

Facebook Marketing Plus



Spoke to > 500,000 audience worldwide





GNN Television Host

Destiny Ch. 8 | CreativeBusinessTV.com



The Toilet Philosophy

Nobody goes out of the
bathroom without a great idea.

Choices

Do something about an idea.
Forget about it.



Marketing

MSA

50 Likes

1,230 Likes

Eskaya

75 Likes

867 Likes

Great Image

3k Likes

118,442 Likes



800 M

22,472,980



Facebook, March 2011



Australian population

Facebook, March 2011

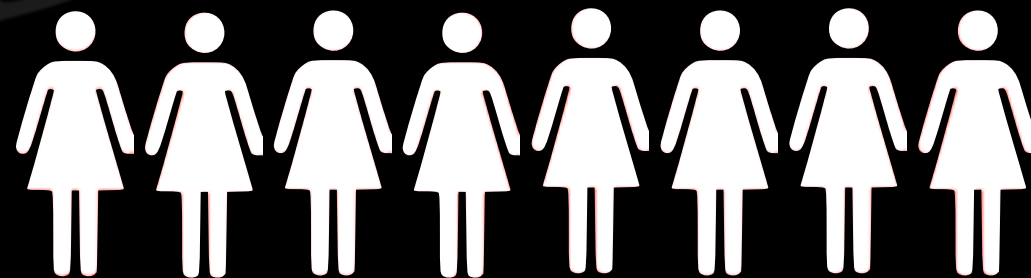


1 of every 4 Filipinos
uses Facebook

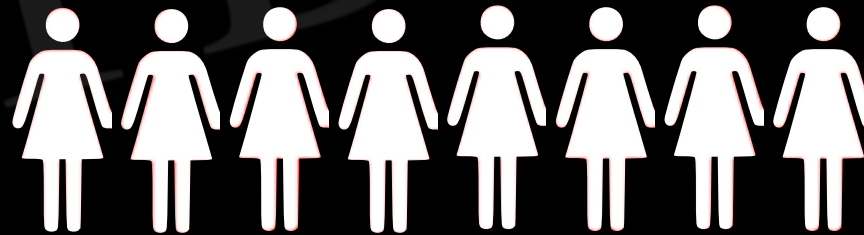


130 connections

11,622,360



52%



45x monthly

☐ Keep me logged in [Forgot your password?](#)

Email Password [Login](#)

Sign Up

It's free and anyone can join

First Name:

Last Name:

Your Email:

New Password:

I am:

Birthday: Month: Day: Year:

Why do I need to provide this?

[Sign Up](#)

[Create a Page for a celebrity, band or business.](#)



55 minutes daily

How?



Marketing

Facebook

is a community

Facebook

is a ecosystem

Facebook

is a learning center



Clear Intention

Daily, Monthly, Quarterly, Annual Goals



Understanding

what works and what doesn't

Engaging, Monitoring, Evaluating



Psychology

Impression, Behavior, Trends

facebook

☐ Keep me logged in [Forgot your password?](#)



Heading out? Stay connected
Visit facebook.com on your mobile phone.

[Get Facebook Mobile](#)

Sign Up

It's free and anyone can join

First Name:

Last Name:

Your Email:

New Password:

I am:

Birthday:

Why do I need to provide this?

[Create a Page for a celebrity, band or business.](#)

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What happens in Facebook

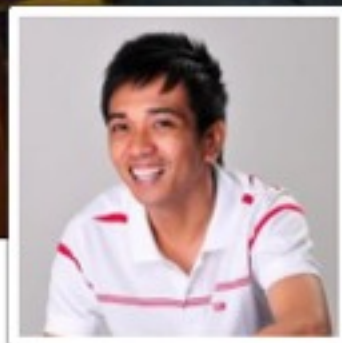
doesn't stay in Facebook

facebook

Search



Llo



Lloyd Luna (Lloyd Abria Luna)

Update Info

View Activity



- President and CEO at Campus Paper Publishing C...
- Studied at Polytechnic University of the Philippines
- Lives in Makati
- In a relationship



Friends 4,990



Photos 527



Map 8

215

5

Subscribers

About

Status

Photo

Place

Life Event

What's on your mind?

Recent Activity

Lloyd and Gerardo Dominic Sison are now friends.



