

Facebook Monetization

Overview Of Facebook Monetization Methods

- In this course, we'll be discussing a method of monetization in Facebook that you will be able to implement, while at the same time, you'll be able to allow it to run without you being present.
- This means that once you've automated your traffic, you'll be free to replicate this cycle in multiple niches.
- We will primarily be talking about executing a content membership.
- The reason we'd do it in Facebook is that you don't need software and it is easy to administer, which means you'll be able to turn a schedule over to an outsourcer.
- The most important aspect of this membership strategy is keeping paid members entering at the top of your funnel.
- In most cases, due to the ongoing maintenance, you'll want to have ongoing income to accompany it; however, there are more monetization methods to consider.

Getting Fans to Opt-In on Facebook

- Your objective is to try to get individuals who are on Facebook to find you what you're looking for as necessary or exciting enough that they will consider your Opt-In as a no-brainer.
- You'll want to try to move users into an Opt-in list even if they are already fans, as they are easier to market to and less distracted when they get your sales messages.
- If possible, you should at least remove one step from the process by not having your visitors LEAVE Facebook to Opt-In.
- Although there are many paid tools available, there is at least one that is free.
- You will need to create a "form" from your autoresponder and then add it to your Fan Page.
- Both Aweber and GetResponse have Apps that will allow you to connect your autoresponder to your Fan Page.

Opt-In Strategies on Facebook

- One strategy suggested by Get Response is to Offer A Form Gated Resource to Your Facebook Page.
- Here are the Apps that can help you:
 - Wishpond
 - Tabsite
 - ShortStack
 - Pagemodo
- What you're doing is to only provide your best content if someone chooses to Opt-in to Your list.
- Use the Call To Action Button...
- Add In A Prompt For People to Like Your Facebook Page Right after they Login and Provide and Incentive.

Monetizing Facebook: Create A Recurring Membership

- You won't have to worry about the membership site software; the trade off is manual admittance and deletion (can be handled with an outsourcer).
- There are five elements to consider in creating your membership or mastermind...
- FIRST, will your subject matter or niche support a Facebook Membership?
- SECOND, what will you include in your membership and how will it help your business?
- THIRD, what should you charge for your membership?
- FOURTH, what will you deliver to the members?
- FIFTH, managing the membership

Will Your Subject Matter Support a Membership?

- One of the most important things in the monetization process is to determine what audience you'll attack to support a recurring membership.
- Being general about the niche won't help you as much as going through a few simple steps to determine niche depth.
- First, Determine if there is already a magazine about the subject matter...determine at what level in the niche there is magazine content.
 - Magazines.com
 - Onlinenewspapers.com

Will Your Subject Matter Support a Membership?

- Are there products and services on Amazon, Ebay and/or Clickbank for the niche...at what level are the best selling products
 - For Example Weight Loss May be too general
 - Atkins Diet is more specific
 - Atkins Diet on a budget may be even better
- Is the Niche Supported by Google and Google Trends?
- Is the Niche a Pain Point or Goal Motivator (Pain is better)

Types of Paid Facebook Memberships, Products or Masterminds

- You can administer a Facebook community by allowing your members to pay on a monthly basis.
- This works best if you have someone that you can hand the administration of the site to.
 - You want someone to handle when someone enters
 - You want someone to handle support
 - You'll want someone to handle when payment ceases
- As mentioned the monthly fee is necessary to keep up the quality level by having the membership staffed.
- Alternately, you can deliver a “product” but, you will want to have at minimum at support desk.
- A one time fee still requires administration to deliver the product, but much less than an ongoing paid membership.
- You may also want to administer a group coaching through webinars and live meetings;
 - Gotowebinar allows your members to talk back
 - Webinar Fusion Pro allows for instant archiving

Payment Systems for a Facebook Membership

- Since you will be manually delivering the membership, your payment should lead to a thank you page as well as a notification to your support team.
- You can use any of the affiliate platforms such as JVZoo, Warrior Plus or Clickbank
- You will probably want to send your new members to a sign up page and Opt-In immediately after sale.
- You can create sign up pages using WuFoo or Jotform...or a page system like Optimize Press/Clickfunnels
- This will allow you to verify the membership with minimal follow up.
- Sending buyers directly to the Facebook page to request access can and will lead to confusion if the link is shared.

Support Site for Your Membership

- One of the underrated aspects of the success of your site will be the support that you are able to offer your customers.
- You don't want to be in the habit of handling the support in your Facebook Group.
- This can turn into negativity and complaining which is the death of any Facebook Group.
- Go to Your Hosting Area and Set up an OS Ticket Free System
- This will allow you to implement the ticket system as well as to have someone else handle the tickets (and outsource preferably).

Delivering Membership Content On Facebook

- Delivering Membership content on Facebook is fairly easy if you choose to upload your videos direct to Facebook.
- If you want your content to remain private, you will want to avoid third party systems to link to.
- Facebook does have limits to the size of your video, so that if your content is too large, you may have to re-render down to a lower resolution (ex. Going from 1080 to 720 or 480)
- You can upload your Files to the file area, again...making sure that your content will be private.
- Before you begin uploading content, make sure that your content isn't being seen by others outside of the group...set your group to "Closed" or "Secret"

Additional Monetization Through Live Events

- Just because you are collecting a membership fee doesn't mean that you shouldn't do additional monetization.
- Make sure to give presentations for other products down in your marketing funnel.
- Make sure to bring in higher profile individuals who can deliver high ticket content where you can be their affiliate.
- When you have Live events, you can feel free to present other offers available.
- You should avoid posting offers in the newsfeeds of your members on a regular basis.

Strategies for Creating A Funnel of Facebook Based Products

- When you are delivering Live Events, it's easy to move buyers into other products that you can use to help them and deliver them on Facebook.
- Consider offering group, webinar based coaching, if you haven't done so already;
 - this can be a one time fee course (\$9-\$27)
 - This should be fixed term
- Consider offering a one off price product with moderation
 - The cost should be \$17-\$37 because you will be moderating
 - The goal for a course like this is to get your members to moderate

Strategies Moving Members Off Facebook Into Your Marketing Funnel

- One of the keys in making the Facebook membership a long term success is interacting with your users outside of Facebook.
- This means that you want to make sure that they're reading their email from you.
- Always refer to things that are exclusive in your email and in different mediums.
- This means that all of your content should not be on your Facebook page if you want your members to interact with you elsewhere.
- Make sure that you have separate giveaways and live events outside of this medium.

Strategies for Replacing Members Who Quit

- You will always have members who decide to stop paying their membership fee.
- Working to try to keep them in your membership will cause you to make the wrong decisions and devalue the group.
- Instead, do what you can to keep people coming in to sign up for the membership.
- Set up an auto webinar and/or consider offering a free limited time trial.
- Always do at least one live event where you offer the training to both members and non members.
- Seek the positive feedback of group members, screenshot all positive posts to be used as testimonials (make sure to get their permission to use).

Conclusion

- The real benefit of using Facebook is that the people are already there, so you are taking advantage of the traffic.
- But you are also taking advantage of Facebook's "gating" features for your content, as well as the delivery mechanisms.
- Make sure to give people the opportunity join you outside of Facebook for maximum marketing opportunities.
- If you want to monetize more, do live events in addition to your content.
- Make sure to do some free content to take advantage of the viral nature of Facebook in addition to the webinars...