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Introduction

Thanks for grabbing a copy of *7 Secrets of a Highly Attractive Fan Page*! In this report you are going to learn how to set up a successful Facebook fan page from scratch, OR take your existing page to the next level.

In this report you'll learn...

- How to set up a fan page from scratch.
- What to keep in mind when you choose your page title and write your page description.
- The importance of choosing the right type of cover photo for your page.
- What types of posts to make to maximize your fan engagement (likes, comments, and shares).
- How to install apps that convert your new fans to e-mail subscribers.
- Free and low cost fan generation methods.
- And much more...

With over ONE BILLION users from all over the world, Facebook offers you endless opportunities to find new customers for your business. But there are also millions of other marketers on the platform giving you a pretty fierce competition, so it's essential that you know what you're doing, and that you stand out from the masses if you want to get peoples' attention.

The best way to market yourself and your products on Facebook is to set up a fan page (also known as a "Like page").

If you don't have a fan page yet, log in to your Facebook account and click on "Like Pages" in the left menu. The setup process is very easy, but don't rush though it! Secret #1 and #2 will make your journey through the setup process much easier...

1. Page Title and Description

Two of the most important parts of your page are the page title and the page descriptions. Many marketers don't take the time to get this right, causing them to miss out on hundreds of potential fans, prospects, and customers. By getting things right from the start you'll get an invaluable advantage over your completion.

Page Title



The page title can be your full name if you want to brand yourself along with your products and services. It can also be the title of your company, a product, or a service.

Here are a few examples:

- John Smith
- Smith Social Media Consulting
- The XYZ Formula

Keep your page title relatively short. Less is definitely more here. It should be easy for people to remember.

This is especially important to consider if you're a network marketer and want to build your page around your opportunity.

Many people use their full name followed by "XYZ Independent Consultant / Distributor / Representative". That title screams "Just another MLM'er pitching their opportunity". Therefore, many potential visitors / fans wouldn't take the time to check you out no matter how great your page and offer are. Instead, try to come up with a unique and niche related page title that really stands out.

Here are some great examples for your inspiration:

[John Wass - Changing Bodies & Lifestyles](#)

[Naturally Motivated](#)

[Food & Recipes by TS Wendy](#)

[Rodan + Fields Dermatology: Love Your Skin](#)

[Healing Feeling - Lifechanging Zeal](#)

[Nic's Divine Health and Beauty](#)

[Because You Can Fitness](#)

[Mary Liz's Fit Kitchen](#)

[Looking Nifty at Fifty](#)

Description

3,205 likes +3 this week
Chaneen Meyer and 253 other friends

863 post reach this week

View Pages Feed
See posts from other Pages

Invite friends to like this Page

Promote Your Page for 44 kr
Connect with more of the people in Sweden
Promote Page

ABOUT

Social media marketing consultant and author of "7 Steps to a Social Media Sales Funnel" and "The Fan Page Marketing Formula".

<http://www.perkinnander.co...> Boost Website

APPS

7 Steps to a Social Media Sales Funnel
7 Steps to a Social Media Sa...

7 Secrets of a Highly Attractive Fan Page
7 Secrets of a Highly Attrac...

The Fan Page Marketing Formula
The Fan Page Marketing Formula

PHOTOS

Status Photo / Video Offer, Event +

Write something...

Per Kinnander
May 1 · Edited ·

It's Friday, and we have entered the wonderful month of May! 😊 2 good reasons to throw a HUGE fan page party! Comment below with your page URL and a short introduction.

Wanna maximize your results? Grab a copy of my free report "7 Secrets of a Highly Attractive Fan Page":

<http://perkinnander.com/7-secrets/> See More

FAN PAGE PARTY
May 1-3
Drink on us!

7 Secrets of a Highly Attractive Fan Page
Wanna maximize your party results? Grab my FREE report today!

225 people reached Boost Post

Like Comment Share

Per Kinnander, Rebecca Arthur, Marilynng Ileski, iBrand Your Business and 11 others like this.

Click "About" just below your cover photo to access your "Page Info". Here you find two fields that are used to describe your page - "Short Description" and "Bio".

The Short Description is shown in the About box in your left column. Write a one sentence description of yourself, your page, and/or your product.