Assessment

Information, Quality of Content



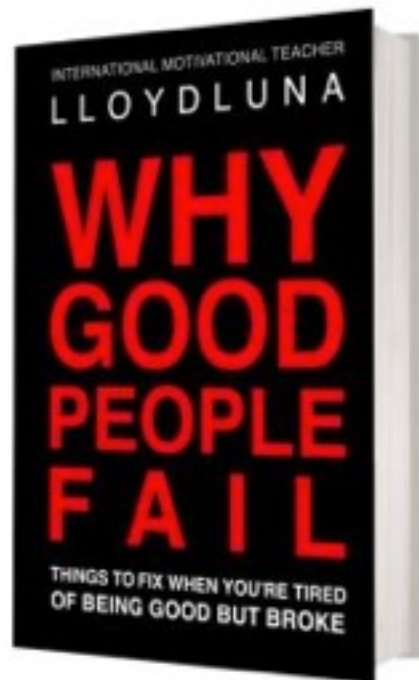
Assessment Tool

Facebook Search



Facebook Search

What people talk (have been talking) about



LLOYD LUNA

Author · Makati · [Edit Info](#)


Wall

LLOYD LUNA · Everyone (Most Recent) ▼

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...


Lloyd Luna

How careless your friends are gives you a mirror image of how much you care about your self, your dreams, and your life. LLOYD LUNA in his book Why Good People Fail

View Post · 22 hours ago


Kristina Paula Gomez

Hi Lloyd! I'm really interested in Internet Marketing and in building my own website. Any seminars on them anytime soon? Thanks and God bless. :)

Like · Comment · Sunday at 10:48am · 


LLOYD LUNA Hello! I do have an Internet marketing consultancy service; we don't have a seminar schedule yet. Although tomorrow, November 23, I'll have a Facebook Marketing Plus seminar at SMX Convention Center.

19 hours ago · Like


Kristina Paula Gomez Okay. Thanks a lot! :)

18 hours ago · Like

[Edit Page](#)

Admins (2) [?]

[See All](#)

[Use Facebook as LLOYD LUNA](#)
[Notifications](#) ▼

[Promote with an Ad](#)
[View old Insights](#)
[Invite Friends](#)

You and LLOYD LUNA



954 friends like this.

[CampusPaper, Gumaca National High School, LLOYDLUNA](#)

Sponsored

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How To Earn \$15,000

brandonkoon.com



In 3 months using my SECRET formula. Watch this video to walk you through the exact steps to make money!

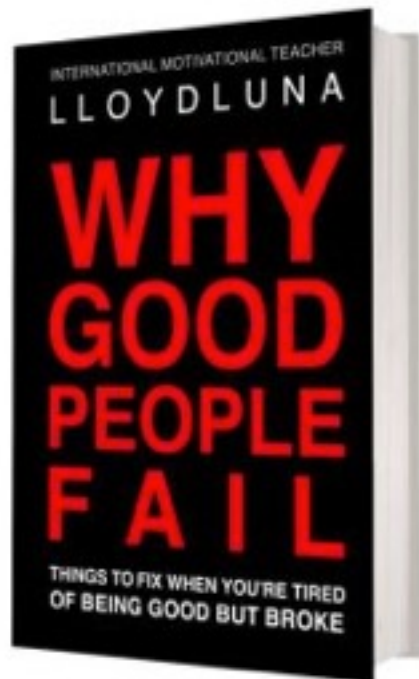
[Chat \(118\)](#)

Wall

Hidden Posts

[Info](#)
[Friend Activity \(1+\)](#)
[Insights](#)
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[MORE](#) ▼

[About](#)
[Edit](#)



Wall



Info



Friend Activity (1+)



Insights

Likes

Reach

Talking About This



FREE



YouTube



SURPRISE!



Twitter



Events

MORE

LLOYD LUNA ▶ Insights

Author · Makati · [Edit Info](#)

Promote Your Page

Data through 11/19

Export Data



Total Likes?

3,859 ↑ 0.16%

Friends of Fans?

2,396,414 ↑ 0.63%

People Talking About This?

