

Free Facebook Traffic Strategies – Cheat Sheet

Generate Unlimited Leads & Sales Using Facebook Without Spending A Dime On Ads

Step 1: Free Facebook Traffic

- It is more difficult now
- It is still possible
- Overcome limiting beliefs with a growth mindset
- Post regularly and focus on value

Step 2: Facebook Page Optimization

Step #1: Create a Facebook Page for your business

Step #2: Use an inspiring cover photo

Step #3: Write an enticing intro with call to action

Step #4: Write an enticing About section

Step #5: Complete all the sections

Step #6: Add links to your website in all sections

Step #7: Use page milestones to tell your story

Step 3: Your Personal Story

- A good back story will influence followers
- Make your story “zero to hero”
- Your audience must be able to relate to your story
- Add the “human touch”
- Have a consistent story on all of your profiles

- Avoid being aloof and unapproachable

Step 4: Give your Audience what they want

Step #1: Use Facebook Insights to see which posts are most popular

Step #2: Which posts had highest engagement levels?

Step #3: Find out the best time to post

Step #4: Don't use clickbait

Step #5: Don't use "engagement" posts

Step #6: Use the native link posting feature

Step #7: Look at related groups and identify popular content

Step #8: Create a content plan from your research

Step 5: Content for Free Traffic

Step #1: Make all of your content "share-worthy"

Step #2: Use emotional triggers in your posts

Step #3: Have a strong call to action

Step #4: Use power words in your posts

Step #5: Use images that are shareable

Step #6: Interview niche experts

Step #7: Create roundup posts

Step #8: Use list posts with credits

Step #9: Use high value freebies and giveaways

Step 6: Facebook Video for free traffic

Step #1: Facebook users love videos

Step #2: Create square style videos

Step #3: Upload natively to Facebook for increased views

Step #4: Make the start of your video great

Step #5: Add captions to your videos

Step #6: Create videos with a single point

Step #7: Give your video a searchable title

Step #8: Use good copy with your videos

Step #9: Add a good call to action

Step #10: Check the performance of your videos

Step #11: Use Facebook Live

Step 7: Join Relevant Groups

Step #1: Identify keywords for your niche

Step #2: Search for relevant groups

Step #3: Only join active groups

Step #4: Add value first

Step #5: Make use of "promo days"

Step #6: Re-purpose your content

Step 8: Create your own Facebook Group

Step #1: You are in control with your own group

Step #2: Use a keyword rich title for your group

Step #3: Create a closed group

Step #4: Add a compelling cover image

Step #5: Create a compelling description

Step #6: Get your first members

Step #7: Create a pinned post

Step #8: Partner with other groups to get more members

Step #9: Encourage your members to post content

Step 9: Free Facebook Traffic Best Practices

- Understand the reality of free Facebook traffic
- Optimize your Facebook Page
- Create a great back story
- Give your audience what they want
- Post the right content for Facebook traffic
- Facebook native video
- Relevant Facebook Groups
- Create your own Facebook Group