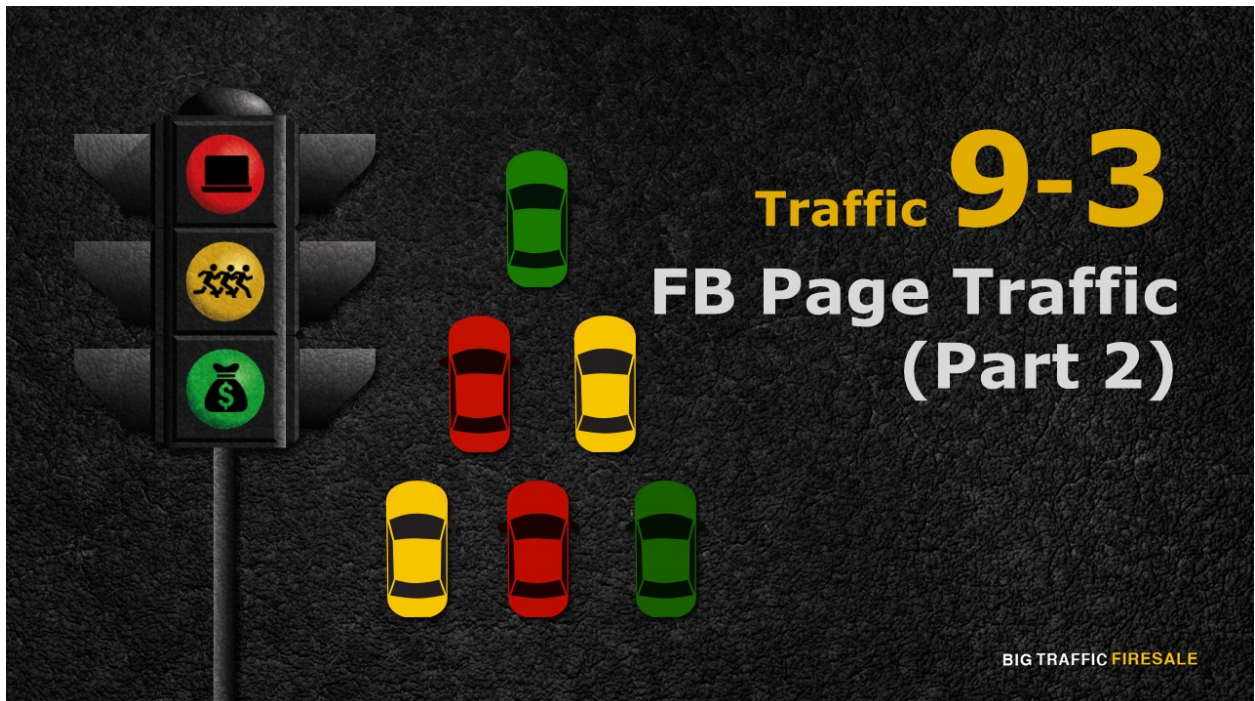


9-3 - FB Page Traffic (Part 2)



S1: Welcome to Part 2 of your traffic generating method using FB Page.

In This Module...

- ▶ Explore what kind of post available for you to post
- ▶ Knowing whether those post have reach users around Facebook



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S2: In this module, we explore the kinds of post available for you to create, and have it reach users around Facebook.

Never Leave Your Page Looking 'Empty'

- ▶ An 'empty' Page is defined as a Page without new content every week
- ▶ You only have 5 post and most of your post contains only 'Likes', but no comments from users
- ▶ You will need at least 5 to 10 post readily available in your page
- ▶ Use any relevant items you have from your main website and post them – link to your website

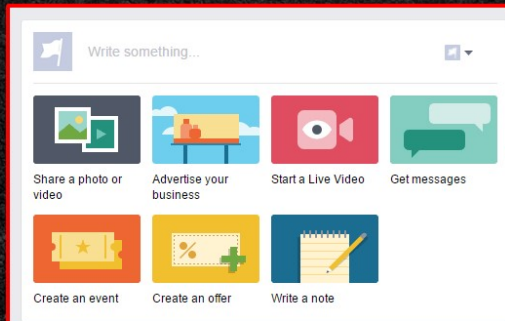
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S3: Don't ever leave your Page looking 'empty'. An 'empty' Page is defined as a Page without new content every week. At most, you only have 5 post and most of your post contains only 'Likes', but no comments from users. Worse of all, that post of yours is not relevant to your Page.

So, before you start sharing anything, keep in mind to do so, you will need at least 5 to 10 post readily available in your page. That way, users won't be discouraged to follow you because those post shows you are active, and it is ready to be shared.

Use any relevant items you have from your main website and post them within your page. Plus, it is advisable that you put the relevant links of your website on each post to steer users to your website immediately.

Types Of Post Available



7 types of post available for you to choose from

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S4: Once you click on 'Post', you have 7 different options of post to choose from. Choose one, in relevance to your post.

