



James Schramko and Victoria Gibson

[Victoria Gibson Discusses How To Build Your Business Faster Using Facebook Marketing](#)

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James: James Schramko here. Today's guest is a Facebook expert who's been helping me with some innovations on my own Facebook page and has largely responsible for the change in direction for my fan page recently. Welcome to the call, Victoria Gibson.

Victoria: Hi James! James: How are you?

Victoria: I'm well, thanks for having me.

James: Victoria, what I thought would be interesting for our listeners is little bit of an update on Facebook. We've had some very popular episodes with our other good friend Jennifer Sheahan. We had two Facebook episodes. They're two of the most highly listened to episodes that I've put on Internet Marketing Speed, so there's obviously a big requirement for us to understand Facebook as part of our marketing. It's covered in my [Own The Race Course](#) training and in my [TrafficGrab](#) training and it's something that I think should be a cornerstone traffic source for most businesses. So, what I'm really interested in is for us to talk about what's new, what's interesting with Facebook and also, I'd love you to tell our listeners what you've been doing behind the scenes on my own fan page. I'm happy to share some of that information because we've already been getting results

from the work that we just did like almost instantly. So, tell me what's going on with Facebook.

Victoria: Okay. Well, like you mentioned, Facebook is an absolutely essential tool for online business now. It's not one of those things you can just have off on the side and pay attention to every now and again. You do need to have a presence there and you do need to be working it if you want to get some great value, leads and engagement. So, I guess from my perspective, I recommend that people use Facebook as a way to stay connected to their current community or list or buyers or potential customers, but also, it's a great way to build your list and build your community even further. More so than just an email list as we know that with over a billion people globally on Facebook, the scale is there. So, when people talk about, you know, doing other forms of social media, it's all valuable but I say "why not put your effort into where the people are?" And we know that the people are on Facebook. And I can guarantee that most of your listeners, customers or clients are on Facebook, so that's why I think you should definitely be there and have a presence. But it's very easy to say that it's more important to get very specific about what you need to do to bring in the results.

Now, most people I know who try Facebook on their own aren't seeing the results that they were hoping for. It's a very slow process and they get really disappointed and kind of drop it very quickly. That's why I kind of try and give out as much advice as I can about using it in the right way and it does take time and it does take a bit of commitment as does all content creation and growing your business. But what I love about it is that it's such a low-cost channel to be driving targeted leads to your business. The very first thing you should be doing is having a Facebook business page. That's not your personal page that you make friends with other people on, that's a dedicated fan page, what used to be called a fan page now is a Facebook page for your business. So that would be the first place I'd tell people to start.

James: I want to ask you about strategy here. Like, I'm a big believer in not creating your entire business on someone else's platform. Now, you've said put energy in it but you also said to get leads for your business. Are you on the same page as me or do you have a different viewpoint that you should build your business on something you own and then use Facebook as an outpost or a signpost pointing people back to it? You know, have you seen people build everything and lose it just by having everything on Facebook and nowhere else?

Victoria: Yeah, and that's a good point. And I always advocate that you build your online business with an email list and your own website absolutely. So, Facebook really sits alongside your website. It's another channel and it's

another way for you to showcase your brand. It really is almost as important as your website nowadays, with the volumes of traffic that are on Facebook. Their search functionality isn't as good, so it's obviously not going to help you as much as your own website and there's always the risk that you could lose your Facebook page. It's not overly common though, so I think there are a lot of people worried about things like that and yes it is a risk, so you want to have your own website and email list. But use Facebook as a way to drive your leads and your traffic to your offer on your website or just to your offer in general. You can still have your website and email list running in parallel. So that's what I'd recommend. And there are ways, and this is what a lot of people aren't doing right, is there are ways of making sure that you have your lead capture integrated with your Facebook page. So, I want people to start their own Facebook page. And it really mirrored the offers on their website.

