
FB
REACH REGENERATION
FREE
By Jimmy James

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REACH REGENERATION

with…
Jimmy James
Social Media / Mobile Marketing Consultant



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Why Free?

This **FREE** report is offered to you as a **Gift, why FREE? …it's one more action to re-affirm my commitment to my business, and helping others.**

It hopes to provide value to you and helps in your FB marketing efforts towards regenerating your FB Fan page and growing your profits..

Now! …Please take the time to learn and then apply!

Introduction

Who Am I?

Hi I'm Jimmy James, New Media Entrepreneur / Social Media / Mobile Marketing Expert and most importantly a normal guy… like YOU!

My passions lie in helping fellow entrepreneurs like yourself with growing your business, Internet marketing, entrepreneurship, Social Media / Mobile Marketing Strategies and just making good ol'money online.

I have a lot of passion and energy. and love to surround myself with others who share similar values, visions and aspirations.

My personality is constantly energetic and comical, with a seriously focused agenda when it comes to business.

NOW ON TO YOUR Success!

Jimmy James

Reachpocalypse

Now a days many Facebook Fan Pages have become a deserted Island of sorts, especially now since FB has decreased the organic reach on posts and pages.

Let's Face It! …Engagement is becoming harder and most people are running out of creative quality content ideas (say that 3 times!) and / or their audience just doesn't engage.

...So what Does That Mean?

Means…**The Reachpocalypse is real!** ...and can only be fought with a compelling content strategy directed at sharing by a committed fan base.

The Free FB lunch is over; You Have to pay-to-play!



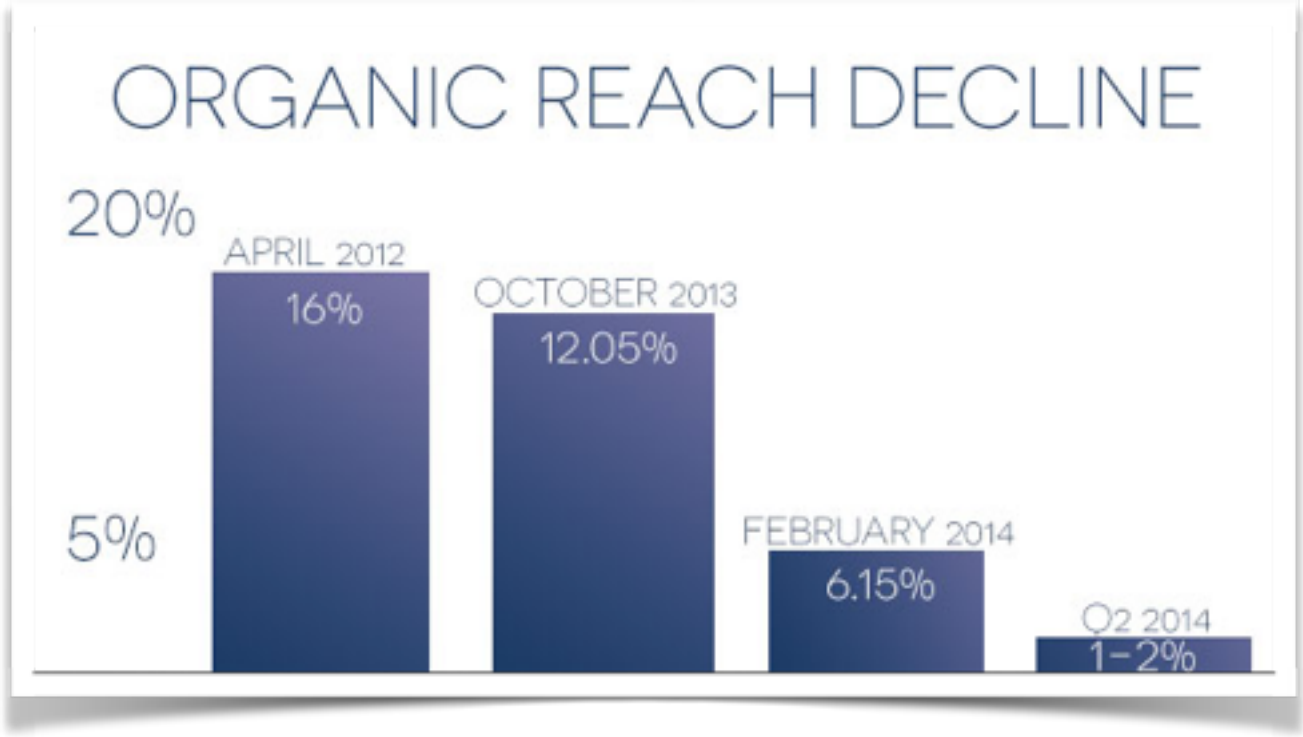
What You Need To Understand About Organic Reach

...The Facts!

The fact is most of us might have up to 1000 posts that appear in our feed each day, but now if you have a lot of friends and Like a lot of Pages, then that number could easily increase to 10,000 posts in your feed a day.

But we all only have 24 hours in the day, so most of us probably only read a few dozen to a few hundred posts throughout the day.

Now if we were all treated equally, friends and pages alike, it would be in fact that organic reach would decrease over time and only few of your friends or fans would see your posts in the feed.



So now that we know the reality!

Fb's goal is to show us the most engaging content (posts) out of all the ones we see each day.

Facebook's ability to earn money showing ads and it's mission to still connect the world, while having you come back because you see interesting content there and you don't get bored.

