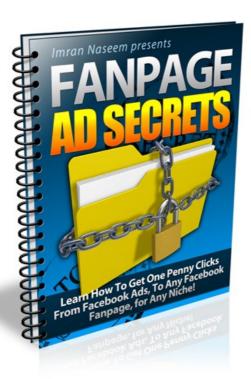
Fanpage Ad Secrets



Learn how to get 1 Penny Clicks From Facebook Ads!

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Thankyou for picking up a copy of my latest course – Fanpage Ad Secrets – this course is exactly what is says on the tin.

I will show you how you can get cheap clicks from Facebook for literally pennies. This course is not going to be on Fanpage promotion but will mainly focus on creating an effective ad campaign for your Fanpage and get thousands and thousands of "Likes" in just a day.

In Fanpage Ad Secrets I will show you how to create your ad campaign and how to get cheap clicks from the word go. I will also show you the types of niches to target and how to create a profitable campaign until your page grows so big that it effectively becomes "viral" on its own.

No one is teaching you these methods and I am happy to say I will cut out all the fluff that you will find in other courses.

If you are ready to begin then you need to grab a mug of coffee and start going through this course.

The copies of this course are already limited as I do not really want to saturate this system.

It is simply POWERFUL and will work for you. I will also go through proof and a case study on how powerful this system is.

I hope you enjoy this course and by the end of this course are in a position to create you ad campaigns for your Facebook pages and start getting clicks for pennies!

Getting Started

Picking the right niche

The first thing we need to do is see what niches we can focus on for our ad campaign.

If you want to get cheap clicks then you need to build a stream of Facebook pages that would be ideal to make money from – i.e. you need to pick the right niche.

Remember this course is not going to be on how to create profitable Fanpages as there is already a course I released about that. I will mainly focus on finding the right niche for your Facebook ad campaign and then profiting from that niche as a result of getting cheap clicks (lots of fans) in a short space of time.

The first thing to do is head over to Google Insights and see what is "hot" right now and people are actually searching for online.

Now when it comes to creating your Facebook page you have the option of either creating a page for products or simply a cause or something.

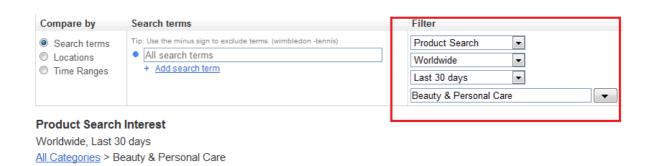
I highly recommend you create a page for a potential product you can promote and then simply take it from there.

For example, if you were to create a Facebook page on a certain style of clothing for women then it would go down well.

The first thing I would do is head over to **Google Insights**.

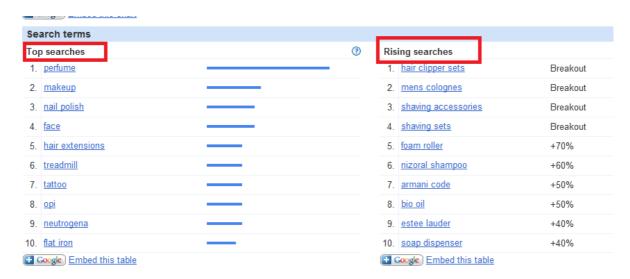
Google Insights is an excellent tool since it allows me to see what particular type of product or "trend" is hot in any part of the country.

So for example, if I wanted to see what was being searched for under "Products" over the last 30 days or 12 months then I simply filter out the relevant category.



So for example, if I was to focus on the "Beauty & Personal Care" category then I simply click the search button.

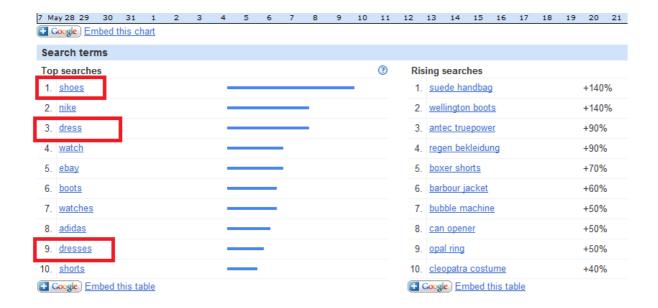
We can see a breakdown as to the types of products that are being searched for right now (over the last 30 days).