With applications, you can have several pages now where you can detail your offers just like you would on a website and you can have, most importantly, one page that is dedicated to giving some sort of free value where you, in exchange for an email address. That's what I'd term your "list building opportunity". People don't get on Facebook looking to buy stuff straight away. They don't have their wallets out. It's not, you know, that kind of environment, so selling hard to people on Facebook is not the right approach. The right approach in my view is to showcase your offer clearly and simply when people land on your Facebook page, give them a sense of what you're about and what value you can provide, direct them to your Facebook tab where they can enter their email and receive something of value for free and then keep communicating with them via the Facebook page and your email list. Just by virtue of you having a great page they will generally just like your page. People are pretty free and easy about liking Facebook pages. It's how you keep communicating with those people who've liked your page and making sure that you have their email address as a backup, that's important. And then you've got two really great channels to keep nurturing those prospects and then offering them, you know, good services whatever your offer is as you go, so that that's the way that you're going to be getting sales from them.

James: So, in our case, we've just been setting up one of those things like a page just to capture email leads. Can you explain how that happened? How did we do that?

Victoria: Okay, so what we wanted to do with James' page is that James has got great engagement or you've got great great engagement on your page and you know it's been a valuable channel for you in terms of traffic

and leads, but it was a matter of when you landed on James' page you got a sense from the posts what James' message was about but really in terms of visually, it was really hard to see straight away what James was offering, what his business was about and how you could access more from James be it from a free perspective or a paid perspective. So, what we did is we changed his timeline cover just to, you know, a nice image of him and his name. I just kept it super simple. Put a profile picture that included his business name and then, or yours, I keep referring to you in the third person and you're right there, but...and then with the Facebook app you can custom code. Whatever you'd code on a website, you can custom code on a Facebook app that then becomes another page on your Facebook page. So, what we were able to do was create an opt-in or a landing page, just a general squeeze page, that had a giveaway for his [Wealthification](#) program so many of you will be familiar with the Wealthification Business Wealth Training. James actually was already doing this on his website – giving away two free modules of this training. That's a great value incentive for people to connect with James and an excellent reward for trading an email address. So why not put that where a lot of his community already is, and they are on Facebook. We were able to put that in an app. Highlight that under the timeline cover. We've put two free modules under there. So, go to his page and take a look at [Facebook.com/superfastbusiness](https://www.facebook.com/superfastbusiness) and you can see it in action there. But, there's another step on top of that that needs to happen and just setting that up won't, you know, bring you a flood of leads. There is a paid component and a promotional component that needs to be added on top. And that's using Facebook ads in conjunction with your Facebook page. So, a lot of people may have tried Facebook ads and...but used to paying, you know, a dollar a click in some niches and thinking it's just too expensive, it's not working. But if you have the funnel set up right and you're offering something of value at no cost to build your list and you have the backend to offer products and services for sale once you've got their email address, then this strategy can work very well to not only build your email list, but also build your Facebook page, your activity and your engagement. Once you have that page, what I recommend and what we've just kicked off for James is doing posts that include a link to the lead capture page on Facebook, so we're keeping them on Facebook.

We do a post that has a quick “call to action” pointing people to the free offer or the value, and you know, obviously you don't want to scream FREE! FREE! all the time, but it depends what your messaging is, who your market is; you know that the best. But just keep it super short, so don't write, you know, three or four lines. A lot of people do make that mistake on Facebook of writing really long posts. They don't get as much engagement and for this purpose, it's really important that you don't do

that. One sentence maximum, put a link (preferably a shortened one because you don't want to take up too much space) to the Facebook application and then what you can do is either, if you have more than four hundred fans, you can make it a promoter post where you just promote it to people who have already liked your page if you've already got a community happening, or if you're like many people who are still lingering around a couple of hundred fans, then what you can do to build your fan count, and then the side effect is also getting your email list, is do a page post ad. So once you've posted that on your Facebook page, you can go into the ads manager and select that you want to promote a page post. Click on that and what that will do is show up, add a nice image in the post; that's really important as well – you want to add an image. And then, what happens is that promoter or that page post actually shows up double the size of a normal Facebook ad. But even better than that, you can be getting clicks for, you know, around ten to twenty-five cents rather than paying, you know, upwards of a dollar like some people do when they jump into Facebook ads. So I think getting traffic to an offer for, you know, anywhere from ten to thirty cents is, you know, pretty good value traffic. Now obviously you've got to then convert them on the other end, after you've got their email address, to get the revenue but we all know, you know, leads are valuable if you've got the right channels afterwards. So, that's my advice. Using page post ads and once you've built your fan page above four hundred fans, you can use the promoter post, which start showing up in your fans' news feeds.