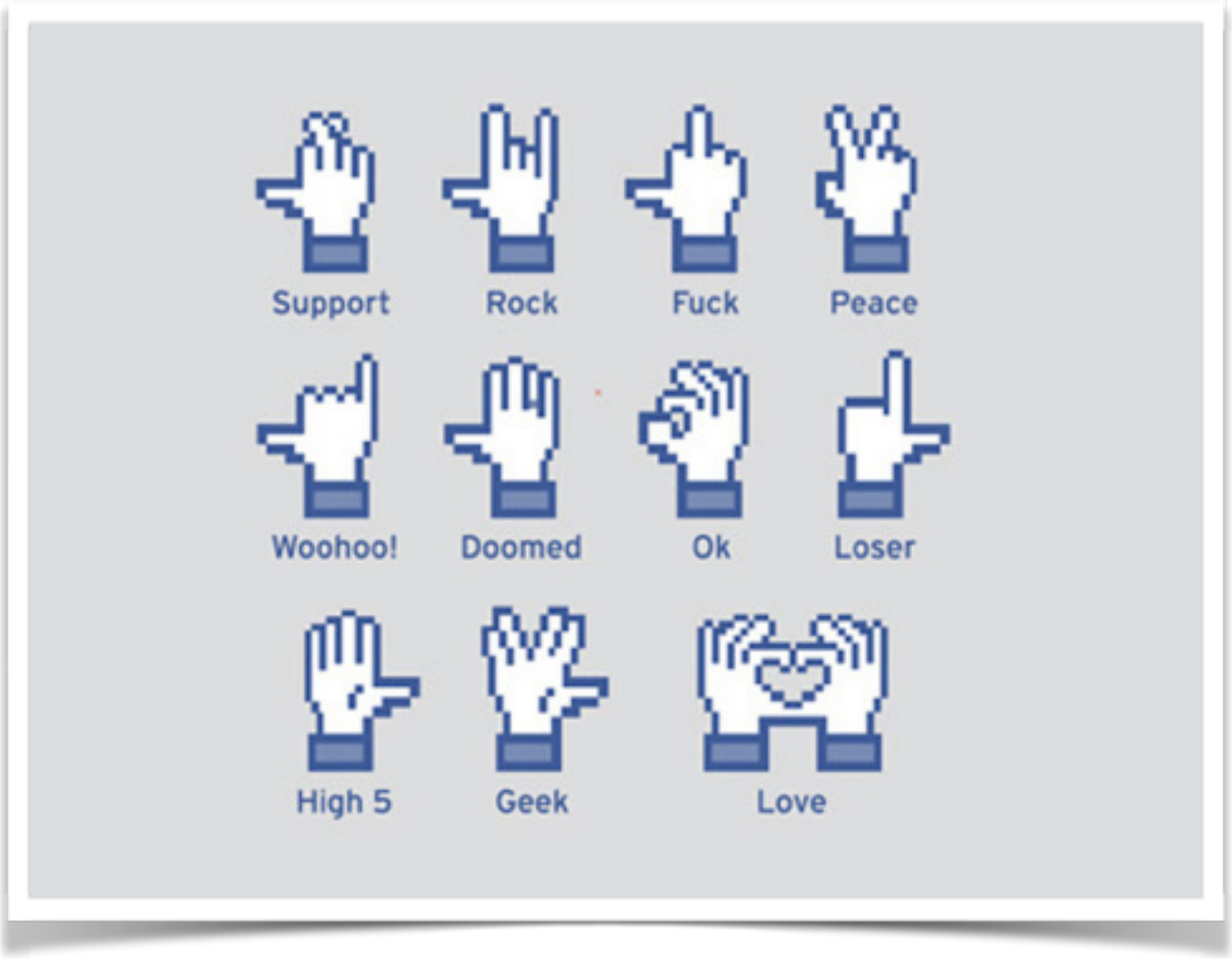
This puts Facebook in the very tough position of choosing what content gets shown and what doesn't.



FB now uses EdgeRank!

EdgeRank is a news feed sorting algorithm that filters and analyzes every signal possible to determine the best relevance of each post to each person.

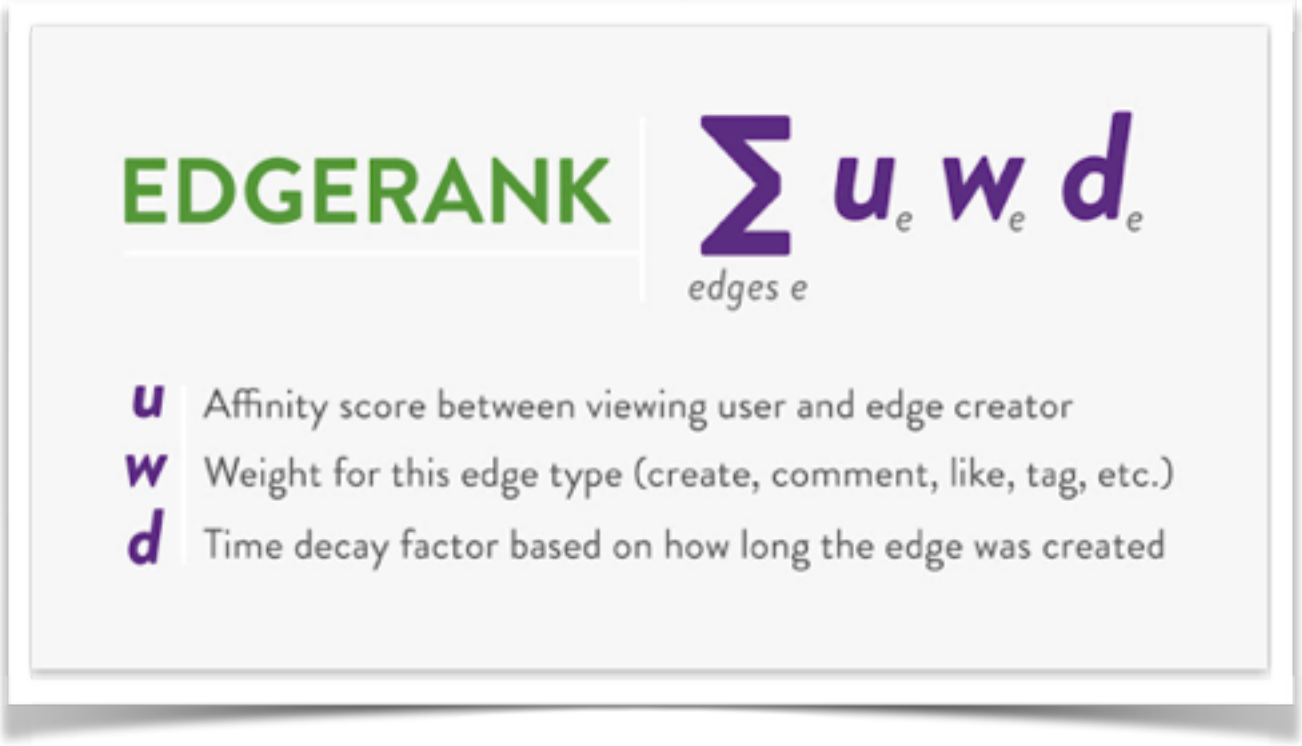
There are roughly 100,000 different indicators of importance that are factored in.