We can clearly see here that products such as "makeup" and "perfume" are very hot right now.

The women's market is worth billions and billions of dollars and it is no surprise that these products are getting a lot of searches.

Another category I tend to focus on in Google Insights is the "shopping" category.



We can see here that stuff like "dresses" and "shoes" are getting a ton of searches right now on Google and people are always looking to buy these products.

It does not matter really as to the type of Facebook page you create. However, you should focus on creating a page that would able to attract a lot of visitors in a short space of time when you go about creating your Facebook campaign.

For example, take a look at the searches from the sub continental countries.



These markets are virtually untapped here in the UK and the beauty of these types of niches is that they are not very competitive on Facebook – but very profitable in the long-term (more on these later).

So the first thing I am going to do is simply guide you on how to go about creating a basic Facebook page for your ad campaign.

For the purposes of this example, I am going to create a Facebook page from scratch just to show you the power of my system.

(I will show you the exact Facebook pages I applied this strategy to and how I have thousands and thousands of fans as a result of my strategies).

Creating Your Page

Again I do not really want to go into this as this course is not about making money from Facebook pages but simply how to get targeted clicks for pennies.

However, for the purposes of this guide I am going to stick to creating a Facebook page from scratch and then setting up a campaign in front of your eyes to show you how I get cheap clicks. As most of you probably know you can create a Facebook page by simply heading over to https://www.facebook.com/pages/create.php

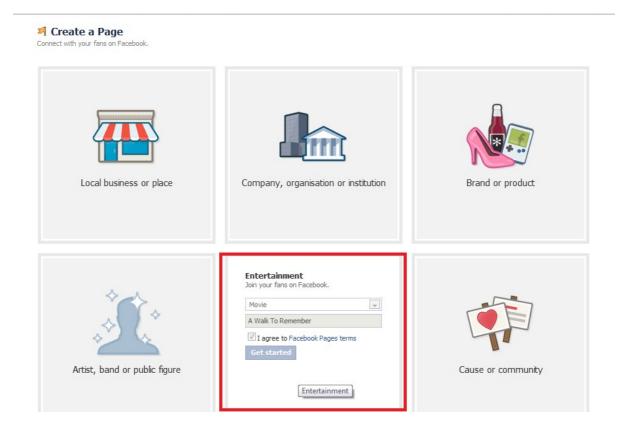
(Tip – I would create a Facebook page I can potentially make money from in the long-term).

The ways you can make money from your Facebook page is by:-

- Promoting CPA/Clickbank Offers
- Use the Amazon Associates Program and promote Amazon physical products
- Sell Adspace on your Facebook Page
- Offer a Gig on Fiverr
- Create other "similar" Facebook pages and create a collection of "Likes" on your Facebook page (more on this later).

For the purposes of this example I am going to go ahead and create a Facebook page on a popular movie called A Walk To Remember.

There are lots of DVDs on Amazon you can promote.



When it comes to naming your Facebook page you can either be simple or creative here. For the purposes of this example I am going to keep it simple.

Remember once your page gets over 25 fans you can change your Facebook name to a custom URL (which is great for SEO) – more on this later.

Once you have created your page and a decent image you then need to create an Ad campaign.

At the time of writing here is a screen shot of my page and the URL.

https://www.facebook.com/pages/A-Walk-To-Remember/227977100556764



The next thing to do is click "Advertise Page" so we can get more likes to this page.

The next thing you should see is a screen that looks like this (see below).



As you can see I have used a simple body. This body text relates to the ad. For example, "like" this page if you love XYZ product.

I always keep it short and sweet and I get the most click troughs this way.

Image is also important. I have used the image of a scene from the movie so the target market can relate to this.

The next thing you need to focus is the "Targeting" of the ad.