When clicking on the "About" link, your visitors will be taken to your Page Info where they can read your Bio. Here you provide a few paragraphs with detailed information about yourself and your offer(s).

You can check out my Page Info [here](#).

2. Your Cover Photo

Your cover photo is the first thing that catches your visitors' attention when they land on your page, so you should try to get the most out of it.

The recommended dimension of the cover photo is 851 pixels wide x 315 pixels tall. You may include some text in your photo, preferably some type of call-to-action encouraging your visitors to check out one of your products.

Here is the cover photo I use on my page:



It's taken at top of Echo Mountain in Altadena, CA. I'm a huge fan of both travel and hiking, so it's a photo that's really expressing who I am. Using this type of cover photo is a great way to "connect" with your page visitors in a personal way the second they land on your page.

Alternatively, you can create a cover photo with the Banner Maker tool at [MyEcoverMaker](#). You can set any background color you want, with or without gradient, or use one of their cool background images. In addition you get access to a huge gallery of stock photos and other images. You can also choose to upload your own.

A great third option is [Pagemodo](#) - another popular cover creation tool, and it's completely free. Here you can choose from a huge gallery of professional themes and thousands of free stock photos.

Finally, you can Google "facebook cover photos" (or something more specific) and you'll find thousands of images to choose from.

3. Engaging Posts

Things that you post on your page show up both on your page timeline and in your fans' news feeds. It's important that you post updates on a regular basis to keep your fans engaged with your page. Fans that never engage with your page

will eventually stop receiving your updates in their news feeds. Try to make at least one post per day. Make it 3-5 if possible.

Your first goal with your page is to get your fans to know, like and trust you. That's why most of your posts should be non-promotional. I recommend that you go for no more than 10% promotional posts and at least 90% non-promotional posts.

Non-promotional posts

Posting quotes is a highly effective way to inspire and motivate your fans. Especially *photo quotes*. Most of us are pretty visual, so photos generally draw much more attention than quotes posted in plain text.

Per Kinnander
September 18 · 🌐

Everything we do in life is so much easier when we do it with a smile. Try it yourself. You'll be amazed how well it works.

Let us always meet
each other with smile,
for the smile is the
beginning of love.
Mother Teresa

BrainyQuote®

59 people reached [Boost Post](#)

▾

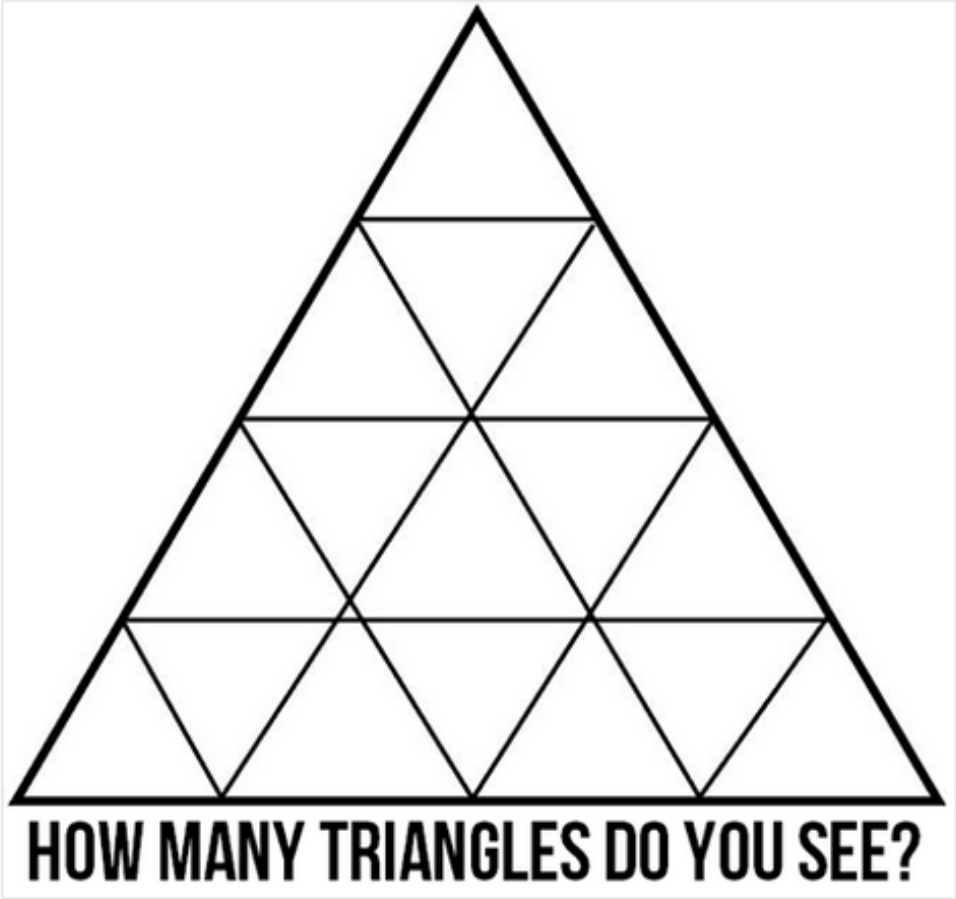
[Like](#) [Comment](#) [Share](#)