Even though there are a lot of emphasizes on signals, Edgerank is still in the mix!

Edgerank Consists of 3 Primary Factors:

- **Affinity**: The closeness of the relationship between the user and the content / source
- **Weight:** The action that was taken on the content
- **Decay:** The freshness of the content



So what are the most powerful reasons of why a post is shown in the feed?

Basically, Facebook assigns a score to each post they see and just tries to show people what they want.

The fact that someone liked a page or added a friend at some point over the years doesn't matter nearly as much.

It's whether the Page continues to be interesting to everyone and to any specific potential viewer of their posts.

Essentially, everyone has to earn their space in News Feed. Basically, If your publishing posts that are interesting to people and they get likes, comments, shares, and clicks, your reach increases simple!

If you post boring content and bore people, your posts will become ignored and your fans will scroll pass them.

Your reach then starts to decrease and naturally with competition continuing to grow, your posts become out of reach and your pages now have to work harder and harder to stay visible.

Remember!…Facebook is trying to protect the quality of the News Feed in the long-term So if FB doesn't show people what they want to see and shows posts for organic reach purposes, users will abandon it and the attention factor will shrink for everyone.

So….Basically The Name Of The Game Is ENGAGEMENT!

Content is King, but…Engagement is Queen!



So Now!…Are YOU Serious about your business?

I will give you a lot of ideas and easy to do, proven tactics that will help You to draw in new audience and get your existing FB Fans engaged…again! ;)

Firstly I will say!….

Facebook shouldn't be your only (main) social network.
Have a site as well, you don't want to build a business on "borrowed land".
When you build your business using free services - you don't have control!

#1 ALL of your posts should have photos - Timeline transformed Facebook into a much more image-based platform .*

*#2 ****Important****, replying to your fans comments. This shows them you care and Facebook takes note of negative feedback from followers.*

**Be mindful and pay attention to any negative feedback on posts. If your post continues to get negative feedback, this will then hurt your reputation with the newsfeed algorithm.*
**Consumers are 51% more likely to buy something if they know their friends did*

Also Try creating your posts using a narrative formula - Remember Actionable tips are the easiest to write. Must be quality content that your fans want to share. (* Really is the best free way to boost you organic reach).*

Let's NOT FORGET Mobile, with nearly 300 million users you want to make sure all links, photos, videos, and other content are mobile friendly — Don't Miss out!

20 ENGAGEMENT TACTICS

1- **Help your visitors experience your business** - Fans love to feel apart of something and being transparent can do wonders for your brand.

2- **Use Memes**, you can leverage them to help gain product Interest - Fans love funny!

3- **Use short videos to creatively showcase your products and / or services.** FB has the new video ads feature with real-time data to help measure your reach.

4- **Use Videos**, Remember…they don't have to be hard! (*Add a Call to action in the video -Creating clear and concise CTA's can be highly effective! Depending on your message you can use the beginning, middle or end of the video to direct viewers actions).

5- **Fans love going behind the scenes** - Letting them know your a real person!



