



# FACEBOOK



## 1. PREP

Write down the top three keyword phrases that people use to find you on search. You'll be able to use this content to draw prospects back to your website.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Write down three pieces of content that are related to the search results of your keyword phrases.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

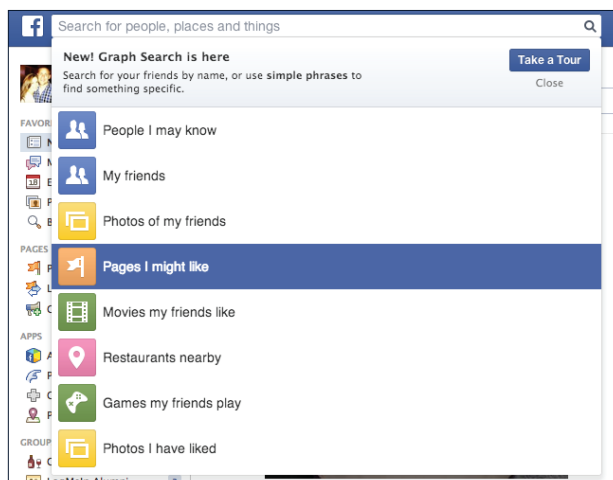
Write down 3 long-tail search queries that are created from those keywords.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**DEFINITION:** Long-tail keywords are search queries composed of 3 or more words that are more specific than the keyword alone.

## 2. GET STARTED

Sign into Facebook and type your long-tail search queries into Graph Search and see what comes up.



## NOTES:

Identify three pages could potentially have leads for you and “Like” them.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Identify three groups could you join that prospects could potentially be in & join them.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**PRO TIP:** If you’re not familiar with Graph Search, spend a few minutes and take the tour. Worth it! You can find that tour here: <https://www.facebook.com/about/graphsearch>

## 3. TAKE ACTION

Now it’s time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Joining in on conversations on pages and groups where you can add value with content
- “Liking” relevant content on pages that is relevant to your industry
- Asking questions on pages and groups to engage others

## MARKETING APPLICATION

If possible, subscribe to the pages’ or the groups’ RSS feed (if enabled) so you don’t miss any relevant content.

## TAKE-HOME EXERCISE

Spend 20 minutes a week:

- Scanning the pages you’ve “liked” for any opportunity to join the conversation (5 mins)
- Searching the groups you’ve joined for opportunities to offer help or content (5 mins)
- Engaging with people from the groups or pages directly on their profiles (if possible) (5 mins)
- Share one piece of organic content to the groups or pages you’ve joined (5 mins)