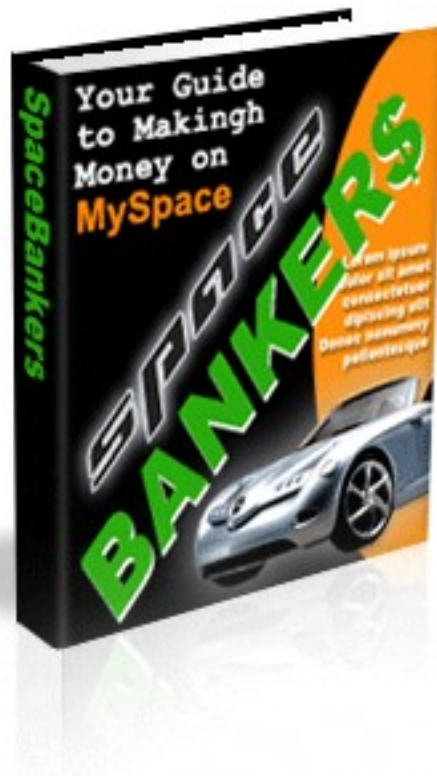




SpaceBankers

Facebook



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Making Money on Facebook



Facebook

For years, MySpace seemed untouchable. Facebook proved that notion wrong. At the time of this writing, MySpace and Facebook were equal competitors with equal market share and equal traffic.

However, at the time of this writing, there is a very large trend of people moving from MySpace to Facebook. In other words, Facebook is growing faster than MySpace, and it seems that, in time, Facebook will surpass MySpace as the leading social network.

Why has Facebook grown so quickly since its inception? The economic view is that when a new product enters the market and overtakes the industry leader, it is probably because it is simply better. And today, Facebook is valued at \$15 billion.

Therefore, we should examine what it is about Facebook that has appealed to the masses and allowed it to match MySpace as the leading social network. Once Facebook is understood, it will be visible how to exploit these features to make a lot of money.



What is the Attraction to Facebook?

It is important to pay attention to Facebook's features that separate itself from MySpace, because it is these that we will refer to throughout this guide and take advantage of. There are reasons as to why users are switching from MySpace to Facebook, so it makes sense to appeal to features that attract the new users.

- Facebook looks clean and well trimmed. Unlike MySpace, which allows for HTML backgrounds and for looping sounds, Facebook keeps things relatively simple. There are no HTML backgrounds, but the boxes in profiles can be dragged and dropped for easy customization. All in all, it simply looks better and is more user friendly than MySpace.
- Facebook creates a network. There are no secrets within MySpace. You can see what each person is doing, how people are interacting, and the Facebook News Feed broadcasts the actions of each of your friends. In this way, a large network of your friends is created. It makes things more user friendly and keeps users logged in longer.
- Facebook is less invasive. There are fewer spammers on Facebook, and they are better at stopping it when it begins. Privacy is better protected



on Facebook than it is on MySpace, and the community of friends is much tighter.

- Facebook has less obvious marketing. While there are ads on Facebook, they are not as noticeable. Most of them blend into the rest of the news feed. However, it is obvious that marketing is being done, because MSN has shelled out hundreds of millions of dollars in order to have advertising rights on Facebook.
- Facebook organizes people by network. As a MySpace user, it can be more difficult to find old friends or members of a school or organization because individuals are not divided into sub-categories. However, on Facebook, universities have their own networks, as do cities and workplaces, which makes it easier to build up friends list, to network, and to meet new people. It is easier to introduce yourself to a new person if you belong to the same network and/or have friends in common, which is listed on Facebook.



Overlapping Strategies

It is assumed that you have read through “SpaceBankers: Making Money on MySpace” before reading this guide. If you have not done so, it is recommended that you return to the members area and read through this guide. Doing so will give you a good overview of the strategies that can be used to make money on social networks, and these methods can be applied to Facebook.