Photo Or Video Post

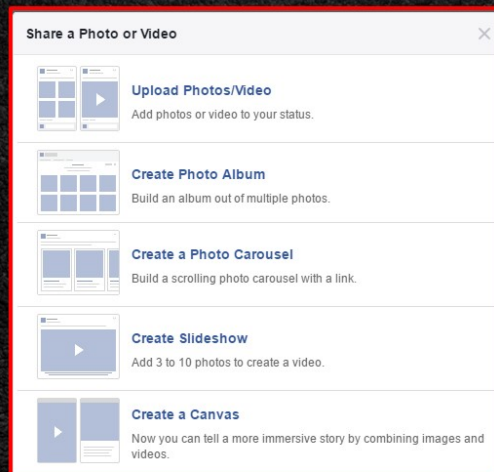
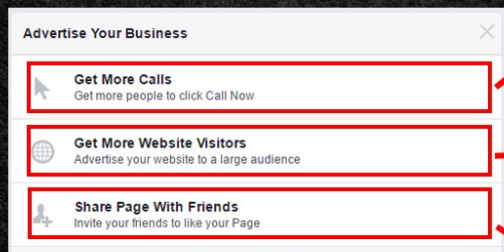


Photo or video – upload in differing methods are available & a self-explanatory description

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S5: Should you wish to share a photo or video of your products and services, click the icon and a pop-up to upload in differing methods are available. Each option comes with a self-explanatory description to ease your decision.

Advertise Your Business



First option requires call-to-action button which will be touch later

Second option requires you to pay to advertise

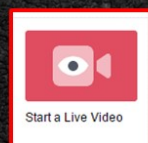
Third option – share it with friends & its free

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S6: Then, you get to 'Advertise Your Business'.

Here you will see 3 options, first requires you update your call-to-action button, which we will touch about it later, and second requires you to pay to advertise. Third option is for you to share this page with your friends. Since this section is all about utilizing free traffic, the third method is for you.

Starting A 'Live Video'



Recommended to start a live video **after** you've announced you are going to make one. Appropriate length of time between your announcement, and starting the live video should be at least **5 minutes apart**.

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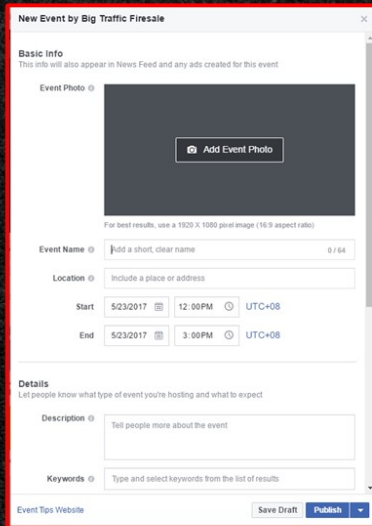
S7: Next is starting a 'Live Video'. It is recommended to start a live video after

you've announced you are going to make one. The appropriate length of time between your announcement, and starting the live video should be at least 5 minutes apart. The longer you keep your followers waiting, the hype will lessen.



S8: 'Get Messages' allow you to share a post where followers direct message to you regarding the post itself. This is one of the options for you to get an immediate response from your followers.

Create An Event

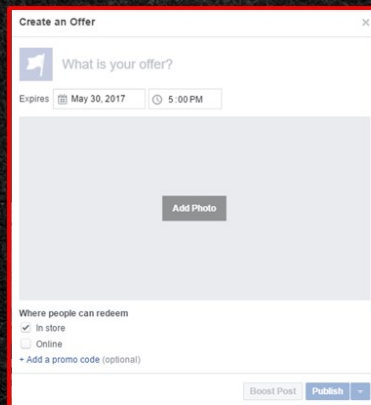


Allows you to invite your followers and other users to join an activity you organized. If it requires users to purchase tickets, copy the link of your ticketing website.

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S9: Creating an event allows you to invite your followers and other users to join an activity you organized. If it requires users to purchase tickets, copy the link of your ticketing website to the event page creation.

Create An Offer

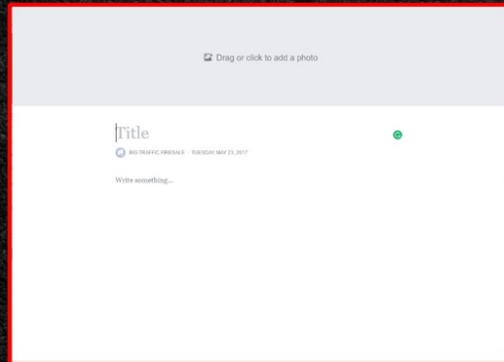


Give your followers the opportunity to redeem any offer set by you at a certain period

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S10: Create an offer will give your followers the opportunity to redeem any offer set by you at a certain period.

Writing Notes



Suitable to manage any 'Frequently Asked Questions' or FAQs and any relevant 'How To', or any **permanent rules or regulations**

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S11: Finally, writing notes. This here is suitable to manage any 'Frequently Asked Questions' or FAQs and any relevant 'How To', or any permanent rules or regulations that require users to read up and refer to, should they have questions about it.

Next, you will learn how to maintain your consistent activity using Facebook Insights.