15 ↓ -31.82%

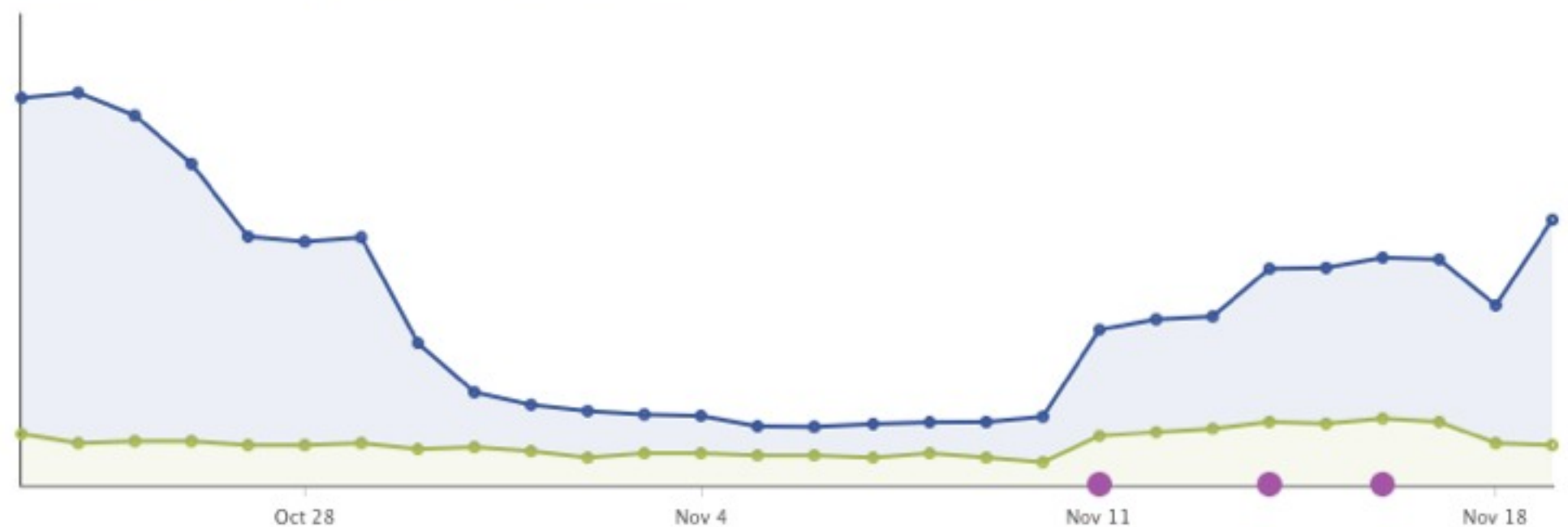
Weekly Total Reach?

1,152 ↑ 87.62%

Posts?

People Talking About This?

Weekly Total Reach?



Page Posts

All Post Types



Chat (116)

News Feed Algorithm

What Facebook thinks you'll like based on your previous engagement with the author

Customer-centered contents

Why they like, love, and need

If you're not around



Lost opportunity to interact with the community
(Brand problem)

If you're not around



Lost opportunity to benefit from the ecosystem
(Sales problem)

If you're not around



Lost opportunity to learn and discover
(Innovation problem)