This is where things can get very interesting.

When people create their Facebook ad campaigns for their Fanpages they often target the three main markets – UK, USA and Canada.

However, did you know that the clicks for these countries have gone up considerably?

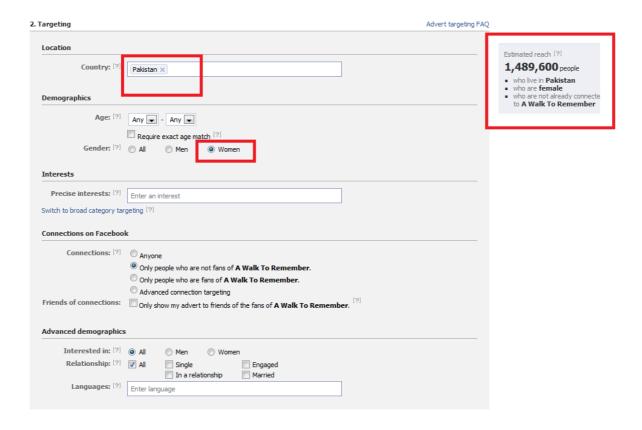
This means people are paying around \$0.89 per click!

This not only uses your budget up a lot but also can exhaust your funds in a short space of time.

Instead I am going to focus on foreign traffic to get cheap clicks.

Now, I bet you are shaking your head there. How the hell am I going to make targeted sales if you target foreign traffic?

Well the key here is to take advantage of all the "cheap" likes you get from foreign traffic because the more likes your page has the better it ranks on Google!



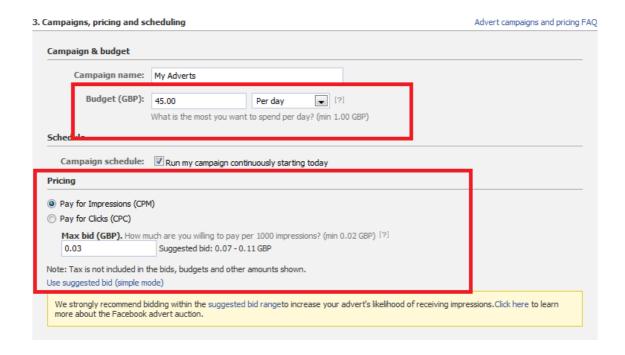
In this case I am going to target the country Pakistan because there is a lot of interest in this movie from this part of the world according to Google Insights.

With the demographics I am going to target the WHOLE female population of Pakistan that are on Facebook.

This means there are going to be just over 1.4 million females who are going to potentially see my Ad.

And here is the good news...

These clicks are going to only cost me around 0.01 per impression/click!



As you can see if you set a CPM (Cost Per Impression) campaign then you are literally going to be paying pennies!

Do not be fooled by the "suggested bid" tool. This is just estimation as to how much this traffic will cost you.

So this means potentially you are going to be getting thousands and thousands of likes to your page for cheap, in a short space of time.

Here are just some of the pages I have created for this market which have literally more or less gone viral.

These pages were all created as a result of a Facebook campaign. I literally only spent pennies to get this amount of traffic.

One thing to note is that if the country you are going to target falls under UK, USA or Canada then do not target people in millions.

In this case you need to target people from the region of 50-80,000.

This is because if you target people in millions for these countries you will quickly blow your budget and will therefore, have problems with your ads. Not only you will end up spending a lot of money but you will have wasted your money.

I talk more about this in the complimentary videos of this course.

Case studies of Fanpages (Penny Clicks)

https://www.facebook.com/MehndiCraZe

Here is a Facebook page that was created by scratch for a client and it now has just over 32,496+ fans.

This market is pretty big and is aimed at women who like experimenting with Henna art.