Therefore, the following is an outline of the main SpaceBankers strategies, and it examines how they may be applied to Facebook or modified in order to be relevant.

It must be noted that Facebook is much “cleaner” than MySpace, and affiliate programs must be promoted with trepidation. If you even begin to think that you can cut corners, then you will be shot in the foot. Facebook is a smart site, and it will shut you down if you are borderline spam or misleading.

Therefore, it is highly recommended that you consider high ethics when marketing on Facebook. Ask yourself the question, “Would I want to receive this promotion?” If the answer is no, then reconsider your actions.



The Comment Formula

If you'll recall, the Comment Formula is a three step process:

1. Create profile(s)
2. Add friends.
3. Comment those profiles.

The profile creation process is just like you would expect from other social networks. In fact, it is very self-explanatory on Facebook.

However, there is one thing that you should take note of: for each new profile that you create, you will have to verify it with a phone number. When attempting to send messages or friend request with a profile, you will have to have the profile verified. No worries, however. As long as you are not spamming profiles and not invading upon anyone, you should have nothing to worry about while using your own number.

Adding friends and commenting profiles is slightly different on Facebook, and these should therefore be addressed.



Add Friends

On MySpace, you can target your friends and add them without much trouble. There, people will generally accept most of the friends requests that they receive, especially if you send a message along with the friend request.

However, it is not as easy on Facebook. Although many people will accept friend requests from people that they don't know, it is more difficult to build up your list of friends.

This fact, though, can work both for and against you. Although it is harder to accumulate targeted friends, the lists that you build up will be cleaner, and they will have the potential to be more targeted and more responsive.

The best way to get around this fact is to be up front and honest. If you've got a product to promote, you must provide something of value that attracts people to add you as a friend, to take what you say seriously, and to consider your affiliate programs.

This may sound redundant, but it is imperative that you don't walk into a niche and plan to spam Facebook with your affiliate link. That spells failure.



Here are a few ways to build up your friends list relatively quickly:

- Pick a network and focus on it. People are much more likely to accept you as a friend if they see that you have mutual friends. Therefore, start by targeting individuals within your niche that are in the same network.
- Always, always, send a message along with the friend request when building lists within a niche. When you do this, simply be up front. Explain where you found the person and why you are adding them as a friend: “Hey, I saw you in the dog lovers group, and I'm one as well. I have some information that I'm trying to spread the word about, and I'd like to add you to my friends list.” Combine an open, honest message like this with the fact that you have mutual friends, and you will have no problem building lists.
- Target people with groups and causes. Just like on MySpace, people will join groups (and, on Facebook “causes”) about things that they are passionate about. These will give you an indication as to what a person is interested in and what can be marketed to them. It also gives you a common ground that you can establish in order to build a relationship with the



person. Include the fact that you found the person in a group in the message that you send along with a friend request, and your invitation will be welcomed. People are happy to network with those of similar interests.

- Use the friends list that you are already using. Yes, you can use your own personal Facebook as the beginning of your marketing. As you begin to consider niches that you can promote, you may want to start other profiles, but there is plenty that you can market using the Facebook profile that you already use on a regular basis. You'll see how to implement this soon.



Comment Friends

What is referred to as a “comment” on MySpace is known as a “wall post” on Facebook. These terms will be used interchangeably, but their purposes are very different between the two social networks.

On MySpace, people will post pictures, videos, banners, and all kinds of stuff as a comment. It's almost used as a place to decorate another person's profile.

However, on Facebook, wall posts are used as a means of communication. While messages are used (more on this later), writing on a person's Facebook wall serves as the primary means of communication, even though everyone can see it. This can benefit us immensely.

With this knowledge, most people have to resist the temptation to go out and put affiliate links on the walls of their friends. You must not go out and do this. You will hinder your profits in doing this, because people will see that you are posting the same thing to everyone's profile, and it will come back to bite you.