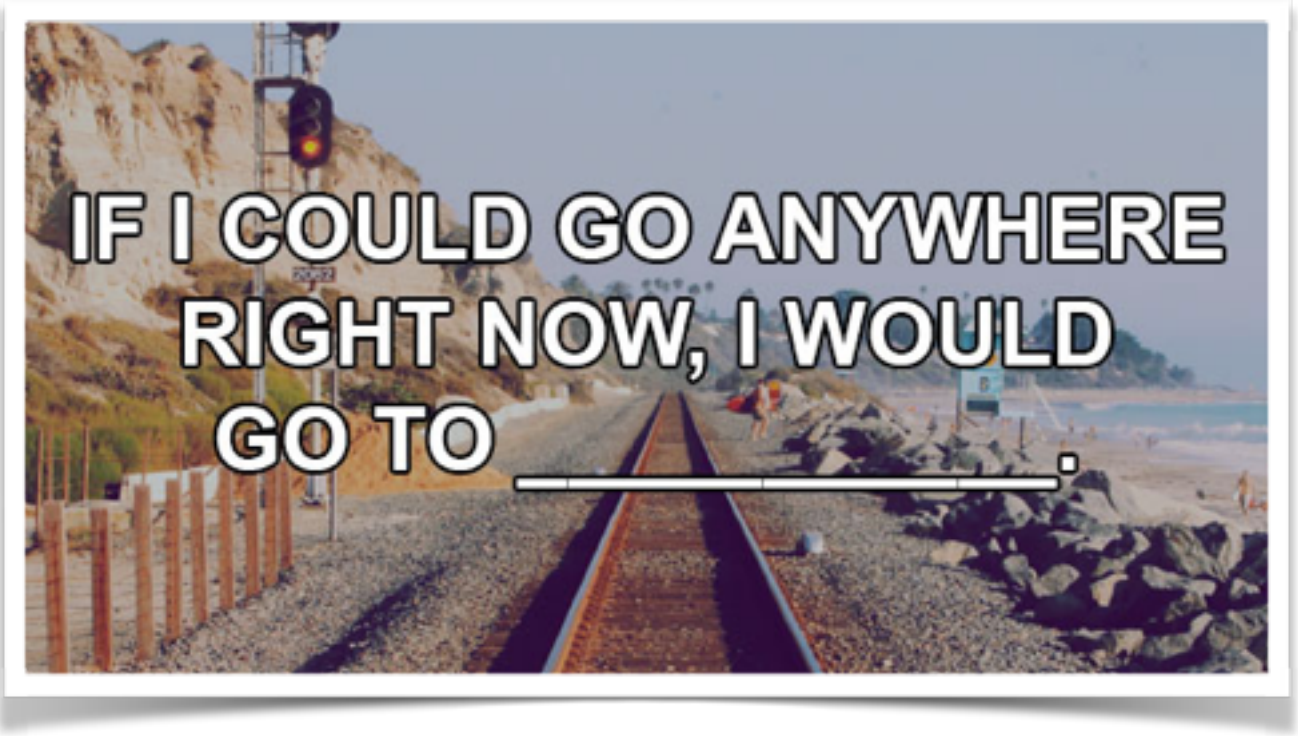
6- **Asking your fans simple questions** is a great way to get a lot of likes, comments and shares.

7- **Fans love to play games!** … Who doesn't Really!?

8- **Ask questions in general**, try to inspire action and create emotion.

9- **Everyone loves inspirational quotes**!… They also make others feel good!

10- **Fill in the blanks** is a great engagement tactic. Fans love to be challenged creatively.



11- **Deliver value and special offers!** Beautify your offers with high quality graphics.

12- **Celebrate your Fans and encourage them.** Everyone loves being told their GREAT!

13- **Create and Market Events,** This is a great way to reach a wider audience.

14- **Create and leverage #Hashtags**, Even thou #tags haven't been the most popular on FB and more so on Twitter (Where it all began).
But If you leverage the #tag for your brand or product, this can be an effective way of engagement.

15- **Try out Caption This! Contests,** fans respond well to these kinds of posts and ideally shares them with friends …and their funny!



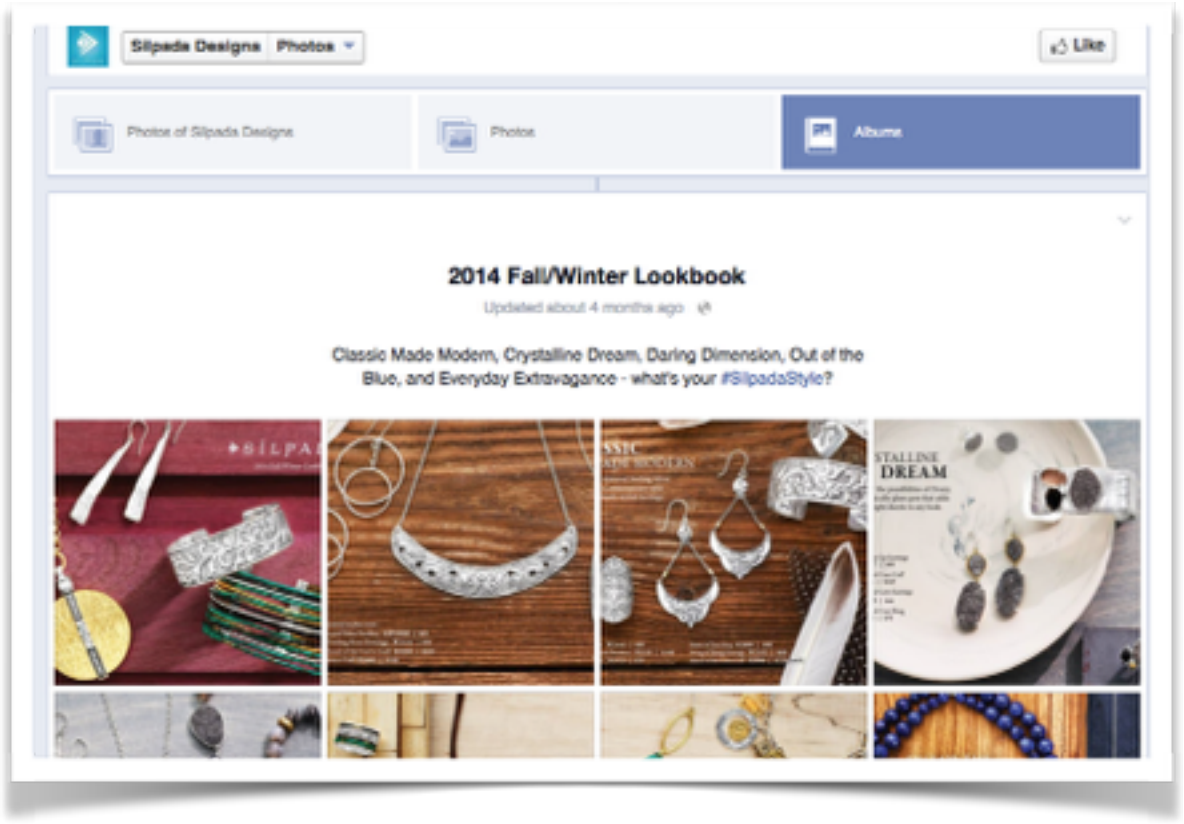
16- **LIKE vs SHARE Pics** - Creative way to showcase products!