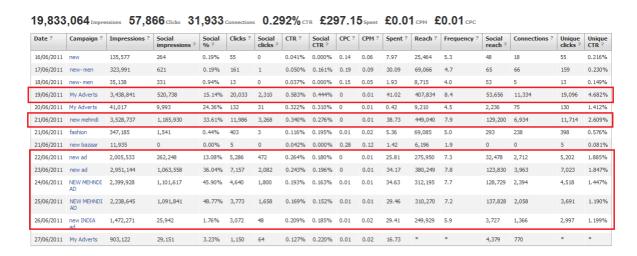
This Facebook page is now the **largest Mehndi** (Henna Tattoo) page on Facebook and each time I run a campaign I can easily get 3000-4000+ fans overnight!

Remember, it does not matter where the fans are coming from. Since most of these fans from this page come from Pakistan and India the beauty of having a huge Facebook page is that fans from other countries will automatically end up joining!

The bigger your Facebook page is the higher the rankings on Google and the more people will join.

This does not mean you can neglect the UK, US and Canadian markets. These markets are just as important. However, if you truly want to take advantage of cheap traffic for pennies then this is exactly what you should be doing.

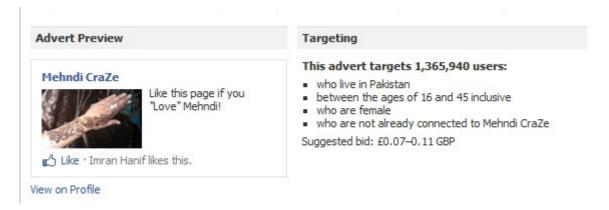
Here is a screenshot of some campaigns I ran for this page and you should see just how cheap the traffic is! You cannot get this cheap traffic from anywhere else.



As you can see each time I ran a campaign I had between 2-3 million impressions.

My best ad resulted in 20,033 clicks with a CTR of 0.58%, spending just 0.01 in CPM! I spent just £41.02 on traffic and managed to get just over 19,000 unique clicks.

Here is the actual ad I ran (see below).



As you can see I targeted just over 1.3 million users but I went for a 16-45 age group — as a test if you have a specific age group your click through rate will generally by high.

Here is another page I created for a client, using the same techniques.

https://www.facebook.com/FashionCraZeOnline

I only ran one campaign on this page and as a result of the success of the first page the client decided to create another brand and call it Fashion Craze.

We can see that this page has just over 1228 fans and it is growing on complete Autopilot.



We can see that if you "Like" other pages then traffic to them pages will automatically grow.

For example, the client asked me to create a stream of pages with the word "CraZe" at the end.

So for example, Bangle Craze and Makeup Craze were created WITHOUT running any Facebook campaign and already these pages have generated a lot of fans as a result of the success of the first page; and the fact that the pages are "liked" on the Mehndi Craze page.

https://www.facebook.com/BangleCraZe

https://www.facebook.com/MakeUpCraZe

Results of the "Walk to Remember" Facebook Page campaign

Going back to our "Walk to Remember" Facebook page here are the results of the campaign.

https://www.facebook.com/awalktorememberfans



As you can see I have already 814 fans as a result of a campaign I set up last night.

Here are the stats of the Facebook campaign.



As you can see I have spent just over £16.74 and I am paying pennies for this traffic. This ad resulted in just over 1,155 clicks for nearly 1 million impressions.

This is pretty decent and just shows you how cheap and effective foreign traffic can be.

I have also managed to secure a custom username for SEO purposes. The bigger your Fanpage is the more chances it will end up showing on Google.

You can also experiment with this system by split testing your images. Brighter images will peak a lot of curiosity and interest and get lots of clicks.

Always make sure to keep the "body" text simple.

The simple it is the more likely you are going to be getting lots of clicks. Generally, when people "like" something on Facebook it is because they are passionate about the product/service.

In the next section I am going to go through the different countries and how you can dominate your market with lots of fans.