Instead, you must use this fact to your advantage. Because wall posts serve as the primary means of communication, the first step to success with this strategy is to strike up conversation with people on your friends list about the niche at hand.



Instead of immediately hitting a person's profile with your affiliate link, arouse conversation about the topic with him or her. Ask him or her why they are interested in the topic, and get them talking about it. Wall posts rarely go unreturned, so keep the conversation going as long as possible. People will read the conversation between the two profiles, which will grab more exposure. At some point in the conversation, you can slip in your affiliate link at a relevant time.

This gets the person talking about their interest, and they begin to remind themselves of why they are interested in the niche. For example, if talking about business, a person may talk about why they have such a passion for business, and you allow them to tell you about their business. If they mention that they have a business about something, you can reply with the fact that you have found this program that is relevant to what they are talking about. Can you imagine giving someone an affiliate link after they have just talked about how much they love the niche?

This also is very non-invasive. In fact, if you have a good conversation going, the person will likely welcome the affiliate link.

Consider this:



Every person is interested in something. Therefore, if you use this method of arousing interest in an individual, allowing them to sell themselves about a particular niche, and giving them an affiliate link to whatever they happen to like, you can market dozens of different products from the same profile. In this way, you don't have to do any niche targeting if you choose not to.

Let me rephrase: if you have had trouble targeting people according to niche, you can simply add friends, build relationships, find out what they are interested in, and market to them accordingly.

Just to reiterate, the process works like this:

- 1) Add friends.
- 2) Establish a common interest.
- 3) Begin a conversation regarding the topic at hand.
- 4) Arouse the interest of the individual by allowing them to discuss what they are interested in.
- 5) Give them an affiliate link to a relevant program.

And remember, on Facebook, wall posts are public, and these conversations and affiliate links will be seen by everyone. This is a great way to get targeted traffic to your affiliate links, and this type of promotion is welcomed.



Group Profits

On Facebook, people rarely join groups for the purpose of participating in forums or discussions. Within the groups, there are many group “wall posts” and discussions that occur, but they are made of a very small percentage in the total number of members.

Instead, people on Facebook join groups in order to make a statement. When someone joins a group, it is listed in a visible place on their profile, and an announcement is shown the Facebook News Feed. Therefore, statements/organizations and humorous group names are often the most popular and fastest growing.

Examples of Statements and/or Organizations (all real groups):

“End World Hunger”

“Whatever Happens, Hillary Clinton Must Not be President”

“In Memory of [someone's beloved]....”

Examples of big groups with humorous names (all real groups):

“I Will Go Slightly Out of My Way to Step On A Crunchy Leaf”

“If 100,000 People Join, I'll Legally Change My Name to McLovin”



Therefore, while we don't have the forums and ability to interact with other members like we do on MySpace, we know that Facebook group members are likely passionate about what the group stands for, because joining a group is more of a statement on the social network.

Furthermore, it should be noted that the creator of any group has the ability to communicate with all the other members of the group by sending out group messages. This is the only time that Facebook makes it possible for individuals to send out large numbers of emails in one blast. This can be a major advantage to get a message out quickly.

This can be abused, however, as people can get annoyed with repetitive messages.

Here is a real life example: During the 2008 election, I was an avid supporter of Congressman Ron Paul, and I was a member of the Facebook group of Ron Paul supporters from my university. The organizer would periodically send out emails about upcoming rallies and opportunities to volunteer for the campaign. However, after a while, the creator of the group got a little "message happy," annoyed a lot of people, and I, along with others, left the group.



So, to recap:

On Facebook, people join groups in order to make statements or because a group is funny. There is not the same level of interaction within groups that the MySpace groups have.

As the creator of a group, you have the opportunity to message all members of a group simultaneously.

Sending out too many messages can be detrimental.

Now, how can you use this information to market yourself and your affiliate programs?