17- **Polls** - Allows you to see what users are thinking?

18- **Sponsored Stories** - Advertising created when a user interacts with another user, Page, place or app.

19- **Trivia** is a great way to engage with users. Another great way to spark up conversation.

20- **LookBook** - Photo Albums are a great way for users to see, like and share pics of products.



*** Tip -** *Use google trends (reports on whats Trending) for new post and content Ideas that your fans will want to share and engage with.*

Do's and Don'ts to Remember!

~ **Do** *comment regularly on the pages of your follower - Support goes a long way.*

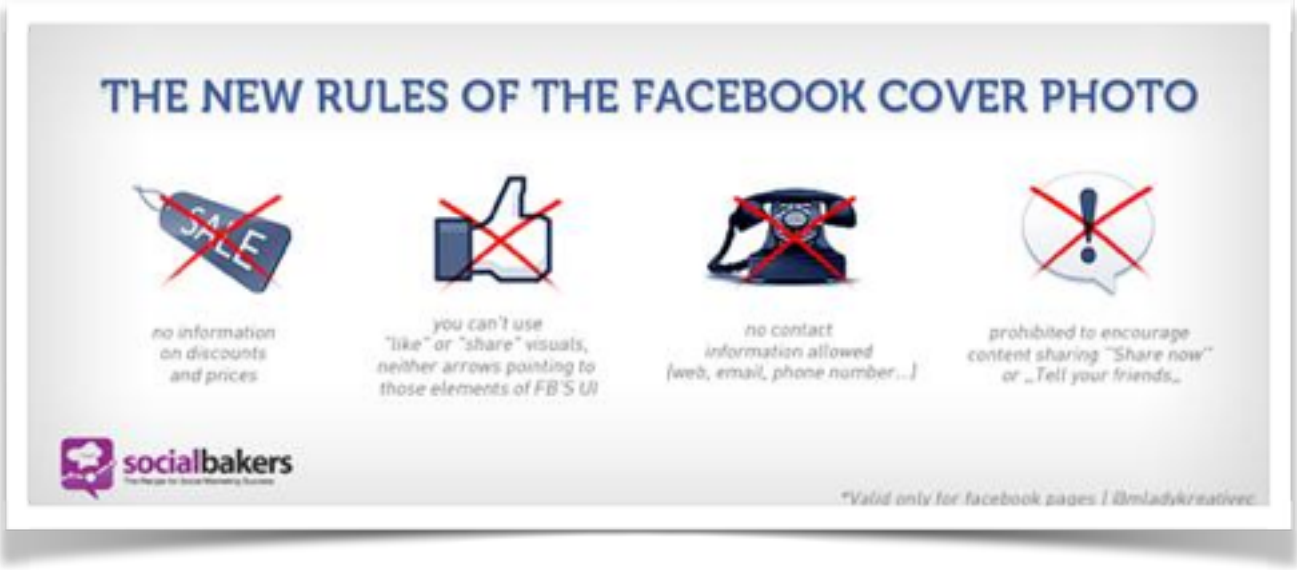
~ *Don't Publish "Text Only" posts… again FB and Fans love them!*

~ **Do** *Share, provide value, connect, comment, engage and inspire your followers. Let Them Know You Care!!*

~ *Don't brand your cover images with any promotional message or contact info.*

~ **Do** *rotate your cover image so that you rank higher in the news feed*

~ *Don't Bleed the Feed - Post 1 or 2 times a day.*



Advanced Strategies

- **Seeding Your Social Proof** - By Joining Groups that are relevant to your niche, you are able to meet others and share valuable content from your page.

- **Add a URL After Your Share is Approved** -Holding off a few minutes before adding a link to your image can help you get your first few likes, people will see it as a pure value post rather than link bait

- **Promote Your Link in the Comments** - **Don't Spam!**

- **Upload Videos Directly to Facebook** - Facebook has a new video feature that allows you to add CTA's (call to actions), Tag your friends and FB videos even suggest that users Like your Page via a button directly in the video.

- *(*Facebook videos achieved a 40% higher Engagement Rate than YouTube links.)*

- **Include a link** within your about section to get more people clicking through to your site.
-
- * *Don't forget that links included in your Basic Information fields (Description, Biography, etc.) will be automatically hyperlinked.*

- **Optimize Your Cover Photo** - Cover photos must be at least 399 by 150 pixels.
-
- **To ensure fastest load times for your Page,uploads should be less than 100 KB. If you're cover photo includes your logo or text, you can improve the quality by using a PNG file*.

- **Use Calls to Action With Engagement Keywords** * D*escriptions that contain a call to action see an 80 percent increase in engagement and increase your visibility in Google rankings.*

- **Use Facebook to Grow Your Email List** - Using simple sign up forms, Special Offers, sweepstakes, Fans-only content and exclusive content.

*No denying the power of Facebook marketing, but 77% of consumers still prefer to receive permission-based email marketing.

Removing the link URL * Make sure the post is as engaging and short as possible is to remove the link URL from the text field in the post.

Once you paste the URL in the field, the page title, a blurb and a thumbnail will populate — you can then delete the URL to streamline the post and cut the clutter

Real-time insights- which help you see the impact of pinning, highlighting and promoting posts.

