

Free Facebook Traffic Strategies – Resources Report

Resource #1

Look for examples of Facebook Pages that have a lot of followers

What type of cover images do they use?

Identify the best intros

Identify the best About sections

How are the tabs organized on the best Facebook Pages?

Look for good examples of milestones

Look for good examples of personal stories

Goal: Optimizing your Facebook Page so that it is the best it can be will attract a larger audience and provide you with the chance of lots of free traffic.

Resource #2

If you already have a Facebook Page with posts then use Facebook Insights to identify the most popular ones in terms of views and engagement

Identify and join relevant groups and take a look at the most popular posts there. What makes them popular?

Read the rules on Facebook to ensure that your posts will not be restricted

See how group owners respond to comments for the maximum engagement

Identify niche experts that you can interview or ask to participate in roundup posts

Identify the freebies and giveaways that get the most engagement

Goal: It is essential that you give your audience what they want so do your homework and find out which types of content are the most popular and create a content schedule around this.

Resource #3

Identify the videos that get the most views and engagement

Find an online app like Animoto or InVideo to make square videos and learn how to use this

Learn how to add captions to your videos to compensate for users having the sound turned off

Identify the best keywords for your videos and add these in the title and the tags

Learn how to use Facebook Live so that you can create some live videos

Goal: You must use videos as part of your Facebook content strategy as users love them and they are a great way to get free traffic.

Resource #4

Find the most active and relevant groups for your niche

Read the rules of these groups and see if they have a "promo days" feature

What kind of cover image do the most active groups have?

What kind of group descriptions do the most active groups have?

Research different methods to get more members to your group

Goal: Joining and posting in relevant Facebook Groups and creating your own Facebook Group is a great way to generate free traffic.