

# ***The Next Step in Viral*** **Facebook Marketing**

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## Facebook Is One of the Greatest Sources of Traffic on the Internet Today

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It's one of the top traffic sites on the net, and more importantly, it consistently holds the record for most time spent on a site by users. But despite that, most people who try to generate sales using Facebook end up failing, big time.

### **FACT:**

The vast majority of Facebook ads don't last more than a week. And most Facebook pages don't even last that long.

### **FACT:**

The majority of people who do see success with Facebook marketing have to spend way too much time to obtain those results.

In order to take the next step in Facebook marketing and see real success, you have to learn:

- how to get an explosion of traffic in any niche you go after
- how to get people to share your message for you
- how to build a monster list and grow it virally
- how to make money off of all those likes, shares, and sign-ups

PLUS, you need a simple, effective system if you want to have time to enjoy the fruits of your labor. (Otherwise what's the point?)

The methods you're going to learn in this guide are powerful, and absolutely proven. We're talking about tens of thousands of likes for a page, and thousands of likes and shares per post.

These techniques are the results months and years of research (and tons of cash spent on Facebook ads that just didn't pan out). But the end result is a system that gives amazing results while keeping it simple. Here's what you need to remember:

### Facebook Marketing Is As Easy As You Will Allow It to Be

Using Facebook to generate a ton of sales **doesn't have to be complicated**. In fact, most people fail because of two major mistakes:

1. Lack of knowledge – they know a lot less about their target audience than they realize
2. Too much selling – people come to Facebook to be “engaged” not to be sold to

Even so... **that doesn't mean that you can't make money on Facebook.** The trick is understanding how people engage and using that engagement to boost your sales. I have a simple formula that shows how it works:

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## The RCEV Method

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**RCEV** Stands for:

- ✓ **Research** Your Target Audience
- ✓ **Capture** them in a Habitat that You Control
- ✓ **Engage** them in a way that is both Meaningful and Fun
- ✓ **Virally** Spread Your Message Using Simple Posting and a Powerful Software

And we'll go over each of these areas in detail, to be sure you understand. This is how you get past the two major problems that lead so many people to waste thousands of dollars in useless Facebook Ads that just don't get the job done.

### **Research Your Target Audience by utilizing this quick method:**

Here's my cheat sheet for how to get all the data you need to build a hugely popular Facebook fan page. It's literally a 1, 2, 3-step process

**Step 1:** Use Google to search for your topic + the keyword “forum” (for example, if your niche is cats, then you'd do a search for “cat forum” or “cat lovers forum”) to find engaged users and topics that are of interest to your target audience.

Choose an actively engaged forum – one that has recent posts and high levels of interaction – and copy the url.

**Step 2:** Go to [www.quantcast.com](http://www.quantcast.com) and enter the URL of the forum you just visited to look up the demographics of these engaged forum users

**Step 3:** Go to Facebook and type in your keyword(s) – the bigger the number of likes that show up for your topic, the more popular your fan page is likely to be

This research ensures that you know two things that are essential to understand before you start building your fan page:

1. Who's in your target audience (the demographics)
2. How engaged your target audience is (your potential for viral traffic)

Don't be afraid of pages/topics that already have a high numbers of likes! You **want** more likes, because people are always willing to share something they are passionate about.

Once you know who you're building the fan page for, and how many people will potentially be interested in what you have to share, you're ready to move on to the next part of the formula which is...

## Capture them in a Habitat that you can control

And by "habitat" I mean your Facebook Fan Page. How do we capture your audience? Easy – we build a Facebook Ad tailored to our target demographic:

1. Use Facebook Ads to build your audience
2. Select the page you want to advertise
3. Choose to "Get More Page Likes"
4. Build in an engaging CTA that ties in with your niche

**IMPORTANT:** Use the information you found on Quantcast to select your target audience (this is why it's crucial to find a forum where users are actively engaged)

**Pro-Tip:** Always use exact matching – avoid the using hashtag or you might end up targeting users who aren't interested in your topic

Now at the same time you're starting to build likes on your fan page, you need to make some engaging posts that will help keep your fans engaged. You don't want to have to keep spending money on ads to grow your audience, and with this method, you don't have to.