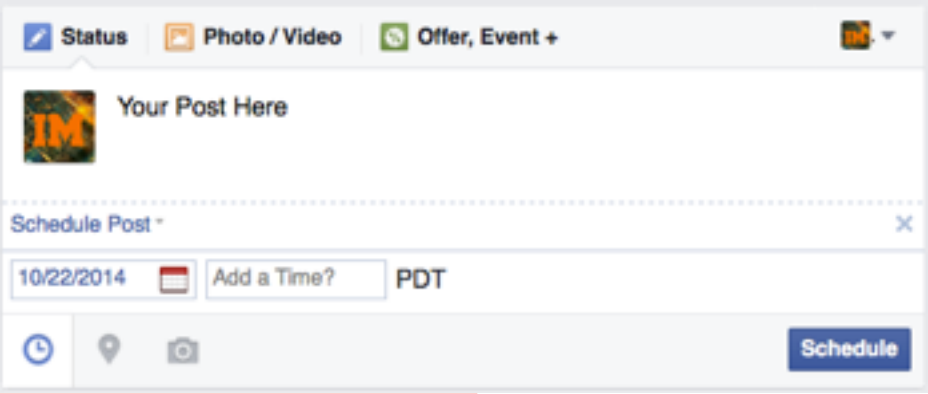
Post Relevant Content - (Relevant to your brand.) Posting Relevant Content is a significant predictor of engagement.

* Remember -just because people like your product doesn't mean they share all of your interests.

Avoid Shorten URL's - *Study's show that engagement rates were three times higher for Facebook posts that use a full URL's.*

Schedule Posts

You can prepare a post and schedule it to be published on your Page later. You can schedule a post up to 6 months in advance in 5-minute intervals.



1 - Choose the type of post you want to create (ex: Status, Photo/Video) at the top of your Page's Timeline
2 - Type in any details you want to include
3 - Click in the bottom left
4 - Choose the date and time you want the post to be published
5 - Click Schedule

***Tip-** *Set one day a week aside and preschedule your posts for the week, this will not only save you time but effort as well.*

Measure Reach

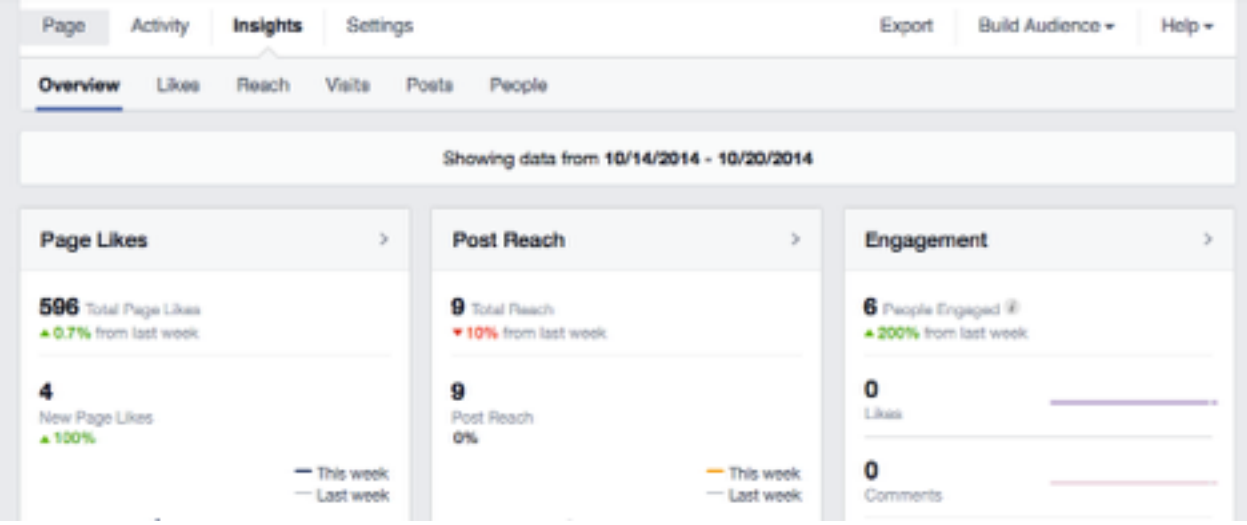
Don't forget to check your demographic data (FB Insights). **What does it tell you? Who are are your fans and when are they online?**
These are other key things to take into consideration when you are posting new content.

Go to your fan page > Insights (top left) >

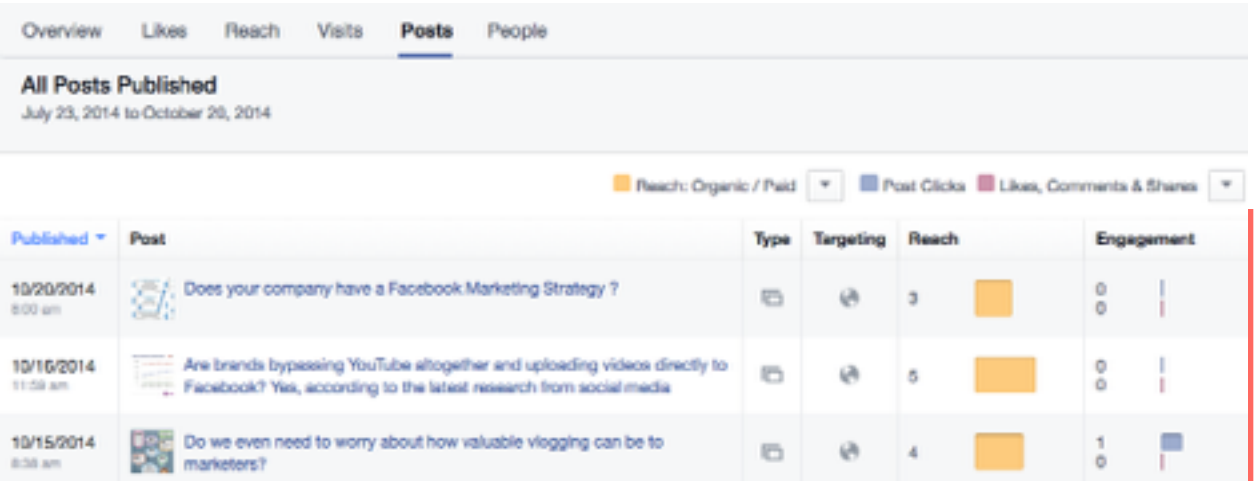


> Demographics for Likes, Reach, and Talking About This

If you click on the Likes, Reach, and Talking About This options at the top, you can see demographics for users who are engaged with your page.



