

**F**ACEBOOK  
**U**N-HYPED  
**N**ETWORKING  
**T**RAFFIC

**How I Increased My Traffic, Sales and  
Network, Using Hands-Off Marketing in  
Facebook**

by Tinu Abayomi-Paul

## About

### *... the Author*



Tinu Abayomi-Paul is an website promotion specialist, author, blogger, and ghostwriter.

Many of her articles have been:

- re-published for commercial use by large corporations,
- published in online publications such as SiteProneews.com and About.com for online business use, and
- on the [FreeTrafficTip.com](http://FreeTrafficTip.com) site for the use of all.

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None of the advice contained in this PDF file or its accompanying Facebook group will work just because you listened, read or watched any of these resources, but you knew that.

What I can assure you of is that each and every method has been completely investigated to be sure that when properly applied, they are applicable to *every* site, unless otherwise stated.

I also promise that if you have any specific questions about employing any of these methods, you can contact me through means provided, and I'll be happy to help in any way that I can.

If anything at all changes about the resources I point you to in this manual, I will be glad to contact you for updates with your permission, and only with your permission. All our newsletters are double-opt-in and contain easy unsubscribe links at the bottom of each and every issue.

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## Introduction

I admit it freely – like most other small business owners, I had no idea what the Facebook hype was all about.

I went to the start page.

I knew I'd only be able to see things if I logged in.

And I didn't want to log in. Because I didn't get it. People said it was MySpace for Grown-Ups and I thought "Does that include Grown-Ups who don't hate MySpace?"

I'm not the biggest MySpace fan, you see. MySpace can be useful for traffic and marketing, but I never really got into it for anything other than that. So when that association was drawn, it became even more difficult for me to see myself joining Facebook.

The other thing that bothered me was that, in order to use Facebook, I had to be logged into it. I worried about how I would reach a wider audience by entering a closed environment.

What I didn't realize then was that the community inside the Facebook environment contained many targeted users who were volunteering their demographics by the groups they joined.

Which means that the task at hand wasn't to pull more people into Facebook.

What I soon realized was that the mission was to find out who was in Facebook that was within my desired demographic, and **build a path out to my sites**. With 30 million people registered, there had to be hundreds, if not thousands of people who would be eager to find out more about their interests.



Because of its complex profile capability, you can basically pre-screen the people you want to interact with – and they can do the same with you.

Through their profiles, people tell you what they are interested in. Of course, since Facebook is a closed environment that you must be logged into, you must be connected to the person you want to meet somehow first.

Luckily, Facebook makes it easy for you to be able to see tens of thousands, and sometimes hundreds of thousands, of people who are in your market – often your local market.

You can interact with those of like mind through the groups in Facebook, which are like forums.

Many of the concepts of forum marketing carry over, with more possible points of interaction.

That, in a nutshell, is why you need to have at least a basic profile on Facebook, if you have, or can build, any RSS-capable component to your site.

Your profile is a jumping-off point for people to find you, your site, and solicit your services.

But we'll come back to that. For now, let's continue with our introduction.

Where was I...?

Oh, yes! The epiphany.

Up until I had the moment of clarity that I've just described to you, I didn't understand why everyone wanted people to join Facebook, but were so vague about **why** to get on Facebook and what it did.

And now I know why...

They were saving all the fun for themselves. Jerks.

Okay, I'm kidding.

Partly. 

I'll cut to the chase because I promised this would be short.

Facebook turned out to be the easiest marketing I've ever done, to some of the most intelligent, responsive buyers online.

This was without me trying – and over time I've found that *marketing on Facebook is most successful when I'm not making any effort to market at all.*

On Facebook, you can market with your presence – even light participation is much more viral than any overt marketing attempt.

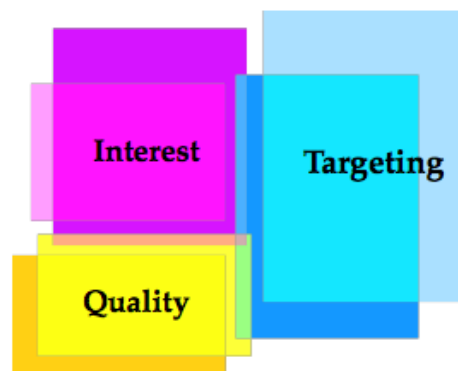
The key component to this is proper set up of your profile – once your profile is set up the right way, as long as you are updating to your own site as usual and making regular trips to participate in Facebook, an hour of interaction can bring you more responsive visitors.