Remember, Facebook is not about selling, it's about engagement, so...

## Engage them in a way that is both Meaningful and Fun

Your audience is on Facebook to socialize, and one of the best ways to encourage sharing is through photos and images:

- Photos engage interest – everyone loves to see something that's visually appealing or meaningful. Just be sure to tie it to your niche.

- Photos & images evoke feelings – even if you're in a business or technical niche, you can use inspirational quotes and photos to get your audience to share with others

Now, here's the important part. As you build this content – photos, inspirational or funny quotes, cool infographics, etc. – don't forget the caption! You want the caption to include two types of call to action.

1. Encourage Likes/Shares

Example: If you think cats make great pets, like this post!

2. Provide a link out to your website/squeeze page/email list with an attractive offer

Example: Visit [www.catfeedingfrenzy.com](http://www.catfeedingfrenzy.com) to get cute kittens in your inbox every morning!

Just doing those three major things above (Research, Capture, & Engage) will get you a steady stream of likes and shares that will grow your fans and give you a solid audience over time. But this guide isn't about a slow trickle of growth, it's about getting a huge amount of fans and taking Facebook marketing up to the next level of success. So if you really want to add fuel to the fire...

## Virally Spread Your Message Using Simple Posting and Powerful Software

Simple posting is just what it sounds like – when users follow your call to action to sign up at your squeeze page or join your email list, you want to keep the messaging simple, direct and to the point.

Make sure they can see the benefits of signing up, and make it easy for them to join. While now is not the time to try to make a sale, it **is** the time to prime your audience for upcoming offers.

Remember, these are people who are passionate about your niche! Chances are very good that special offers related to their topic of interest will make them more willing to sign up, not less.

And the very best way to get people to sign up with minimal friction without compromising your list with potentially fake emails?

### **Let them sign up with one click to link their Facebook account!**

This offers so many advantages:

1. You are guaranteed to get more valid emails, as users will be signed up with the same email that they used to join Facebook

2. You now have access not only to the people who like your page and posts, but their friends as well.
3. With the right functionality, you can post directly to the wall of every fan who signs up to your list with messaging that gets their fans to sign up and share, too!

Done the right way, this can lead to hundreds of likes in a single day, not to mention dozens of new sign-ups for your list.

If you're thinking that kind of functionality sounds expensive, you're right – you could easily spend thousands of dollars getting a developer to make a one-click sign up feature that could be obsolete in months.

Luckily, you don't have to.

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### **Powerful Software Takes all the Guesswork out of Viral Facebook Marketing: Introducing Connect Reveal**

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Build your own custom Facebook button in just a few steps that will:

- Let users sign up for your list in just one click – they're automatically added to your autoresponder service
- Automatically post a custom message to your fan's wall, inviting their friends to like your page or sign up for your special offer
- Provide the means to promote both online and offline offers that boost sales
- Grow your audience exponentially with minimal effort

#### **Imagine:**

- ✓ Giving your list subscribers a special coupon, then sharing that coupon offer with their friends via a post to their wall
- ✓ Growing your likes and shares through messages that appear instantly after a user clicks a button
- ✓ Getting more fans, more likes, and more shares as your messages get automatically shared from person to person without any effort at all
- ✓ Building a highly-profitable email list that responds to your offers because they are engaged with your niche

**Connect Reveal does all of this** with no coding, no downloads, no hassles whatsoever. In fact, if you can fill out a web form, you can use this software to explode your likes, shares and fans in just minutes.

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## This Software is a STEAL at \$37 a Month, But...

