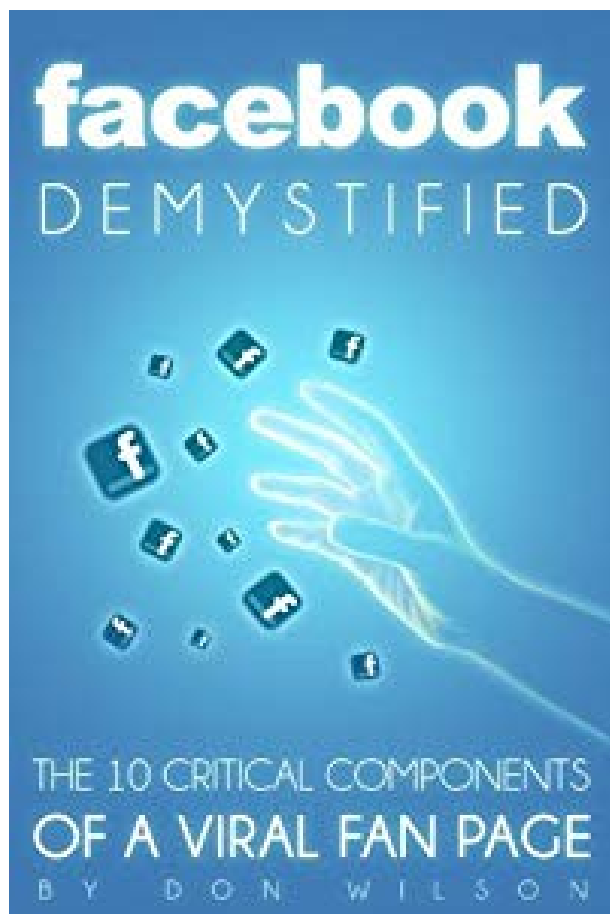


# Facebook Demystified - The 10 Critical Components Of A Viral Fan Page



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Ever wondered why some pages have millions of fans, while others only have maybe a hundred? Huge fan bases, viral campaigns, and brand building via facebook isn't an accident or guesswork. This 35 page book will show you how I've engineered campaign after campaign to go viral for any brand. You'll get a look inside how to generate massive followings on facebook for yourself or your brand. Here's A Sneak Peak At The Chapters Inside. Chapter 1) Sand, Gravel, And Concrete - Setting The Foundation This chapter sets the foundation for a successful campaign. You'll learn how to set up pages that will go viral, and be safe from being turned into a "community". Mess this up, and your page could get yanked away at any moment. Chapter 2) Timeline Tactics If you're an offline business, actor/athlete, or the owner of a brand then you need to have a timeline in place that supports your message. This is key to getting the initial "like" that every viral campaign is designed to do. Chapter 3) One Penny Clicks - (in today's world) After 10's of thousands in testing and hundreds of hours of in the gutter tweaking I have discovered a certain "viral criteria" that you can use to determine niches with the cheapest clicks possible. Chapter 4) Deep Targeting This is where we dive deep into what to target, and why. This is what makes the difference between 5 cent, and 1 cent clicks. Chapter 5) Critical Controversy Ever wonder why scandals go so viral? They end up in every newsfeed, and on the cover of magazines in days. Think this is an accident? Controversy has proven itself to go viral time and time again -

isn't it time you used it to your advantage? Chapter 6) Over-post Myth-busting Miss this at your own peril. Chapter 7) Tagenomics It doesn't matter if you have a million person page, or a 20 person page, tagging people will always be one of the most effective ways of driving laser targeted traffic. If you do it just right, you can force other people to tag people of massive influence. Chapter 8) Feeding The Viral Bait Have you ever seen a facebook post that you were absolutely compelled to comment on? There are certain "trigger topics" that go viral in any niche. Learn what they are, and exactly how the facebook viral ranking algorithm works. Chapter 9) Viral Visuals Red arrows, strokes, effects, and every little tweak adds up to the "perfect viral photo".

If you want to go as viral as possible, you'll have to embrace some of facebook's "rules" and manipulate your images to take advantage of them. Chapter 10) Trend Trapping Just like controversy, trends will get mass press.

And what's cool, is that most trends are predictable. (You just have to know when to strike, and you instantly build a viral following) Chapter 11) Successful Cloning Structures Once you've put in the time, done the research, and gone viral... why start over in a new niche? Well, you shouldn't. Just clone yourself in that niche, double your exposure, and double your brand's success.

Chapter 12) Putting It All Together - The Conclusion Throughout this course you'll have nothing but in the gutter testing and tweaking concepts thrown at you. We will pull it all back together so you can see exactly how this system will work for you. Step by step. Get ready to gain the social advantage in your market.