These are the ones who will comment at your site, share your links, and become subscribers or buyers themselves, or bring you more of both.

The other three variables that make this process work are:

The Quality of your RSS-capable resource

The Interest your content is able to attract, and



## Proper Targeting.

Before you continue, you'll want to make sure your RSS-capable resource is working well, whether that is just a feed with updates to your latest articles, a content management system with RSS updates to your site announcements, or your blog.

In my experience, this all works best with a blog.

If you blog and you want more comments, get on Facebook.

If you're a blogger who is looking for more links, get on Facebook.

If you want your blog to be seen by more influential people, and increase your chances of having them write about you, get on Facebook.

Facebook is about interaction and conversations, whether you're talking intimate, private discussions, or public forums where professional passing interests take place.

And the interactivity of a blog helps to extend the conversation beyond Facebook.

Of course, you will also want to keep a watchful eye on your statistics, to track where visitors are coming from as much as you can.

Sometimes it won't be obvious that your increase in traffic is due to being discovered on Facebook, so it's also smart to start out with a special page or version of your feed for Facebook.

We'll talk more about how to properly target using your profile, networks and groups when we get further into Facebook.

However, assuming all the other components are in place and up to par, marketing through F.U.N is one of the easiest things you'll ever do. And it may be the most fun as well. That's a good place to start...

## **What's F.U.N.?**

The acronym FUN stands for **F**acebook **U**n-Hyped **N**etworking, if you haven't figured that out by reading the huge lettering on the title page.

Obviously, the important thing is what FUN means **for you**.

*To prevent any confusion, I just want to let you know – when FUN is in capital letters, I'm referring to the acronym from the title of this book, and when we're talking about just regular fun, I'll use lowercase. It's hard not to talk about fun and Facebook, so the distinction is necessary.*

My short name for this hands-off marketing method came about through a discussion I had with one of my partners.

Once I figured out how to gain traffic momentum to my site through Facebook, completely by accident, I went back and re-traced my steps, changing one small aspect of my profile and testing the results.

At one point, I'd just about given up trying to figure out what I'd done to bring so much attention to our main site, and just quit fiddling with it. I took a day off from my Facebook project, hung around, answered questions, participated in my groups and updated my blog.

And this was how I learned that just having fun at Facebook was the best promotional plan I could come up with, short of creating an application or starting a group myself.

*We'll be talking about creating an application and starting your own group as well, briefly. However, this volume is mostly dedicated to people who have less than twenty hours a week or less than ten thousand dollars to dedicate to your Facebook project.*

In explaining it to my partner, I realized that the way I described it

was essentially the way to help everyone understand how to get more out of Facebook.

Of course, there's a method to this madness, so don't run off and sign up for a Facebook profile just yet.

Since we're on the subject, let's talk about what that method is now.

Facebook Un-Hyped Networking is named to help you remember all the critical things that will help you get the best results.

### ***Why Facebook? And, Why RSS?***



The first thing to remember in the FUN formula is your Facebook profile set-up, which I'm going to give you specifics on in the next section.

If there's nothing else you understand about Facebook, it's this – a web platform with a user base of 30 million active, repeat visitors is offering you a free invitation to interact with its users. Not only doesn't it care if you lead them elsewhere, it will help facilitate this connection.

That should answer any question you have about whether to sign up for Facebook and if it can help you. Among 30 million people, even if you only find 100 other people there who are interested in your products and services, the time and the knowledge to set up your profile properly would be worth the time you've spent.

This leaves us with the question of why RSS.

RSS is the language that your site can speak to Facebook to get visitors from it to your site. It checks your feeds for updates, using built-in or third-party applications.

**This concludes the excerpt from Facebook Un-Hyped Networking Traffic. You can always pick up the full version at <http://freetraffictip.com/1-facebook> .**

There's 3 reasons why you'd want to have the entire Facebook collection I'm offering today, including the video mini-tour, this full color guide to Facebook with screenshots and the on-going updates that will be provided in the closed Facebook group we're starting.