First, recognize the fact that the people who are in groups to make a statement likely feel very strongly about the subject at hand, so you can market yourself within the groups by stirring up conversation with those who are active in them. As stated, the number of people active in the groups are not usually as high as on MySpace, but those who are active are very passionate about the subject.



Therefore, you can message people in the group, make wall posts, and add friends to your account with a knowledge of what they are interested in.

While this is no different than your current interactions in MySpace groups, if you are active enough, you can begin to develop a relationship with the creators of the group. If this occurs, you can, over time, request to be made an officer of the group. And when this happens, guess what? You can message the entire group. This way, you can work your way up as an authority in the group and have the potential to message the entire group and build up your friends list. Of course, in doing so, you would want to provide something of value to build the interest of the audience toward an affiliate program down the road.

Of course, you always have the ability to create a group on your own, as well. In doing so, keep in mind the fact that the most successful groups make a statement and/or have a very catchy, funny title.



Summary

Facebook groups can be used just as effectively as MySpace groups, but there are a few important key points to remember.

People join groups to make a statement or because a group title is funny.

However, you can target those within groups by establishing relationships based on the common ground that you establish. Furthermore, group officers can email the whole groups all at once. Play your cards right, and you can set yourself to be in a position to target a lot of people all at once.

Marketing on Facebook groups is very similar to marketing with MySpace groups, but the audience on Facebook is slightly different. Get to know your audience, create viral groups, and you will be able to have a large reach on Facebook.



The Free Ebook

The Free Ebook strategy works from start to finish works just like it would on MySpace in the sense that if you create something of value and distribute it via blogs (on Facebook, blogs are “notes”), wall posts, and messages, then it will spread quickly, and you can see great results.

However, on Facebook, there is one aspect that is vastly different: you must establish credibility before your materials will be taken seriously. On MySpace, people are all about meeting new people, seeing what's out there, and they are more open to free ebooks.

However, Facebook is more of a closed community. If you immediately slap somebody's profile with your free ebook, their first reaction will be, “Uhh, what?” Therefore, you need to make sure that you are in good standing with your lists of friends before distributing it.

Of course, the most common way to do this would be to build relationships with your prospective customers through wall posts, posting notes, and messages. However, there are other ways to do this as well:



As previously stated in the group strategy, you can build up a nice list of friends by either creating a group of your own or by working your way up as an officer of an existing group. In doing so, you will establish immediate credibility. If you have a group that is very targeted to whatever you are hoping to market, then you can market yourself as an authority on the subject.

You will have to find the best way to build credibility within your niche, within your groups, and among your groups of friends. However, by establishing yourself as a master on the subject, you can command the attention of your audience. When you accomplish this, you can send people to your notes, to your groups, and to your free ebooks. It is only after establishing yourself that you will be taken seriously on Facebook.



[Part Two: New Strategies](#)

There is plenty of overlap between MySpace and Facebook, meaning that most strategies from the main SpaceBankers guide will indeed apply to Facebook. However, there are subtle differences that you must recognize in order to succeed on social networks other than MySpace.

However, there are differences on Facebook that open up for some different opportunities. The following is an overview of some strategies that you can implement that are completely unique to Facebook.



Messages

We've discussed messages briefly as a way to get the word out quickly to your friends, and it's also an effective method to use if you are the creator or the officer of a group. However, it should be noted that messages on Facebook are very potent.

On MySpace, messages are abused by spammers. People will get messages from people that they don't know all the time. As a result, most of them are ignored. People have grown very accustomed to lazy affiliate marketing over at MySpace, so new messages are often lost in the sea.

On Facebook, however, messages are seldom used, and they get read. You can bet that when you send a message to one of your friends (or even someone who isn't your friend) on Facebook, it will get read, and it will get read very quickly. As long as you do not abuse this, you can have your message read in a hurry.