Challenge your fans by posting or sharing a little exercise now and then! This is a very effective way to spark engagement, and get a lot of comments.



Per Kinnander shared 96.5 KOIT San Francisco's photo.
November 7 at 6:19pm · 🌐

This one will probably take you a couple of minutes to get right 😊



502 people reached

Boost Post



Like Comment Share

Promotional posts

Here's an example of a post I made for the promotion of my free report [7 Steps to a Social Media Sales Funnel](#), including a picture and a link.



The screenshot shows a Facebook post from Per Kinnander, posted 3 hours ago and edited. The post text reads: "Struggling to get likes and engagement on your page? Learn the powerful strategies I used to get 3000+ targeted fans and 100's of qualified prospects for my business in less than 12 months! Click here to get your free copy: <http://perkinnander.com/7-secrets/>". Below the text is a blue book cover titled "7 Secrets of a Highly Attractive Fan Page" by Per Kinnander. The post shows "6 people reached" and a "Boost Post" button. At the bottom are "Like", "Comment", and "Share" buttons.

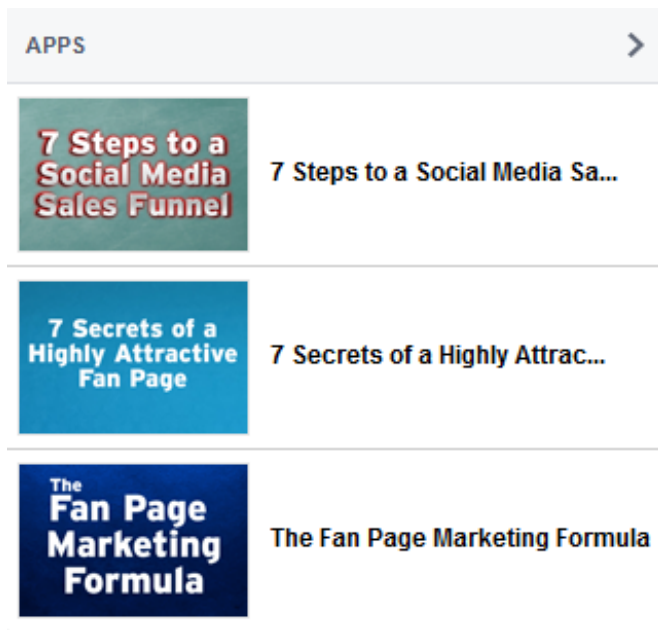
To center the image you usually need to increase its canvas size to make it wider. This can easily be done in Adobe Photoshop, or most other photo editing programs. The dimension of the image I use in this Facebook post is 792 x 293 pixels.

4. Apps

Apps let you easily connect your fan page to your blog, lead capture pages, or any other website.

The Apps box appears in your left column once you have installed your first app.

Here is the box you see on [my page](#):



App Installation

Go to the search field at the top, put in "Static HTML Iframe Tab", and install it on your page.

Next, you need to create your landing page that will be displayed when your visitors click on your app. I created this page as well as the lead capture page on my Wordpress blog using a plugin called [WP Optins Elite](#).

On your landing page, you introduce your offer (preferably a free product) and encourage your visitors to click through to your lead capture page.