James: Did you actually take a breath then Victoria?

Victoria: No, I was about to say, "That's a lot, isn't it?" It sounds really confusing. It's not that confusing.

James: You must know this stuff back to front. I mean, it's fascinating to listen to that. I could literally go and make a coffee while you explain this. Victoria: Yeah.

James: How does one actually make these apps? Like, you know, in this case, you've gone away and created something. Come back to me and said, "Here is your opt-in page". I mean, it looks fantastic. How does someone make that?

Victoria: Okay. There are options to make them yourself with software. There's free software that you can do that with. So, the one that we've done on your page is actually done using an application or a software program called "[Woobox](#)", W- O-O-B-O-X.com. Now, you can download that and get one free tab. So, if you're nifty with some coding, then great, you can put your code in there and it pops up and all is well. If you're not as nifty with coding and I'm generally not, so one of the ways that you can do it at no cost if you

already have, you know, a page on your website that you'd perhaps like to import into Facebook, is go to either Woobox or there are other creation tools as well. One is called [Fanpageengine.com](#). Another one is called [Pagemodo](#), P-A-G-E-M-O-D-O.com. There's a whole wealth of them, you can actually just Google, you know, "create a free Facebook app" and you'll get a lot of different software options. Now, generally they do give you one for free, so don't pay for it. If you're handy with the coding, all you generally need to do is install that app on your fan page and then follow the drag-and-drop software prompts in the tool to add your code or a link in an IFrame.

The main difference between Facebook app page and normal webpages, and this is the bit where I kind of run into trouble and one of the most frustrating parts, is that those apps only are 800 pixels wide. So, if you take a normal webpage, often it will be too wide and it's going to get all wonky. So that can be kind of annoying and sometimes it's not just a matter of cutting and pasting, you might need to just get your webpage redone in a more narrow size. Once you've done that, essentially, if you do already have a webpage that's going to fit in there, you can do it for free, which is even better. I've got resources on my blog, [Maveo.com](#), that show you how to do that. It's best to watch somebody show you on a video. Also, a lot of those software tools will have videos in showing you how to do it. It sounds overwhelming but once you kind of break it down, it's not too hard.

James: Well, the reason I asked for you to do it for me is because I don't want to be a code monkey. Got other things to do in my business, so I strongly recommend that people just get this done and don't try and be a "web tech expert", unless this is your specialist field. It'd better to have these things done. But the interesting thing for me is when we said "make it happen" and you went out and installed it, we added a tracking code to the opt-ins so that I know which ones came from that particular page. And this morning, we logged in after just setting it up yesterday. And already today, there were, I think, eleven opt-ins that were tagged to that particular opt-in that just appeared from nothing. So I could either be trying to learn code for the next few days or I can just start receiving these opt-ins which are probably going to happen. I'm guessing, you know, I'll probably get ten every eight hours. I'm probably going to get an opt-in every hour on the current run rate unless we change something and I imagine we'll be optimizing and increasing that.

Victoria: Yes, absolutely. And also the important point there about "not doing it yourself" is that the conversion elements on Facebook are different to a general website. Then they're not totally dissimilar but there are some things that,

you know, that you need to be aware of. So, putting something together and it's still looking a little janky is going to, you know, impact on your opt-ins and particularly if you're paying for leads, I don't want anyone to waste any opportunity. So, I figured something that I know I'd get somebody to do it for me because I don't sit there and code it either. I know what works and I know how to, you know, create something that looks great and works well but I don't sit there and actually code it myself either because I haven't got time or the patience for that. So, I completely support your notion.

James: Well, and the thing is, you're getting access to a whole bunch of customers right? You're seeing heaps of different campaigns and working really hard on getting results so you can "go straight for the jugular", so to speak, and set up something out of the box that's going to be close to the mark compared to someone testing it. The other thing that is a concern for me having tried to do things before, I once set up a blog that was "IFramed" in a fan page or something, but Facebook, from time to time, tend to change things and I think it's good to have that support of someone to be able to just come along and update it rather than having to be responsible for when things break.