What's the best to do this? In my opinion, one of the most effective ways to use messages would be in combination with groups. You can use groups to target your customers and send them messages to introduce yourself and then add them as a friend. Simply join the group, find people who are active posters



within the group, and then message them to strike up conversation. Establish a common ground, and you will be clear to add them as a friend and market yourself to them.

I would not recommend messaging people with your affiliate link right away. I would first begin a conversation with another person that you know is targeted for what you have to sell, and if you get a response, then moving it in the direction of pre-selling them for the purchase of the product.

The other way to use this comes when you are the officer of a group. Because messages get read so quickly, you can send a message to every member of the group and have a lot of people paying attention to you. A very high percentage of the messages will be read, and you can market yourself, your Facebook notes, and/or your affiliate programs in this way.



Special Pages

Unlike MySpace, Facebook gives its users the opportunity to create pages that are completely unique to a product, service, place, or personality. For example, you could actually create a Facebook profile for your local bar.

This is big news if you are marketing something that is location targeted. For example, if you are marketing something that would only be relevant to people in San Diego, CA, then you can create a profile for an establishment in this area. Using this profile, find others in the network of San Diego, and you have a VERY targeted list of customers at your fingertips.

However, my favorite way to use this feature is to establish yourself as a master authority on a subject and have others subscribe to being a “fan” of yours. You can create a profile of yourself as a “celebrity,” have people sign up to be your fans, and they will receive updates every time you make an update. This is huge.

At the time of this writing, I am working with a business partner to establish this type of a presence on Facebook. Basically, we have identified a target market, and we are recording videos and creating good, quality information that people would appreciate.



However, a problem lies in the fact that nobody within the niche really knows who we are. To remedy this, we simply have to grind it out a bit and target our friends according to our target marketing. We expect that, by offering good information and quality videos, the word will get out and start to spread.

What's the benefit of this? Well, this start slowly, builds quickly, and can be very profitable in the long run. While it is difficult to get rolling, it will, in theory, grow on its own and start to bring a fan base. Of course, the secret is giving the target audience exactly what it wants.

At some point, the fan base will be large and loyal enough to begin to be marketed to. When this happens, the strategy will not change except for the fact that one can start to include affiliate links in posts. Remember, whenever a new post is made on a celebrity profile, all the fans are notified by Facebook. Imagine a loyal base of only a few hundred customers that see your affiliate link.

This feature is one that takes some time to get going, and it is actually somewhat new on Facebook. I expect this type of a feature, however, to grow to have the same effect that MySpace had on certain bands that got a large amount of attention from the social network.



Applications

Facebook allows its members to put games, quizzes, polls, and many other interactive features on profiles in order to make them completely customizable. In addition, anyone can create these applications, and they often spread like wildfire. This fact can make you some good money.

Out of all the SpaceBankers strategies, this one probably takes the most thought. However, it usually grows on its own.

In order to understand how Facebook applications work, you've got to have a Facebook profile. If you're not using it on a regular basis, then it would be hard to fathom how to apply it to marketing. Once you see how they work, however, you'll notice that everything from affiliate links from Google AdSense can be included within a Facebook application.

One of the best applications I ever saw was the "Books I've Read" application. In short, it allowed for users to post books that they've read and liked onto their Facebook profiles. When friends clicked on the pictures of the book, they were taken to an Amazon page. And guess what...?



The link that they were taken to was an affiliate link for the sale of the book.

This strategy is completely non-invasive, because the friend recommends the book to the other person. In fact, they don't ever hear from you, see you, or know that you made money on the sale of the book.

Now, imagine thousands of people having this application on their profile. Since the average Facebook user has over a hundred friends, you can see how this could result in some serious cash.

Creating Facebook applications is a little tricky for some people. You can outsource this work from someone who has done it before, or you can learn how to do it yourself.

For a quick overview on how to create Facebook applications, see [this page](#).



Marketplace

If you only ever use Facebook as a personal tool, you can still use the Facebook marketplace to make money. You can use this little tactic to use your existing friends list into a source for cash.