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Connect Reveal is remarkably powerful software, and it's **absolutely worth the full price of \$37 a month**. In fact, Dr. Ben Adkins – the guy behind this software – has hundreds of satisfied customers who are willing to pay for this thing every single month from now until eternity because the results are just that awesome.

But I knew you'd want more than just great software.

And not just some break on the subscription cost – we all know how subscriptions add up over time, no matter how small they are.

Instead, I wanted to give you something truly exceptional, because I know that my subscribers are the kind of people who demand real results and not just hype. I wanted to make it a great deal, AND get you out of the endless cycle of paying for software every single month.

### So, here's what Ben & I worked out...

You Get:

- **A FULL Lifetime Membership to Connect Reveal** – no monthly fees, no upgrade fees, no more fees ever!
- **Lifetime Access to the Membership Area** complete with instructional videos, and monthly marketing calls with Ben to explore new ways to make Connect Reveal work in your niche
- **UNLIMITED License** – use Connect Reveal on Every Fan Page You Own, And Every Fan Page Your Clients Own, all without paying even one penny extra
- **Ben's Special Set of BONUS Content** designed to maximize your success right off the bat (if you act fast enough):
  - **Bonus 1:** The “Ugly Squeeze Page Package” -- simple but effective squeeze pages that will bring in more sign-ups and conversions.
  - **Bonus 2:** Facebook Niche Marketing Bible – detailed instructions on how to market to your niche using the power of Facebook

- **Bonus 3:** The Offline Facebook Engagement Guide – drive sales to your offline businesses through Facebook
- **Bonus 4:** Lifetime Access to the Private Facebook Marketing Mastermind – learn from the pros and get inside information on how to beat the competition and completely dominate your niche on Facebook

Remember, Ben **typically charges \$37/month – \$444/year** – for Connect Reveal, and his subscribers are more than happy to pay. But I was able to talk him down to a

~~\$297~~ **\$197 One-Time Payment – Order Here:**

<http://imreadytorock.com/munch>

 **If you want this, you've got to act fast...**

**The special price is ONLY for the first 100 Sign-ups.** After that, the window closes and it's back to the \$37/month subscription rate for everyone who doesn't join fast enough.

And...

**Ben's bonuses are ONLY for those who act quickly enough** – the slower you are to sign up, the fewer the bonuses you receive:

- Buyers 1-25 Get All 4 Bonuses
- Buyers 26-50 Buyers Get the First 3 Bonuses
- Buyers 51-75 Get the First 2 Bonuses
- Buyers 76-100 Get the Ugly Squeeze Page Package

Because I know this is going to sell out fast, I don't want anyone who waits to open this email to feel completely left out. If you manage to sign up before the window closes, I'm also including my own bonus (for everyone, even the latecomers):

**Special Offer from Chris – for EVERYONE:**

- **Bonus 1:** How to Find Viral Traffic Partners
- **Bonus 2:** Munch's Viral Engagement Formula

## Your Complete 100% Satisfaction Guaranteed

You know that I only bring you the very best offers there are in the business, but I wanted to be sure that there were zero questions when it comes to customer satisfaction. Connect Reveal is an incredible piece of software, backed with full support and a team that's just as fanatical as I am when it comes to making sure the customer is happy.

**Ben's Rock Solid 30 Day Guarantee:** If you aren't absolutely 100% jazzed about your purchase, you get a full refund. You'll get your money back with zero hassles, and the only thing we'll ask is that you tell us why you aren't satisfied so that we can continue to improve our software and customer service.

### You Want to Move on This *Right Now*

The techniques for Mastering Viral Facebook Marketing only work when you've got a system in place that lets you continue to build your audience organically, through shares and posts.

Connect Reveal makes this process so easy, and with all the bonus content that comes with your lifetime membership, you'll be well on your way to building a profitable niche in no time.

But don't wait too long or you'll miss out on the best deal in viral marketing for Facebook.

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