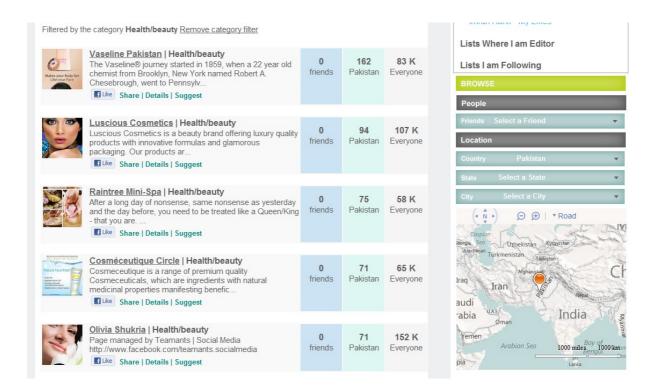
Countries you can target to get lots of Fans in a short space of time

There are a ton of countries that you can target and create campaigns for.

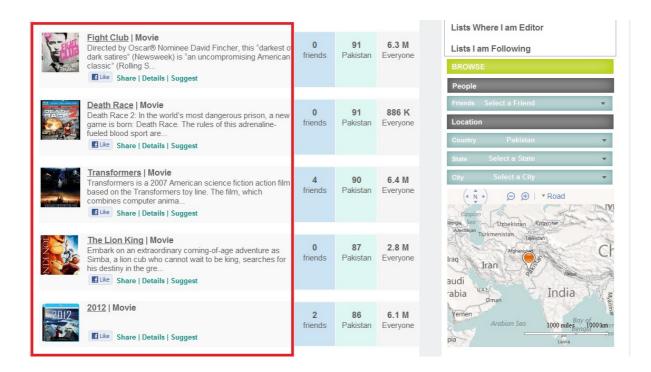
However, before you choose to create a campaign here is how I do my research to see what is "hot" right now in what country.

For example, head over to http://www.Likester.com and simply browse my country to see which type of product/brand is popular.

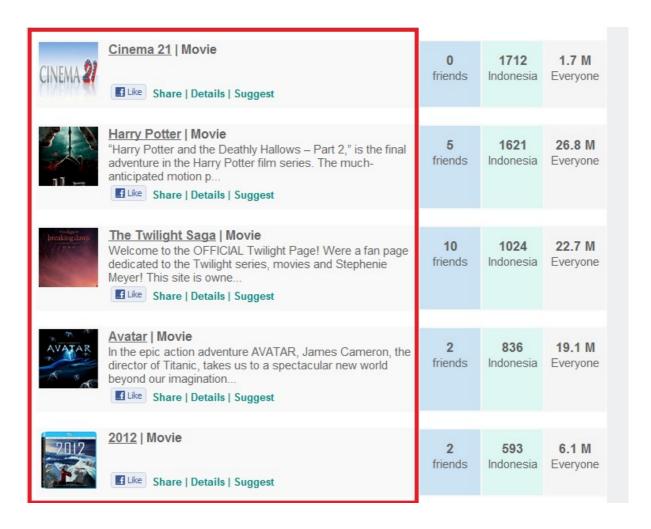
So for example, we can see that the following is popular in Pakistan in the Health/Beauty category.



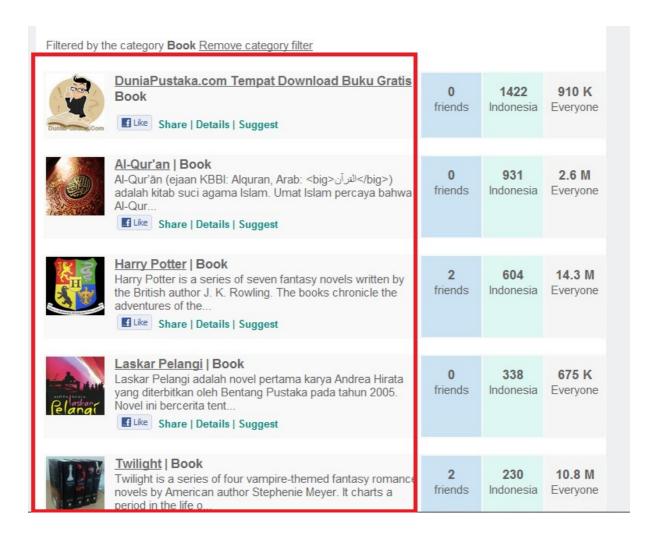
And we can also see that the following movies are popular in this part of the world.



