



Part 1 and 2 Quick Review and Recap

FB Fan Page

Creating and Avatar

Ads design

So what is the goal of FB advertising

First goal is to actually get them OFF FACEBOOK and onto our landing page or dedicated webpage

Create a pos ROI (ROI can be \$ in the door, patients, website hits, phone calls, whatever your business is needing to grow)

Gain your office instant social visibility.

Casting your net wide will get in front of literally thousands in your local area to direct them to your website and or fan page

Provide a low cost venue for getting the word out of what you do to as many potential customers as possible

Reach More People

Facebook will prompt you to create an advertisement to draw attention to your Page. Whether employing paid tactics is a part of your strategy or not, I recommend avoiding starting any ads at this stage -- there's no compelling content on the Page yet that would convince them to ultimately "Like" your page.

Start Gen posting

CCPC patterns

1. Local Business or Place
2. Company, Organization, or Institution
3. Brand or Product
4. Artist, Band, or Public Figure
5. Entertainment
6. Cause or Community

Each of these classifications provides more relevant fields for your desired Page.

Local Business or Place	Company, Org, or Institution	Brand or Product
<ul style="list-style-type: none"> - About - Hours - Contact - Address - Price Range - Parking 	<ul style="list-style-type: none"> - Founded - Mission - Awards - Address - Products 	<ul style="list-style-type: none"> - About - Products - Founded - Awards
Artist, Band, or Public Figure	Entertainment	Cause or Community
<ul style="list-style-type: none"> - Affiliation - Birthday - Biography - Address - Interests - Gender 	<ul style="list-style-type: none"> - Release Date - About 	<ul style="list-style-type: none"> - Cause Type - Description - Cause Groups

Understand the Admin Panel.

In the top navigation, you'll see an option for "Settings." Click that. Along the left side, a vertical navigation bar with different sections should appear. We'll focus on three core ones now:

•**Page Info:** This is where you can add additional details about your business. This section will also unveil different fields based on the classification you chose in Step 1.

•**Notifications:** This section allows you to customize when and how you'd like to receive Page alerts. Set a frequency that fits your social media marketing schedule.

•**Page Roles:** Whether or not you'll be the main manager of the Page, there may be others at your organization who need access to your Facebook Page. Here, you can invite other colleagues to make changes to your Pages. Some common use cases here include:

- A public relations manager who needs to respond to any delicate questions.
- A support representative who can assist those asking technical questions.
- A designer tasked with uploading new photo creative to the Page.

Measure Your Growth

- Overview:** This tab shows a 7-day snapshot of your metrics such as Page Likes, post reach, and overall engagement.
- Likes:** This tab shows your overall fan growth and losses. If you're employing paid efforts, you'll be able to see the breakdown of paid versus organic growth.
- Reach:** This tab highlights the raw number of people your Page is reaching every day. If you notice spikes on a specific day, try cross-checking what you posted that day to see if you can replicate that reach.
- Visits:** This tab indicates where on Facebook your viewers are coming from. You can see the difference in visits on Facebook Timelines, your information tab, reviews, and others.



[**https://www.facebook.com/business/overview**](https://www.facebook.com/business/overview)

Next Ask yourself

Whom is your ideal “customer”?

Why is asking this important to the business?