Building FB Community



Vision and what you are about

Building FB Community



Strategy based on well-defined output

Building FB Community



Effective mix of activities

Building FB Community



Integration of Like Page with your websites

Engagement Tools



Posts, Photos, Videos, Notes

Development Tools



Comment Stream

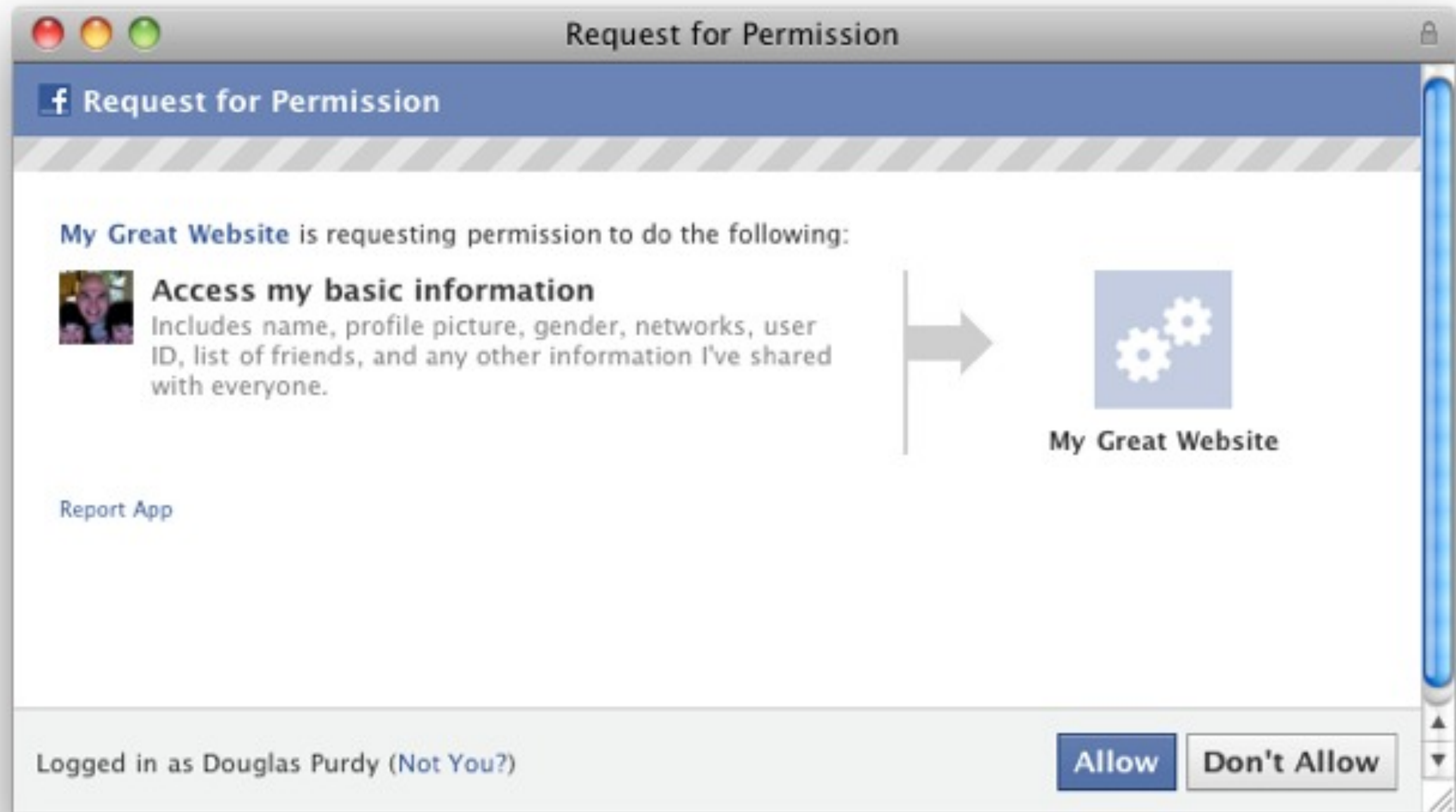
Facebook Vanity URL

Facebook.com/YourCompanyName



Facebook Custom Login

Gives you access to user information





Customer Service

Check your page as frequent as you can



Customer Service

Internet Reception Area



Customer Service

Engage at a very personal manner



Customer Service

Under-promise, over-deliver

No selling, please.

Way out

- Assume what your followers would need
- Show your followers what their problems are
- Suggest solution that leads to sales



Comments

Respond instantly (that's what they expect)



Comments

Assess the impact of the comment



Comments

Mention the name using “@”



Comments

Reply and reward :-)



Comments

Apologize at once :-)