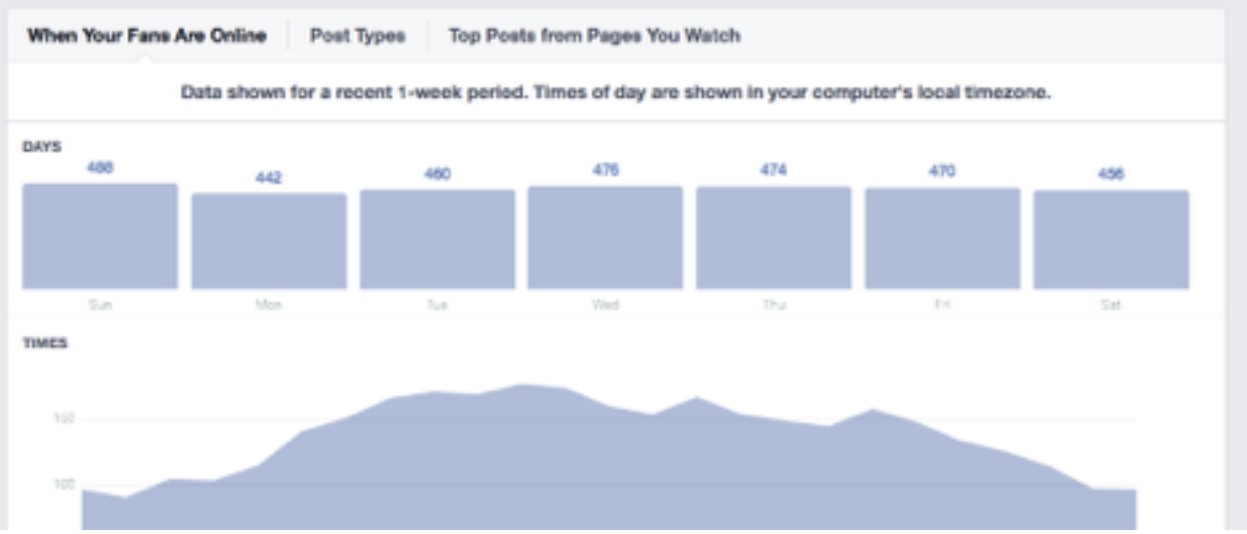
> Now from here you can click on pages and this display your posts, it's engagement and clicks, likes, shares and comments.



> You can click on people and see who your fans are and where their from.



* Tip - If you click on a specific day this is where you can see what times are the best to post and when your fans are online

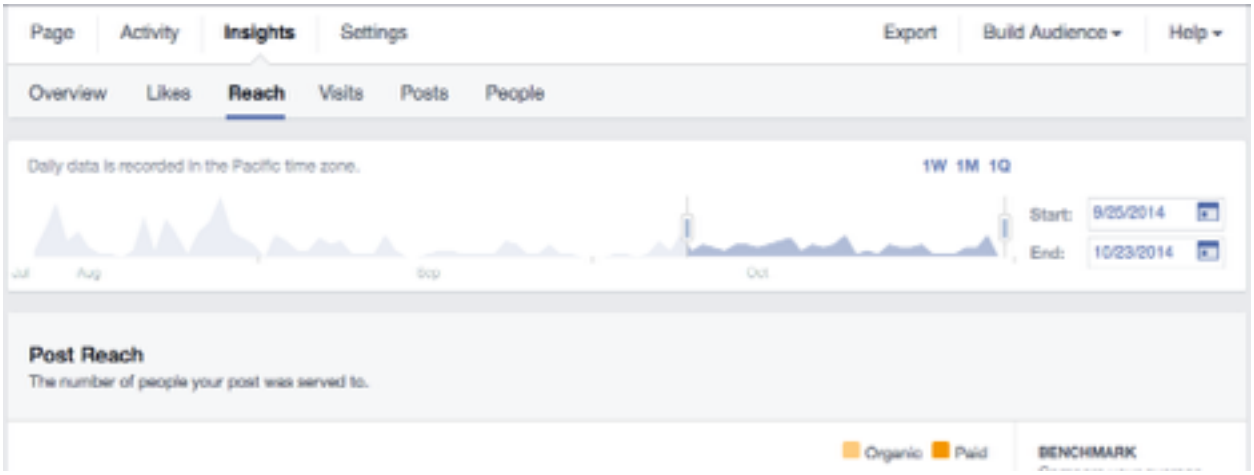


* Suggest you play around with FB Insights to get a better understanding.

Now Remember Insights (analytics) offer a lot of useful information — it'd be silly to not take advantage of the data.

Data measuring is a KEY component to any offer or campaign and no different with your social platforms. You want to always know who your target (traffic) is and where they are coming from.

**You should also pay attention to the People Talking About This (PTAT) and reach metrics in Insights to see how your message is doing in the Facebook ecosystem.*



Discover when your fans are more likely to engage

Post Frequency and does it work?