Your lead capture page shall be connected to your autoresponder where you build your growing list of prospects. I recommend [Aweber](#).

Go to [my fan page](#), click on one of the apps, check out its landing page and click through to the lead capture page to get inspiration for your own page designs.

Once you have your pages ready, click on your new app in the left column, and choose "Settings" on the next page. Here you put in the URL of your landing page under "Page Source".

Title and Image

Next, you should give your tab a title and upload a tab image. Use a photo or logotype of your product or service (or part of it). You can also create an image using the Banner Maker over at [MyEcoverMaker](#).

For detailed guidance on how to set up your blog, landing page, lead capture page, and autoresponder, grab a copy of my premium e-book [The Fan Page Marketing Formula](#).

5. Fan Page Parties



Per Kinnander

October 23 at 3:55pm · 🌐

Yeyyy! It's Friday 😊 Time to kick off another awesome Fan Page Party! Add your page below and include a short introduction. Enjoy!

#facebookfanfriday #fanpagefriday #facebookfriday #socialmediaweekend #fanfriday #facebookfanpagefriday #fanpageparty



533 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

Attending fan page parties is a very effective method to get a lot of new targeted fans to your page for free. In addition to regularly participating in about 10 parties weekly, I also arrange my own parties on my page.

In the resources section of my blog, you find a list of my current favorite fan page party hosts.

<http://perkinnander.com/resources/>

You can find even more parties by doing searches on Facebook. Many hosts include hashtags in their posts. Type in #fanpageparty, #fanpagefriday, #fanpageweekend, #getmorelikes, etc in the search field at the top.

Most fan page parties start on Friday mornings US time, and the activity usually continues throughout the entire weekend.

The set up is very simple. The host makes a party post (like the one on the previous page). You comment on the post with a link to your fan page together with a short introduction of yourself and your page.

Then you go through the list of comments from other attendees. Visit and like as many pages as you want. When you've liked a page, click the message button (near the like button) at the top of the page and ask the page owner to return the favor. Include the link to your fan page.

In [The Fan Page Marketing Formula](#), I show you how to write these messages to maximize the response. You also learn how to use them to get more than just page likes.

It's very important that you use your personal Facebook profile when you post your comment as well as like other pages, and that those attendees that like your page do the same. Only likes from personal profiles count towards total number of likes. (Pages liking pages don't.)

You can choose which profile to use under the down arrow at the far right of the Facebook top menu. When you log in to your Facebook account you're always using your personal profile by default.

6. Page Likes Campaigns

The most effective way to get more page likes is to set up a Page Like campaign on Facebook's pay-per-click advertising platform Facebook Ads.

Here I'm going to show you how to create a campaign that will not only bring you page likes but also new e-mail subscribers. This can be done by sending your visitors to the page app you created earlier.

To get started, click on the down arrow at the far right of your Facebook top menu and choose "Create Ads". Select "Promote your Page" and the page you want to promote.

Click "Set Audience & Budget".

The best strategy is to target a relatively small number of people per ad. 10,000-100,000 is optimal. You can target gender, age groups, countries, states, cities, work places, interests, and much more.

Next, you need to set your campaign budget and bid amount. I highly recommend that you go with a manually set bid amount in the beginning.

Click "Choose Ad Creative".

Use a picture of the product you are promoting on your landing page and lead capture page. The optimal dimension is 1200 x 444 pixels. It's OK to use much smaller images but try to stay close to this proportion.

You can easily modify your image with a photo editing program like Adobe Photoshop. In the example below I use a picture of this report with a text overlay and an arrow. The arrow comes from a free brush package available at [Premium Pixels](#).

The ad text shall clearly speak to your target audience. In the example below, I use a question that my targeted audience would definitely give the answer "YES", followed by a short sentence telling them where to find the solution to their problem.

It's important that you choose the app with your landing page under "Landing View".

Remove the Mobile News Feed ad and the Right Column ad. Mobile users will not be sent to the page under "Landing View". If you want to use a Right Column ad instead or in addition to the Desktop News feed ad, I recommend that you make a separate ad for this.

The screenshot displays the Facebook Ads Editor interface. At the top, it asks "What text and links do you want to use?" with a "Help: Editing Ads" link. The interface is divided into two main sections: configuration on the left and a preview on the right.

