

FACEBOOK ADS & FORUM RESOURCES CHEAT SHEET

Facebook Ad: an advertisement created to reach Facebook users based on their activity and their demographics.

Pay-per-click (PPC): pay when someone clicks on your ad

Cost-per-action (CPA): pay when someone completes a specific action

Benefits of Facebook Ads

- traffic is very finely targeted
- can target your ideal clients and specific niche
- avoid wasting money on people unlikely to click your ads

When Your Goal is Increased Traffic

Regular FB Ads can work, but the best type could be CPA. First gets Likes to your FB, then do promoted posts seen by a greater number of followers.

Promote The Lifestyle

- people generally won't just Like a company ad
- speak on a more abstract level
- get them excited for what you're doing
- advertise the lifestyle you represent, not just the product or brand
- be less of just a company and more of a movement

5 Great Reasons To Use FB Ads For Increased Traffic

1. Highly effective
2. Quick and easy to set up
3. Quick results
4. Reach your ideal target audience
5. Lots of customization options

Remember: Regularly log into your ad manager. Make small tweaks to see what increases your ad success rates and what doesn't.

Forum: message board attached to a website where users can discuss a mutual interest, usually the subject of the main site.

Benefits of Forums

- members tend to be highly committed
- can be tight-knit community, know each other and regularly visit (for discussion and entertainment)
- anyone can post links there
- Google counts these as inbound links (unlike social media links)
- links can help your SEO
- may find significantly less competition
- can be easier to stand out
- user can provide you useful discussion and feedback
- users start as fans of you, then migrate to your brand
- great way to find contacts & people you can work with

Using Forums Improperly

Just signing up and immediately start posting links to your blog is bad.

- seen as a spammer
- perhaps banned
- links deleted
- hurt your reputation among the regular users
- users may be leery later if/when they see you on social media

Using Forums Properly

- gradually build trust and make friends
- avoid your account being deleted when sharing links
- set a precedent of quality, adding value and useful contributions
- members more actively interested in the things to which you link
- may find users actively help you with your promotion efforts
- reciprocate on sharing

Remember: Forums are not about just leaving a bunch of generic posts with your link in the signature block. To get increased traffic and many other benefits, get involved and participate.

How To Find Relevant Forums

Use Google's search bar

- type your niche & the word forum
- type a main keyword & the word forum
- type a search term people in your niche use & the word forum
- search based on a product you or a competitor sells & the word forum

Note: If any of those are multiple words, type it within quotation marks and then add the word forum. Below are 2 examples why.

1) Niche of jigsaw puzzles: type as "jigsaw puzzles forum" – so you don't end up with results that include the jigsaw power tool or the movie.

2) Search term puzzle glue: type as "puzzle glue forum" – should be forum questions on that, doubt non-puzzlers will search for puzzle glue

Ensure The Forums Are Useful

You want active forums with threads regularly created, as well as regular comments and replies.

- look if shows number of registered users & guests are online
- check creation dates of last few posts (should be within last 48 to 72 hours)
- check if good number of members commenting and replying

Next Steps

- get registered with a proper username
 - your name or your biz name
 - helps you stand out & therefore get more traffic
 - will regularly be seen & associated with you or your brand
- create your signature
 - very important as it can help get increased traffic
 - don't make it identical to a keyword or anchor text on your blog
 - put it in the form of a call-to-action (doing something)
- Participate! (can take time, but it's easy & can be fun)
 - introduce yourself (usually a section for that)
 - take part in some discussions & be friendly

- demonstrate your knowledge by answering questions
- create threads
- help others with their own projects
- post some links to useful other sites
- mention your own projects
- paste shortened, relevant & helpful info from your blog posts
- post to your own blog or website (if/when relevant)
- consider creating new content specifically for them

Tip: Some social bookmarking sites work similarly to forums. Reddit is an example, if you find the right SubReddit. The same rules apply.

5 Great Reasons To Use Forums For Increased Traffic

1. Can be a tight-knit community that supports each other
2. Google counts the links as inbound links (also helps your SEO)
3. Forum members may actively help you with your promotion efforts
4. It's an easy process (though takes some time)
5. Can be easy for you to stand out (easier than on social media)

Some Forums To Get You Started

In addition to you finding forums within your specific niche, here are seven recommended forums for entrepreneurs that may help get you started. One of these may be a great resource for you for getting business advice. They may also simply give you a visual and a better understanding of forums.

[ApexForum](#)

This is a small forum (less than 3,000 members), but if you're looking for business owners that share their case studies and journals that chart their progress as they build their business, this is definitely worth a look.

[CNet Forum](#)

CNet is a well-known and trusted resource for their technology reviews and recommendations. But they also have a forum. It focuses on technology-related topics.

[Quora](#)

This is a very popular forum where you can ask questions on just about anything business-related under the sun.

[Small Business Brief](#)

They describe themselves as “A friendly place to share small business ideas and knowledge, ask questions, find help, and encourage others that are involved in the small business industry.” They current have over 100,000 members.

[Small Business Forums.org](#)

This is a forum aimed at small businesses that also has a classified section to help find needed professionals. The forum appears to be quite active.

[StartupNation](#)

This is a great forum for those starting out, although it does have some advanced info there. Currently there are nearly 100,000 members.

[The Fast Lane to Millions](#)

This is a great forum for entrepreneurs, whether new or very experienced. They take spamming seriously, you won't even get a signature link until after 100 posts (or you can pay to become an Insider and get one right away), and they're not about get rich quick stuff. Currently they have over 40,000 members. [Use this link](#) instead if you want to jump directly to reading more about them and their humor-filled guidelines and rules.