add free content that will help them with their challenges
- Do this on a consistent basis so that they will have a reason to return to the group and gradually become "addicted" to you and/or your group
- Encourage them to share their knowledge and tips that they have picked up on their internet journey
- Don't forget to like comment and share their posts Remember everyone likes to be appreciated
- One of the most important things you can do to is to engage with your group members - walk a mile in their shoes and always be nudging them to take the next step in their business

Everyone likes to know that they are being appreciated and the best way to do this is to engage with them and walk a mile in their shoes rather than making your own assumptions.

Always bear in mind that your followers are not numbers - they are real people who have joined your group because they are looking for something that they lack.

It's amazing how one simple comment or message can literally change a person's life/business

Learn to listen and they will tell you all you need to know about the type of content you need to be sharing with them.

# Strategy 3 – Other People's Groups

- Use other people's groups in your niche to promote your products and services by adding value rather than spamming them with "buy my stuff " messages
- Read the groups rules as soon as you join and be sure to follow them
- Share tips and ideas with them and you will find that they will reciprocate and invite others to join the group

- Promote your products and services on an 80/20 basis (80% valuable content/20% Promotion)
- Post images, quotes, infomercials, videos, live-streams and watch parties
- Encourage them to go to your website (where you should have your FB pixel) by putting a link to your latest blogs
- Post to at least 5 groups per day and pay attention to which ones are getting the most engagement -keep testing and tweaking!!

## Strategy 5 - Livestreaming

- Live streaming is currently the most effective way to promote your business on Facebook.
- It is a skill that anyone can learn and all it requires is practice.
- At first you will not have many viewers so there is less reason to feel anxious
- It allows you to ask questions and get instant answers

You can find out what your audience really wants as opposed to what you think they might want or need

- This means you won't have to waste your time creating products and services which are not going to be popular
- Livestreaming is underrated by many - but only those who have not used it consistently
- It is undoubtedly one of the fastest and most lucrative ways to make money on the internet
- It's easier than you think
- It's 100% absolutely free
- It's a great way to build your list
- It helps the know like and trust factor
- All you need to get started is a little bit of courage and practice

# Have You Forgotten Something?

Perhaps in your haste or excitement to get started with your FaceBook strategies you have forgotten to check that you have got all the fundamentals in place so that when your audience first meets you in Facebook they are impressed by what they see within the first few seconds of their visit.

If you treat those visitors as you would a visitor to your home there is much more likelihood that they will become return visitors or even frequent visitors.

- Do you truly appreciate the fact that they took the time to visit you in the first place?
- You might even decide to offer them some free gifts occasionally (such as cheat sheets or guides)
- Do they sometimes think they are being ignored when you forget to answer their messages, comment on their posts or share them?
- Do you prefer many followers who don't share your interests and values or a smaller number who enjoy your content and add value to it with theirs?

## WHATS NEXT?

So now that you have got it all set up and started to implement your strategies -where do you go from here?

- Make sure you are replying daily to all the comments on your posts
- Pay attention to which posts are leading to conversions and create similar ones
- Some internet marketers take the laptop lifestyle too literally and think that they can just "set it and forget it"

- The successful ones know that you have to keep on testing and tweaking to improve your content.
- Algorithms are constantly changing so you must not take your eye off the ball!
- Keep an eye on your competition and make sure that you are providing better content and more value than them
- Promote yourself and your products consistently

**Add more targeted followers to your list every single day**

- You can provide free gifts such as cheat sheets and guides to encourage them to optin
- Engage with those who have complimentary products and join forces with them to get more targeted followers
- Add up-sells to your sales pages send emails on a regular basis to your followers as well as your existing customers
- Check your analytics on FaceBook on a weekly basis and do more of what's working and delete the stuff that isn't
- If all else fails create some FB ads -They are very effective :)

Copyright Hilary Bassakaropoulos 2020





# YOUR NOTES





# YOUR NOTES