Victoria: Absolutely, yeah. That's a great idea. So, yes, I think that that's a fair step. You want to be capturing leads on your Facebook page and that goes back to your Own The Race Course philosophy. You know, you then got the backup that if something happened with Facebook or Facebook started dropping in popularity or whatever it may be, you've got your backup that you've been building your list and you've got another way to contact all those people. But on the flip side, if Facebook continues to grow, you're building another community on Facebook that you can keep talking to for free once you're building those fans, don't forget. So, you've got another place that this kind of starts combating a bit of those lower open rates. Unless you're some sort of superstar, not many people are getting kind of thirty to forty percent open rates. I mean, it depends what email software you use because some...AWeber tends to be a lot higher than the others but, you know, it's pretty hard to get to all your email list even just via sending weekly emails. This way, you can start using your Facebook page to be talking to people too and it's just a much friendlier, easy way to get a message out because people are already on Facebook. You show up in their news feed and they see, you know, a little quick message from you with maybe a link or something of value and, you know, they're a lot more receptive because they're looking often at kind of wasting time or escaping from their everyday life so they're often in a really receptive mood to investigate what you've got to offer. So, that can be a really good way to build on your email marketing.

James: Nice! Now, we've just changed the header on my fan page. Can you tell me what the thoughts were around that and what are some of the things people should consider for when they're setting up that top part of their fan page?

Victoria: Yeah, so that's called a "Timeline cover" so your big sort of think of it as your billboard. It's a billboard for your brand, for your business. You want people to be able to land on your page, look at that timeline image and understand exactly what it is you're about or at least get a sense of who you are and what you've got to offer. With yours, you've got a lot of businesses and offers to promote and you're also a bit of an expert. I know you wouldn't want to admit that, but you know you're a bit of a thought leader in online marketing industry so it does have to be very much all about you. You are your brand, it's James Schramko. People want to know who James Schramko is and we're not going to write a whole diatribe on there about all your amazing, amazing things but it's great to just have a nice engaging headshot of you and your name and people land there and they go "Okay, I'm in James' space. Now, what's James got to offer me?" Under that big image, we've got some little tabs under there that point to different offers but the main offer is that two free modules of Wealthification. So once they get a sense of who you are, they've got options to click through and get some more information from you. The other great thing is you're posting regularly on your page so there's links to your blog and your websites so they can also go off on to your other properties from the Facebook page. But getting that timeline cover, make sure you've got a nice, clear image; like I said, represents your brand. There are guidelines that you need to follow. You can't put web addresses and "calls to action" on that photo because Facebook can take your page down for that. So just keep it very simple. It's supposed to follow a little bit like personal profiles and that's supposed to be a nice image that represents something about you and in this case it's something that represent, is representative of your brand.

James: Right. So picture of you?

Victoria: Yeah! Picture of you is great or if...yeah that's generally the best option. It depends on what your business is because someone might have an offline shop or an event or something. You know it depends what industry you're in. You might want to put someone using your product or service or your typical kind of customer. It just has to be something that relates to your brand. But yeah, great starting point is you because people do like the human element of Facebook and they want to know who they're dealing with. It's 851 pixels wide by 315 high. So it's just a matter of creating the image then you click on your timeline cover on your business page and

it will say “Upload a new timeline cover” so you can just upload it directly to the Facebook page. Then go to your profile picture, which is still important as well – the little square picture that sits on the timeline, because that’s going to come up every time you post as your page or you post something on your page. Or you comment on other people’s posts, replying to comments, all that kind of thing. Ideally, that should be your logo or a logo over your headshot as well is good so you keep the human element. But that’s about 160 by 160 or 190 by 190, it just depends. Sometimes Facebook have just changed it again so create that as well. That’s simply a matter of clicking on the square and uploading once again. It doesn’t have to be super hard and if you’re just starting your Facebook page, then at least do that and put your timeline and your profile picture and get comfortable with posting daily. I just tell people, “Before you get too sophisticated, just get your page up and start posting daily and just getting used to it being part of your daily routine”

James: So content is still really, really important. What sort of things do people post about? I hear people like they might have a shop and they say “What can I post about for my shop?” Have you got some ideas there?