**First**, the Social Media Group that's started over in Facebook to go with this book is going to be a community where we will help each other get a leg up in social networking.

Think of how nice it would be to have 25, 50, even 100 people ready to examine your content, and, if found worthy, vote for your content on social news sites. A friend of mine experimented with this, and a small burst of votes at the right time, on the right day pushed him to the top of Digg.com.

I know how he did it, because I gave him the idea. We'll be discussing that in the group.

You'll also have unfettered access to me by private message or in the group, restricted only by the amount of time I have to answer.

**Second**, that same group is going to provide updates to Facebook and many of my other Social Media finds, things I won't publish on my blog, for fear they get abused or misused. It won't quite be on the level of my membership sites, but as long as you own this book, you'll have extras that no one else can get for free.

I'm privy to many beta tests, advance knowledge of releases, and limited-releases – imagine knowing all this information before it comes out, or being invited to try the next hot thing before anyone else.

**Third**, there's no where else you can go online, for free or otherwise, to find out exactly how your Facebook profile needs to be set up for

traffic, and what to do in order to generate that traffic from Facebook. If you're already on Facebook, and not getting traffic because you don't "get it", you know what I mean.

I'm a traffic expert and it took me a couple of months to get the formula just right.

Facebook's not like a forum where you just participate and leave your link, though many forum marketing tactics will translate. And it's neither as hard to understand, nor as over-crowded as MySpace.

As a social media platform, rather than just being one tool, Facebook is a sign of the times. A shift started, largely in the past year, that has decentralized the power structure in traffic. At the center of that shift is social media.

Search engines aren't the primary director of traffic online anymore.

Yes, they are of critical importance, and will continue to be.

But they are no longer sitting at the cross streets of online traffic with a police hat and a whistle, stating who goes forward to gain more traffic and sales, or who is doomed to a site with no traffic at all.

With Social Media, you not only have a chance to get traffic without going through the search engines in a hands-off way, you can use Social Media to influence the search engine's perception of your site.

And it works much better when you have a crowd of people behind you, helping you take off.

Social Media and Web 2.0 tools are making all the difference in this new online paradigm.

Facebook, is poised to rule the future of the web. It could become one of the top five major sources of traffic, probably within the coming year.

If it doesn't, something Google or Yahoo will adopt that works exactly like it, will take over in the next six to eighteen months. Learning about Facebook now will allow you to seamlessly move over to that model when everyone else is confused.

And I say the same thing now that I did about RSS back in 2002, to small business people and marketers alike. **You want in on Facebook now.**

Why?

We don't know what their full revenue model will be. This traffic may not be free to business forever.

Get some free traffic now, enough to cover your time investment. Then if their business model shifts into charging for exposure, you'll already know what works, what doesn't and where to spend your money.

Right now, as you're reading it, people I know on Facebook are getting traffic to their:

- articles
- regular sites
- blogs
- videos
- podcasts
- free downloads
- press releases
- other press coverage

... and more, simply by finding the right people to help them spread the word.

Is this traffic going to happen without doing some work?

No. It's not magic. You'll have to set up your profile just so, add the right applications, and maintain a certain level of participation. But if

you have a blog or an RSS feed, or can create one, either using Google Reader's Shared Items, a personal bookmarks feed from a site like del.icio.us, or a podcast, you can, and will, get traffic from Facebook.

You won't have to find 1000 friends on Facebook to publicize your site either. I'll show you how you can instantly have access to hundreds of thousands of people who will be able to see your profile, and how you can find about the same number of people to mingle with.

You'll also see how certain applications will spread your message beyond the reach of your personal profile.

This is a special opportunity, to possibly be the first in your market to have exclusive access to millions of people who are interested in your products and services. If you've ever been the first blog in your industry, you understand what I mean.

You're respected as the thought leader, as the expert's expert, because you were the early adopter. And the hundreds of dollars worth of traffic you'll get for free each month won't hurt you either.

So, don't be afraid. Come on over to Facebook – [we'll hold your hand](#).