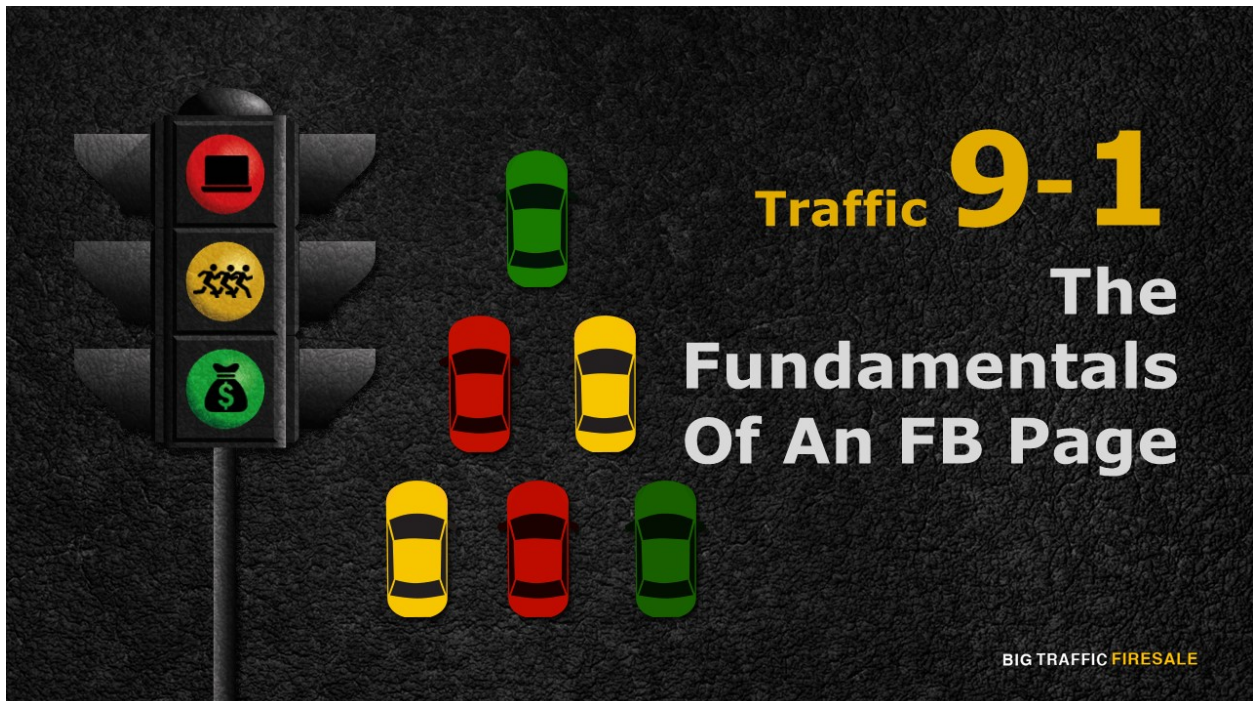


## 9-1 - The Fundamentals Of An FB Page



**S1:** Time to get familiarized with the basics of a Facebook Page.

### In This Segment...

- ▶ You will get to know the 3 important guidelines of generating traffic using an FB Page
- ▶ In order for you to reach, engage & transform normal users into your followers, you will need to understand how the smallest fundamental contributes to the bigger picture of your needs



BIG TRAFFIC FIRESALE

**S2:** In this segment, you will know the 3 important guidelines of generating traffic using an FB Page. Studies show for you to reach, engage, and transform normal users into your followers, you need to understand how even the smallest fundamental contributes to the bigger picture of your needs.



**S3:** First off, the Solution.



- ▶ Ever wonder how laptops and notebooks gathered more popularity nowadays rather than a personal computer? Tablets over laptops and notebooks? Smartphones over tablets?
- ▶ The pioneer of these products **created Solutions**, not merely products. That is why it sells.