If we browse other countries such as Indonesia here are the following popular movies right now.



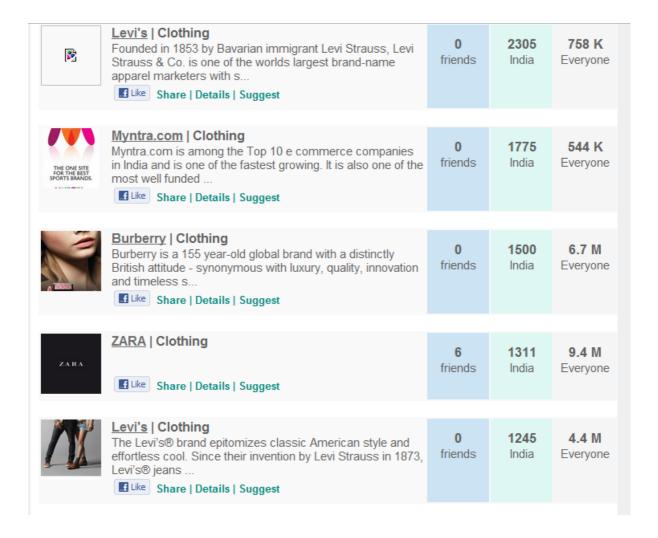
We can also see that Indonesians love the following books.



This means you can easily set up a campaign today, target this market and base your Facebook pages around these products/brands.

A tool like Likester enables us to see what are the latest fashion trends all around the world.

For example, we can see that the following fashion trends are hot right now in India.



Likester is excellent when it comes to giving us a rough idea as to what types of products and services you can build a Facebook campaign on.

Here is a breakdown of the rough estimation of costs per cpm you are most likely to expect from countries.

Cheap Traffic from "Top Secret Countries"

Austria – 0.15

Argentina – 0.04

Bangladesh – 0.03

Bulgaria – 0.07-0.08

India - 0.03

Pakistan - 0.02-0.03

Indonesia - 0.03-0.05

Mexico - 0.05-0.08 (This is huge)

Morocco - 0.04-0.06

Philippines -0.04 - 0.07

These are just a few countries where I am stealing a lot of cheap traffic from to my Fanpages. The beauty of some of these countries is that they have paypal .e.g india.

Imagine if you pitched a product to the Indian market and you was getting clicks for 0.02 per cpm??

There are also a lot of International CPA offers that you can market to these countries.

These countries are virtually untapped on Facebook and no one is really taking advantage of them.

There is virtually **no competition** for these countries at all on Facebook. This means you can dominate these countries easily and market appropriate CPA offers or products to these markets.

For example, if you have a Youtube video you can easily create a Facebook page, send traffic to the page and then send them directly to your welcome page with your video.

This is the beauty of getting cheap clicks for pennies!

I suggest now you go ahead and turn to the videos where I reveal lots of hidden secret tips on getting cheap penny clicks.

Recommended Ebook Sources

<u>Free-Books-Canada</u> > Free Ebooks, Software, Theme, Videos, Graphics and Digital Stuff

<u>Unselfish Marketer</u> > One of the best Membership Sites out there for PLR, MRR, Resale and Personal Use products.

<u>Resell-Rights-Weekly.com</u> > Great Membership Site! Has free PLR MRR products

<u>PLR-MRR-Products.com</u> > Buy PLR, MRR and Resell Products through Membership or direct access shopping cart. Has free PLR, MRR and Give Away Products for you to download.

<u>Software Gold Club</u> > Internet Marketing Software, PLR Articles, PLR Ebooks, Access and resale Club products.

<u>Buy-Ebooks-Software.com</u> > Latest ebooks, Software, Instruction Videos, PLR Material (Personal Use & Resell Products)

<u>Unselfish PLR</u> > Monthly PLR Content (limited membership)

PLR Monthly > Monthly PLR Ebooks & Articles

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