Victoria: Okay, so new products coming in. You know, you can talk about individual stock items that are something new that’s come in or it might be that it’s Christmas. Obviously, in a couple of weeks Christmas, a few weeks, so you could be talking about that here’s a couple of ideas for stocking stuffers. You want to be balancing sales messaging with engaging messaging. So, people will start to turn off if you just promote products and ask people to buy stuff. Facebook is more about engagement. People want value and they do on the surface want it for nothing. So, it’s a matter of starting a conversation. Think about if you did have some merchandise coming in for Christmas, you could put something like, “How big are your kids’ Christmas stockings this year?” or something like that. You could do something quite general like that but put a link to the product if you’ve got an online store. So, the first sort of leading post is actually not “Hey! Buy my stuff”, it’s “Hey, here’s, you know, I’m asking you a question encouraging a response” Because the more response you start getting on your page, the more you’ll be showing up in people’s news feeds. You want to be really mindful that you’re asking questions and encouraging interaction and you want to make the answer to the question simple, like it needs to be YES, NO, Rudolph The Red Nosed Reindeer. Just something that people instantly read and know the answer and they can type in very quickly. If you’re asking and ask, “What is the square root of this, that and the other?” where people have to stop and think or, you know, “Why is your mom so special?”

People have to think about that and it's just...they will just move on. I always say that people on Facebook have ADD. They don't spend long on things so you need to capture their attention and make it easy for them to interact with you. So something would be better like, "How old is your mom?" or you know, not that you'd want to know that on your page, but something like that where it's an easy answer – "Oh, my mom's 38" or whatever it is. Not that you'd put that in, it's not a great example but you know what I'm trying to say. Don't ask people things that they have to really think about the answer because you won't get the interaction. Like you want to be stimulating people to like, comment and share on your post and that's what is going to be elevating your page. A little bit like all your SEO magic and Google algorithm stuff, Facebook has its own algorithm and it decides how your post is served up and to who, depending on interest level and engagement. One of the other really important things you should be doing on your page is making sure that you're engaging with your audience and attracting as many comments as you can.

James: Right. So what can the average person do then? Just a quick recap, they can make a nice timeline header, they can make a good thumbnail image, they can set up an opt-in page using any number of apps, they can tag those opt-ins to know that those opt-ins are coming from that source, they can start running some paid traffic, promoted posts or sponsored stories I guess. Are sponsored stories a possibility for that?

Victoria: Yeah. Once you get, you're only going to do sponsored stories once you get a certain level of fans. If you've got under a thousand fans, don't worry about sponsored stories at this point in time. Facebook have changed their sponsored stories a little so you've got a bit of an opportunity to get some traction before you got a thousand fans. But look, do not complicate it. Just I say focus on the page post ads and the promoted post ads to start.

James: And then you just post the best content you can to your site and get interaction.
Victoria: Yeah, and the biggest point there is "regularly" So what I see on so many people's pages and a lot of my clients as well, if I don't manage their page for them, is that they do a page every five days. It's just not enough. You need to be doing posting daily. Now, everyone's going to freak out and go "I haven't got time" but that's the beauty of Facebook. They keep improving the platform and they actually have a little clock icon on your posting, the place where you post. I call it post box but it sounds like a letterbox. The posting box part, there's a little clock icon. If you click on that in the bottom left hand side, you have the ability to schedule six months' worth of posts in there. So, one day, sit down, crack out, a good couple of months' worth in an hour or so, and it's done for you. Make sure

you're logging into and monitoring people's responses and interacting with people in the comments. Like any comments that get commented on your page. Just be present, and engage with it. These people want to hear from you. If they've liked your page, they want to hear from you. Of course that is a great client prospect for you and you need to be present and people want to engage with you there. The other thing is people can send you messages. If you turn on your message function, people can send you messages and ask questions just like it becomes like a little customer support line or an inquiry line. You can get some really valuable leads and prospects through that messaging function, so keep that in mind as well that just look at it as something to run parallel to your website.

James: Alright Victoria, so we've got a good setup now, we've got our page looking good, we're collecting opt-ins, we've got paid traffic, what I want to do is I want to sort of dig into your barrel of experience. Because you're handling this stuff all the time, have you had any recent examples of things that you thought were particularly exciting or interesting that you might want to share with our listeners?