Facebook, much like Craigslist, allows members to post things available for sale. Everyone in your network will see that you have something for sale.

Traditionally, I see things like iPods, text books, and houses for rent posted in this area. However, you can use it to market anything that you would like.

For example, if your network is a school or university, then you can post a small ad for cheap textbooks and provide an affiliate link to Amazon or another bookstore.

You can also do this for physical items and even Clickbank links. I suggest getting onto Facebook, seeing what others have done, and mimicking their ads, but replacing the links with your affiliate links.



The following is the most advanced strategy outlined in the entire SpaceBankers course. However, this is not an attempt to give an in-depth look into the world of Pay Per Click marketing. If you are going to attempt this strategy, you need to have a good background in Pay Per Click marketing.

If you attempt this strategy without any experience, you will lose money.

Those who have been on the internet for a few years may remember the old “Google Cash” methods. It basically included placing ads on the Google search network and linking them directly to affiliate products. This worked very effectively for a long time, but the game has since gotten more difficult.

However, Facebook revolutionized this game by allowing people to create Pay Per Click ads and place them right into the Facebook News Feed. This is completely revolutionary, and it will totally change the way that Pay Per Click marketing is done in the future.

At the time of this writing, it is a very new phenomenon that is still being unwrapped. In fact, Facebook is still tweaking the program because it is so



different from anything that has ever been done before. It is for this reason that you should approach Facebook Pay Per Click with caution and respect. They will crack down on laziness much harder than Google ever did.

To get into the Facebook Pay Per Click game, simply open up a profile, scroll down to the bottom of the page, and hit "Advertisers." This will allow you to get up and running very quickly.

It should be noted that Facebook does not like affiliate links. For this reason, it is highly recommended that you use a website or a blog as a landing page in your advertisers. Instead of linking directly to your affiliate product, put up a blog that discusses the product, and then place ads that market the blog.

Here's something to really pay attention to: not only can you market your website, but you can market your GROUP. Therefore, you can use Facebook Pay Per Click ads to market your group, build it up, establish yourself as an authority on the subject, and move on from there. That is extremely powerful! Also, do you think that Facebook likes it when you market your Facebook group? Of course! Furthermore, it allows you to build your list, grow your fan base, get your name out there, and build your list of potential customers.



The real power behind Facebook ads, however, is the fact that they are targeted according to demographic. In other words, you can target people according to their age, location, interests, political views, music likes, and so on. Basically, Facebook will do the targeting for you.

This is beneficial because it allows your ads to be served to the most relevant audience possible. Instead of being shown to the very broad range of Facebook users, your ads are only shown to the people that are most relevant.

For those of you who are familiar with Pay Per Click, you know how important it is to find very targeted keywords. Well, Facebook takes this many steps further, as it allows you target to the personality of the audience.

In other words, Facebook allows you to target customers on a level that was never possible. Your Pay Per Click ads are shown to only the most relevant audience, meaning that your conversions can be very high.

As stated, do not attempt this strategy unless you have significant experience in the Pay Per Click area. However, if you know what you are doing and find what works, then it can be extremely profitable.



Conclusion

Facebook is the future of social marketing. In fact, it is growing so quickly that staying on top of all the new ways to market can be a full time job.

Facebook is a much closer community than most other social networks. It is for this reason that you must go about things ethically and question if your actions would be welcomed by others in the network.

If you create something of value and contribute to the community, then you will continue to do well. If you have never been on Facebook before, I would recommend either using MySpace strategies first, or using Facebook for personal reasons before attempting to market there.

This guide is a continuous work in progress based on the strategies that other SpaceBankers develop, as well as the tips and tricks that I find along the way. Because Facebook marketing is so vast, it will continue to be updated and grow as time goes on.

Watch for more regarding Facebook as time goes on. In the meantime, get your feet wet in Facebook, and see why it is the fastest growing social network.

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