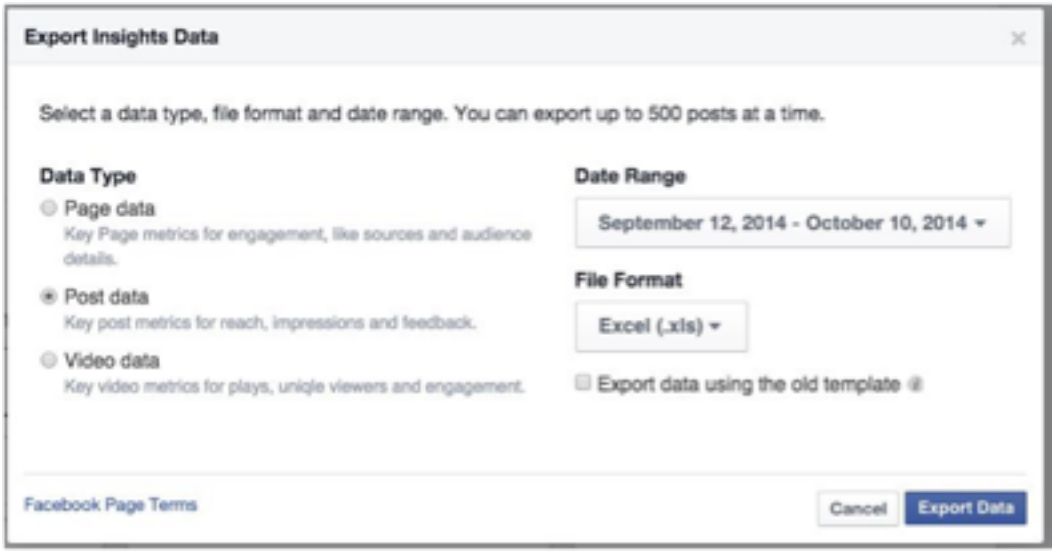
The battle of post frequency is ongoing. Some people say that too much will drive your fans away, and others say post too little may cause that one post to be shown more frequently.

The best way to know for sure is to test and you shall see!
The key is to post (test) for a period of time like a week, various times and even the number of times…mix it up! One day post 3 time next 5. the next 1 and so on.

You want to look for 2 things : Best posting times and best engagement times!

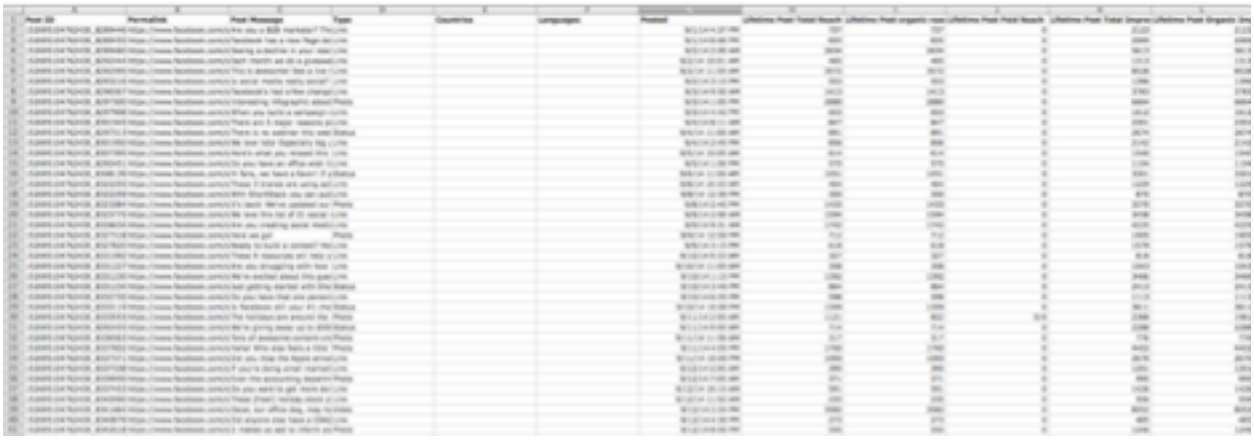
Now, you want to export your post level insights. To do this, head to your insights and click “export” in the top-right-hand corner.

Under “data type,” click “post data” and set your date range and file format.



The insights will load in a spreadsheet, like Microsoft Excel.

Your spreadsheet is going to look something like this:



Your looking for four columns, **type, posted, lifetime post organic reach and lifetime engaged users.**

From there, you can focus on the top 12 posts that received the most engagement.

Then top times that my posts saw engagement and then sorted by lifetime post organic reach, from most reach to least reach.

Finally, now it's time to compare the top times for engagement with the top times for reach.

This is how you determine the absolute best times to post on your Facebook page.

… and one last bonus trick!

Rumor has it that if you create a post with multiple images in it, you will reach far more users than if you do a typical image share. Note that this isn't sharing a photo album or "Look Book", but doing a standard text share while adding images.

Here is an example Posts using Infographics (split on 3 separate Images) :





So go and try a few of these strategies and be creative with them and soon your Facebook fans will be liking, commenting, and sharing again

In conclusion, I hope this free report has added value to your fan page and serves to help with your Facebook marketing efforts.

What Facebook marketing tips do you keep hearing over and over again that you feel aren't relevant to your business?
I would love to hear what's working and not working for other businesses on Facebook.

Contact me anytime if you need advice or coaching and be sure to check out our website for more free content. www.IMSocial.net email: info@imsocial.net

Free Tools

How do you find your average post lifespan? **EdgeRank Checker Pro** analyzes your post engagement on an hourly basis. http://edgerankchecker.com/edgerank/gopro

Tradable Bits is an easy to use social media marketing platform with an extensive suite of products for startup to. https://tradablebits.com/

Animoto - Turn your photos and music into stunning video slideshows. You provide the photos, you pick the song, and we'll add the magic. Give it a try - it's fast, free and shockingly easy. https://animoto.com/

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