**BIG TRAFFIC FIRESALE**

**S4:** Ever wonder how laptops and notebooks gathered more popularity nowadays rather than a personal computer?

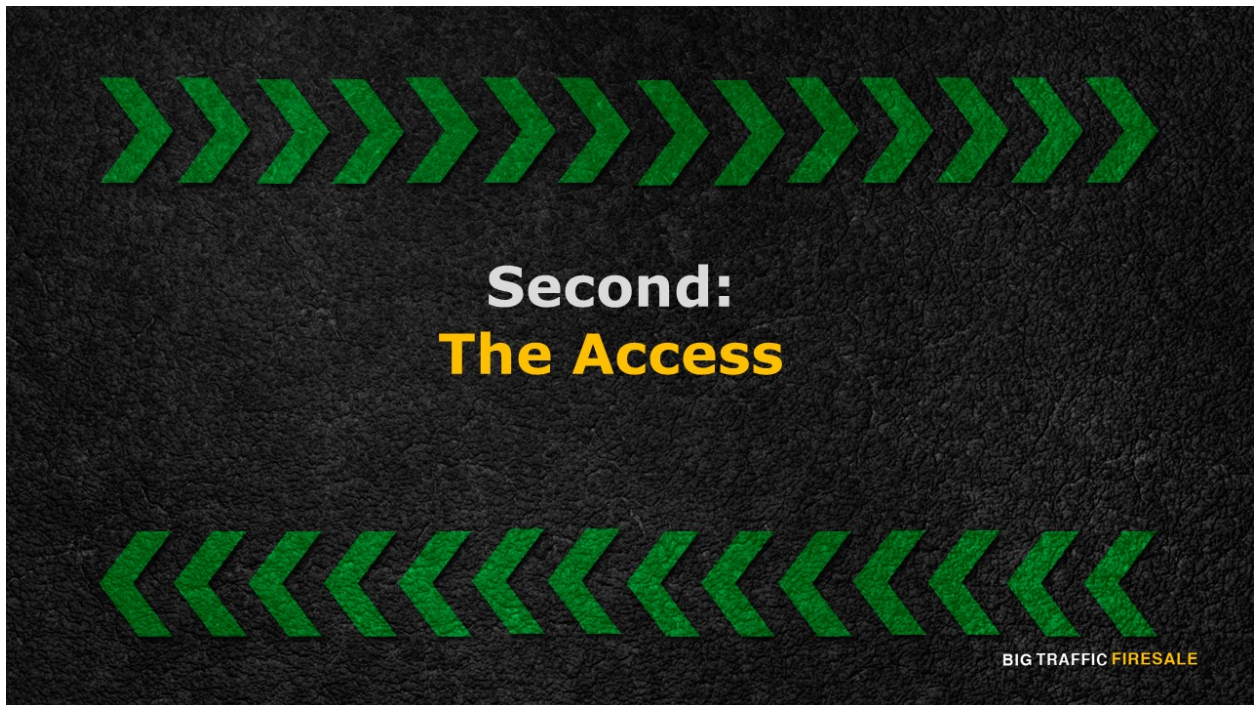
Eventually, tablets over laptops and notebooks? Smartphones over tablets?

The pioneers of these products created Solutions, not merely products.

That is why it sells.



**S5:** Products may be a relevant investment, but Solutions offer a better option over products because it improves consumers' daily life. Reinterpret your products to a different purpose. Posts you share needs to be created to offer Solutions to users. That way your post will spread like wildfire over every newsfeed!



**S6:** Next would be the Access.



- ▶ It is no longer about walking into a physical store, but more towards shopping online
- ▶ Making purchases on the move portrays conveniences, thus, attracting more users, or in this case traffic



**BIG TRAFFIC FIRESALE**

**S7:** There is an abundance of options to make your services or products available online. It is no longer about walking into a physical store, but more towards shopping online. Making purchases on the move portrays conveniences, thus, attracting more users, or in this case traffic.



**S8:** Finally, Education.

## The Education

- ▶ Whilst promotion is 'shouting' praises over your products, it is short lived
- ▶ The need to Educate users in ways equal to offering them consistent satisfaction over their concerns
- ▶ You unconditionally weave a thread of emotional connection to users



**BIG TRAFFIC FIRESALE**

**S9:** It sounds cliché but believe it or not, whilst promotion is 'shouting' praises over your products, it is short lived. Businesses need to sustain their traffic cycle by providing relevant updates.

Hence, the need to Educate users in ways equal to offering them consistent satisfaction over their concerns. This way, you unconditionally weave a thread

of emotional connection to users, albeit responding to what your users want to know, or experience, about what you are offering.

**Certain products comes with complimentary items**

**Provider has anticipated the foreseen problems by tackling them with necessities**

**Users are likely to spread the 'news', physically or online**

**BIG TRAFFIC FIRESALE**

**S10:** That is why certain products, laptop for example, come with complimentary items like a mouse, screen protector kits and even a backpack. The provider has anticipated the foreseen problems by tackling them with necessities for the main item purchased. This way, users are likely to spread the 'news', physically or online. Either way, you gain traffic.