Configuration Section (Left):

- Text:** A text box contains the message: "Want more likes and engagement on your fan page? Free PDF report shows you how!".
- Headline:** A text box contains "Per Kinnander". A note below states: "Your headline will only show in right column ads".
- Landing View:** A dropdown menu is set to "7 Secrets of a Highly Attractive...".

Ad Preview Section (Right):

- Ad Preview 1 of 1:** Shows the selected ad placement: "Desktop News Feed" with a "Remove" button.
- Suggested Page:** Displays a preview of the ad on a Facebook page. The page is for "Per Kinnander" (Sponsored). The ad text is: "Want more likes and engagement on your fan page? Free PDF report shows you how!". The ad image features a blue book cover titled "7 Secrets of a Highly Attractive Fan Page" by Per Kinnander. A red arrow points to the text: "Click 'Like Page' to get your FREE copy!". Below the image, it shows "Per Kinnander Entrepreneur" and "3,196 people like this." with a "Like Page" button.

Placement List (Bottom):

- Mobile News Feed (Remove)
- Desktop Right Column (Remove)

When you're done, click "Place Order". Once your ad is approved it will immediately become active and you'll start getting traffic in about an hour.

7. Page Post Engagement Campaigns

The posts you make on your page are shown both on your page timeline and in the news feeds of your "active" fans. The higher engagement a post has (likes, comments and shares), and the more a fan has engaged with your earlier posts, the likelier it is that your post will be shown in the fan's news feed.

The fastest way to increase your post reach is to set up a Page Post Engagement campaign. Your primary goal is to get people to like, comment on, and share your post. Promotional posts where you want your visitors to click through to a lead capture page are the best candidates for this type of campaign.

Click on the down arrow at the far right of your Facebook top menu and choose "Create Ads". Select "Boost your posts" and the post you want to boost.

Click "Set Audience & Budget".

Create your ad set with your target audience, budget and pricing. At "Optimization for Ad Delivery", choose "Post Engagement". I suggest that you go with a manual bid amount in the beginning.

Click "Choose Ad Creative".

Choose where you want your ad to be seen. I usually go with Desktop News Feed and Mobile News Feed.

What text and links do you want to use?

Help: Editing Ads

Boosted Page Post

Your ad will boost this Page post. You can preview your ad on the right.

Select an Existing Page Post

Timeline Photos - Struggling to get likes an... ▾

Hide Advanced Options ▲

URL Tags ⓘ

1024

Conversion Tracking ⓘ



Facebook Pixel

You can now create one pixel for tracking, optimization and remarketing. [Learn More](#)

[Create a Pixel](#)

Ad Preview

1 of 1

✓ Desktop News Feed

Remove



Per Kinnander

Sponsored · 🌐

👍 Like Page

Struggling to get likes and engagement on your page?

Learn the powerful strategies I used to get 3000+ targeted fans and 100's of qualified prospects for my business in less than 12 months!

Click here to get your free copy: <http://perkinnander.com/7-secrets/> ✓



👍 Like 💬 Comment ➦ Share

✓ Mobile News Feed

Remove

✗ Desktop Right Column

Add

When you're done, click "Place Order". Once your ad is approved it will immediately become active and you'll start getting traffic in about an hour.

Learn More

Are you ready to take the next step and totally CRUSH it with your Facebook marketing?

In *7 Secrets of a Highly Attractive Fan Page* you've learned the basics of a successful fan page set up, and how to get a step ahead of your competition. But if you really want to CRUSH it on Facebook, and be among the most successful 2%, you also need the strategies I share in my premium e-book

[The Fan Page Marketing Formula.](#)

Here you'll learn...

- How to get the most out of every fan page party you attend
- How to further optimize your Facebook Ads campaigns to boost your number of page likes, post likes, comments, and shares.
- How to convert your new fans to e-mail subscribers, prospects, and customers for your business
- ...and so much more.

[Click here to get your copy of The Fan Page Marketing Formula NOW!](#)

Thank you for reading. If you have any questions, don't hesitate to get in touch with me.

Yours in Mastery,



Per Kinnander

<http://www.perkinnander.com>

Facebook: <https://www.facebook.com/PerKinnanderOfficial>

Skype: perkinnander

Twitter: PerKinnander