Victoria: Yeah, well even just this past weekend, I've had my own promotion running. So, I run promotions and Facebook ad campaigns for clients as well as for my own online marketing presence. So I produced a free video series that I wanted to drive leads to. So, over the weekend, I was able to, you know, with the Facebook app, put my opt-in on Facebook and start using just paid post ads and I was getting under twenty cent clicks there but the best part is I was able to increase my list by thirty percent in the last or since, it's Wednesday today, so since Saturday, so within five days I've been able to increase my list by thirty percent. Looking at under twenty cent clicks.

James: Nice, so when you talk about price of a click being good, I guess you must be gauging that against the lifetime value of a customer right?

Victoria: Yeah. Obviously, you want to work out how much a lead is worth to you and that's going to vary to other people. Some people are happier to pay up to five dollars a lead because they've got higher price consulting services.

James: Got you. So, how else can we use these techniques now we've got this powerful Facebook traffic machine? What can we point them at?

Victoria: Well, that's obviously you can point off Facebook as well. I am recommending one specific strategy of using Facebook only because it's cheaper and people tend to engage with a lot more on Facebook and you get a lot more features from Facebook's platform than you do just sending directly to your own landing page. But if you've got a highly converting

landing page that sits somewhere online, you can be pointing Facebook ads direct to that landing page and getting results that way as well. Really it's twofold. You want to be using it as a way to build leads but also to actually build your Facebook page so don't neglect the opportunity to be using paid traffic to not only build your leads, but also build your Facebook page because that's another channel you can keep talking to them for free down the track. So you don't always have to pay once you get to a certain level. You can, you know, once you build your page up to say five thousand to ten thousand fans, you've got a really nice little channel to start promoting to for free.

James: Yeah, ten thousand fans sounds, it sounds like a lot. I think I'm not quite at five thousand.

Victoria: You're not far off five thousand.

James: Yeah, as we record this but at some point I had one thousand and then two thousand and with the combination of regular posting, promoted posts, sponsored post stories, I mean I haven't been just trying to get likes. Of course, my main goal is to bring people back to my website and have them as a full subscriber to my Office Autopilot subscription base. That is my goal. There's no doubt about that. Facebook's great but I want to use that as a funnel towards my business. If there was nothing in it at all for it, I think that my time on Facebook would be quite limited like watching television. It's okay to do occasionally – watch a grand prix or something, but if there's more of a payoff involved, then it's somewhere where I do want to contribute and build up that community. But I know that the number one goal is to bring them back to my website and have them on my email list. And I still think some people are a little bit too focused on...they sort of forget that it's not their asset and I've also experienced people have trouble bringing their customers off Facebook because it's so fun being on Facebook – they have Facebook groups, they have Facebook pages, but they've got nothing outside Facebook so that's really the message I would like to help people with is that you can have both. You can have your cake and eat it too if you use some of these strategies.

Victoria: Yeah, absolutely. I support that for sure.

James: Victoria, thank you so much for sharing. Hopefully, we've given out some ideas and a couple of action items. If you could be so kind as to give a couple of summary action items, what can someone do when they hang up their headphones after this podcast? What can they do to get their Facebook into gear? And where can they find out about Victoria Gibson, my Facebook friend?

Victoria: The first thing I want people to do is go on get a Facebook, set up a Facebook page if you don't already have one. You can Google how to set one up or come to my website. I've got some articles on there of how to do that at www.marveo.com. So that's M-A-R-V-E-O.com where you'll find my articles, free articles and resources but also I offer "done for you" campaign management services and campaign coaching and training and a whole lot of stuff. So, hop along there for any resources and guidance but really just make sure you've got your page set up and if you already have it set up, I want you to look at getting some lead capture elements on your page and just posting daily, please. I'd like to see you all posting daily. I think that's going to make a really big difference and that you won't see it straight away but it definitely starts building. So, come over to my site and find out how you can do some of the strategies I talked about. I know it can seem a little overwhelming but I'll break it down so it seems easier than it sounds.

James: Where is your site Victoria?

Victoria: Marveo.com, M-A-R-V-E-O.com.

James: There you go. Well, thank you Victoria Gibson from Marveo.com. A big Facebook update there for us and also, I'd love you to place your comments right near this episode. I'm sure Victoria will come along and answer if you have a few questions. Until next time, I'm James Schramko.

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