Children

Young adults

Athletes

White Collar

Blue Collar

Elderly

Scoliosis

MVAs

Work Comp

Male/Female



Multiple Avatars for Different Services

Weight loss

Counseling

Nutrition

Chiropractic

MVA

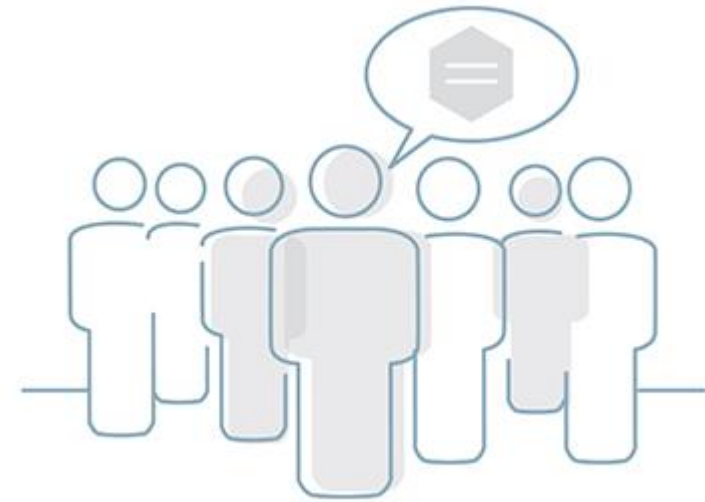
PIP

Decompression

Massage

Acupuncture

Re - Sale Goods



7 Psychological Triggers

1. Fear
2. Scarcity
3. Tell a story
4. Humor
5. Curiosity
6. Incentive
7. Join the cause

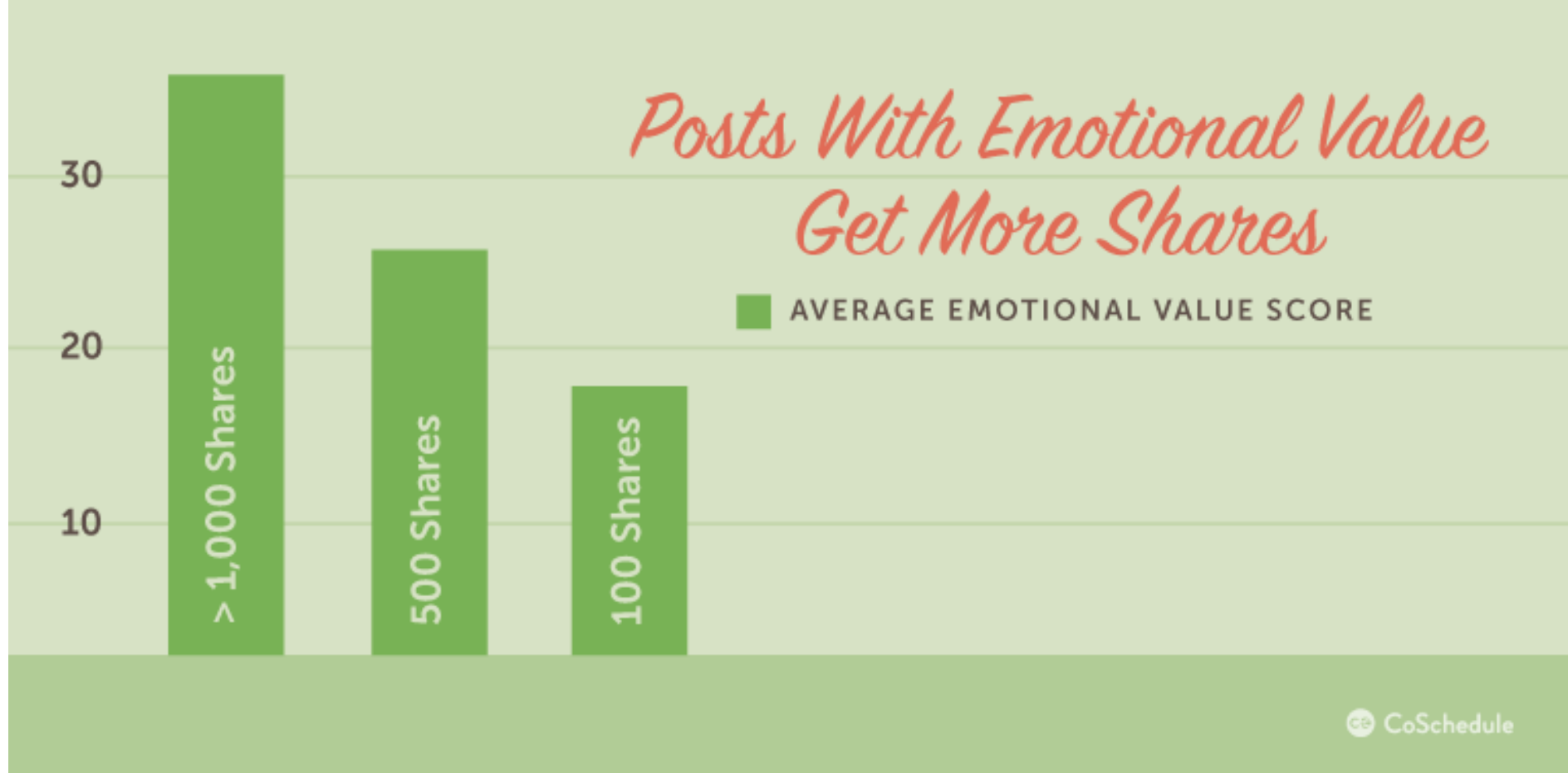
Headline

Description

Display link

Elance.com

Fotolia



But among the 4 broad emotions (happiness, fear, sadness and anger) – [Happiness](#) has been found to be more contagious than the negative ones.

Statistically, positive posts prompt an average of 1.75 more positive responses from friends. Negative posts prompt 1.29 more negative posts



[Ted Nicholas](#), a renowned direct response copywriter, said that 73% of buying decisions are made when customers look at the headline. And, Brian Clark asserted that [8 out of 10 people](#) will read your headline.

When you look at the [perfect landing page](#), the headline comes first, because it's the first thing the customer sees.

NOW AVAILABLE

Regenerative Medicine now available in [REDACTED] Eliminate your peripheral neuropathy pain! Call today for a **FREE** consultation and choice of free gift*.



OR



*Free gift options are A) *Pain Free Golf* Book or B) “The Mini” watercooler which holds your daily recommended intake of water.

**Now Seeing Families
for General Chiropractic Care**





Our New
3 Phase Care Program
will get you back in the
game fast





5 week fb course

Just now · 🌐

What are the TOP 5 things preventing you from losing weight for Summer. Click on Image to see if you are falling prey to one of them.



[Boost Post](#)

 Like

 Comment

 Share



Some Reporting Rules

1. No Likes, Comments Shares 5 to 10 bucks CUT
2. No Sales or Leads within 15 to 20 bucks CUT
3. LOTS OF ENGAGEMENT - No Sales Means...
4. Simple Money In Money Out Always
5. Don't Fall In Love With Your Product Or Ads

Reality Check.. Not Exact Science

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