Bonus

What some experts don't want you to know



Search Engine Optimization

How to land on Google's Front Page

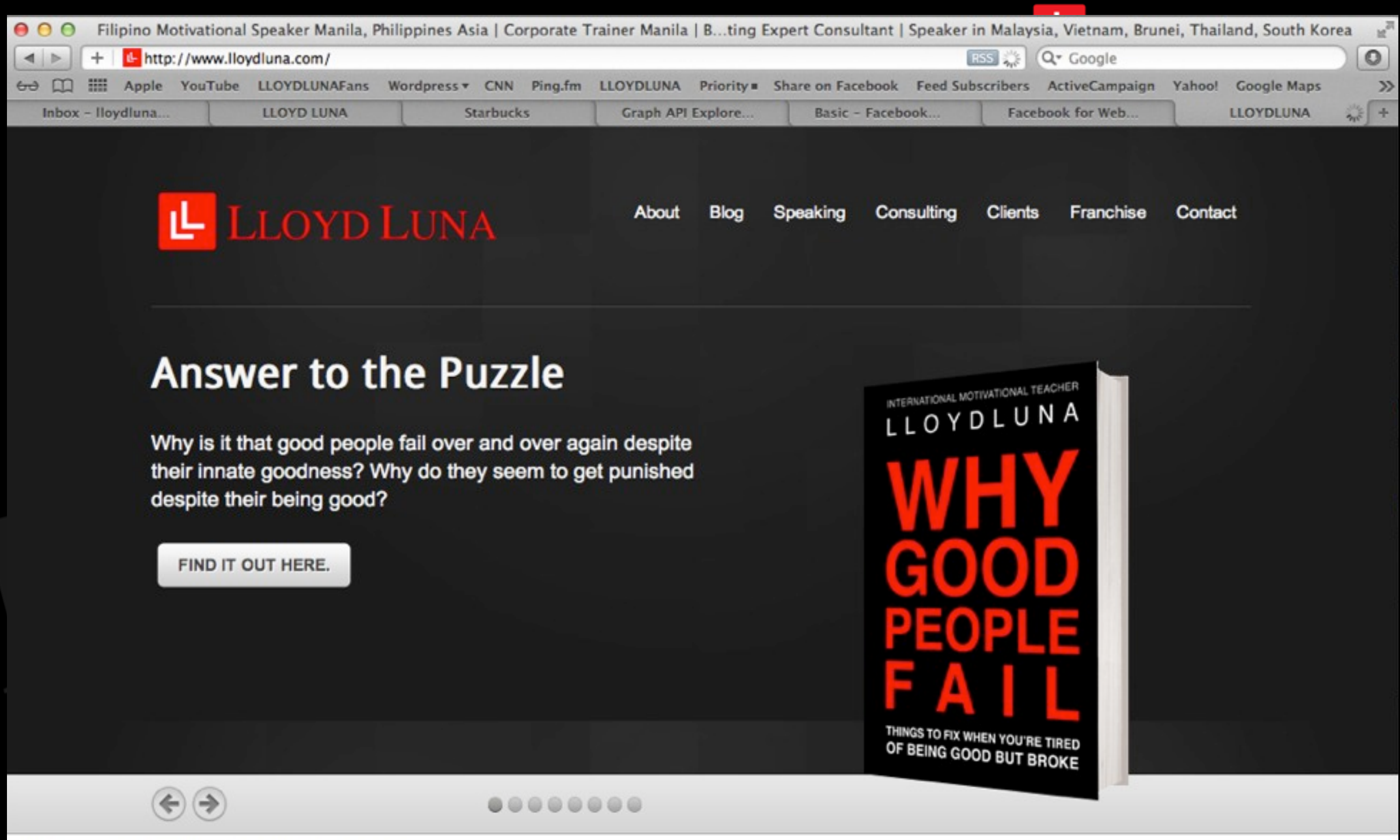
Search Engine Explained

It's like 3-year-old (what you feed, it uses)



Search Engine Explained

Physical Body with Invisible Spirit





Web Page Title

Description (what the page is about)



Website Address

URL should contain keywords



Headlines (Titles)

Section or article title must be relevant with the title and URL



Body Content

Texts that appear within your
web page body



Website Aesthetics

What design works for whom



Social Media Branding

Get them before somebody does



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Check to see if your desired username or vanity url is still available at dozens of popular Social Networking and Social Bookmarking websites. Promote your brand consistently by registering a username that is still available on the majority of the most popular sites. Find the best username with namechk.

Blogger	LiveJournal	Bit.ly	FriendFeed
Facebook	Fanpop	blip.tv	netvibes
YouTube	epinions	VodPod	Qik
eBay	Twitpic	Xanga	Aviary
Wordpress	yfrog	Viddler	BlinkList
twitter	Digg	Netlog	Blip.fm
MySpace	Instructables	Fotolog	Flavors.me
Flickr	Good Reads	Current	Gogobot
LinkedIn	StumbleUpon	behance.net	Dribbble
photobucket	UStream	bebo	Plancast
tumblr	Kongregate	Steam	identica
Hulu	Buzznet	Technorati	Food Spotting
Vimeo	Gather	iLike	Wefollow
cafemom	Kaboodle	About.me	Picasa
DailyMotion	reddit	DailyBooth	brightkite
Squidoo	delicious	Soup.io	bliopv



The Lazy Tool

One platform to broadcast to everything

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Ping.fm

Say it.

Ping.fm is a simple and FREE service that makes updating your social networks a snap!

Post From Anywhere » To Anywhere

MOBILE PHONE / SMS / MMS



iPhone, iPod Touch, WAP and SMS text messaging for US, Canada and Europe.

INSTANT MESSAGE / E-MAIL



Post to all of your favorite services!



Signup is free. So get crackin!



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