

In Attract Customers Now Session 2 you will learn:

- How to name your page to maximize likes
- The difference between Branding & Direct marketing
- Why you can benefit from naming your page your personal brand

1. A Great Page Name Increases Likes

- a. Thoughtfully naming your page can increase your likes massively
- b. A great page name can automatically increase the likability of your page 10x's – 100x's
- c. With the wrong name, you may be stuck with the tiny page for LIFE

2. Direct Marketing vs. Branding

- a. Yoga Escape (Direct Marketing)
- b. Manchebo Beach Resort & Spa (Branding)



3. Direct Marketing vs. Branding

- a. Direct Marketing (Costa Rica Facebook Page)
- b. Branding (Costa Rica Traveler Magazine Facebook Page)



4. Direct Marketing vs. Branding

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|---|---|
| <ul style="list-style-type: none">• Direct to Consumer Product, Service• Entrepreneur• Small Business• List Building• Less Valuable | <ul style="list-style-type: none">• Specific Brand• Personal Branding• Specific Product• Authors• Public Speakers• Coaches• More Valuable |
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5. Avoid The Biggest Mistake Everyone Makes

- a. If you are Direct Marketing, then Don't name your page the name of your business, product, service, or WORST of all...YOUR NAME or WEBSITE ADDRESS
- b. If you are building your brand, go ahead and use your name. You may expect a longer, slower growth in your number of likes but it's more valuable in the long run.

6. Direct Marketing vs. Branding

- a. Geico – Geico (Direct Marketing)
- b. Mayhem – Allstate (Branding)
- c. Flo the Progressive Girl – Progressive Auto Insurance (Combination)

7. Direct Marketing vs. Branding

- a. Branding (Geico Facebook Page - 325,000 likes)
- b. Direct Marketing (Allstate Facebook Page – 1.7 Million likes)
- c. Combination (Progressive Facebook Page – 5.3 Million likes)



8. Personal Branding

- a. If you are your brand then name your page your name
- b. And use your timeline cover for your direct marketing message (The benefit your customer will pay you for)



9. Use Words That Match The Benefit Your Customer Wants (what they will pay you for)

- a. What is the benefit or solution that your customers are seeking right now?
- b. What is the result they want to achieve?
- c. What language are your customers using to describe what they are looking for?

10. Avoid These Mistakes That Almost Everyone Makes

- a. Meet your customers where they are, not where YOU are “Measurably Different” vs. “Take us to the next level”
- b. Enter the conversation Already going on in the customer’s mind
- c. Know your customer’s language

11. Branding With Customer’s Wants & Benefits On Timeline Cover (Bret Gregory Facebook Page)

- a. It's hard to change your page name once it has more than 200 fans, but you can change your timeline cover as many times as you want
- b. Put your direct marketing message on your timeline cover
- c. What is your customer’s biggest problem they are willing to pay to solve now?

- d. What is your customer's "Magic Bullet?" Use that as your marketing message in your timeline cover



12. Branding: Use Categories For Maximum Leverage

- If you are direct marketing, avoid using your company or brand name, unless your brand is the category; Xerox, Kleenex
- Naming your page a category will give your page massive leverage; Yoga, Wellness, Juicing
- Using a category name for your page, you may be able to get 10x's – 100x's the number of fans

13. Optimize Your Name For Search

- Facebook has become the number 3 website in terms of numbers of searches
- Facebook pages can be found through Google with the Page Name (not the vanity URL)
- Using the category name instead of your product or company name will make your page easy for your customers to find

14. Optimize Your Name For Search

- (Image of Facebook search results for "Yoga")

15. What Keywords Are Your Customers Searching For

- Use Google keyword tool to find out what keywords your customer is searching for
- Look at what other successful competitors are doing in the marketplace

16. Create A Memorable Name, Not Cute or Catchy

- Avoid "cute" or "catchy" names
- If you are trying to promote your brand, you need to offer a serious benefit
- Create names that promise a benefit, stick in the mind, or answer to emotions

17. Create A Memorable Name, Not Cute or Catchy

- "Do not try to be too clever. People don't buy from clowns." ~ David Ogilvy

18. Names Should Be Short And Simple

- One word page names are best
- Create names that are simple
- The shorter and simpler, the easier the page will be to find in a search and remember

19. How Do You Pick A Great Name?

- Don't worry if someone else has the name you want. I have a page called Yoga and there are 500 other pages with the same name
- Anyone can own a page with just about any name
- There can only be ONE vanity URL, so if you want your name in your URL, you may need to get creative
- The Vanity URL is NOT very important for the success of your page

Pick A Great Page Name Exercise:

- What consistent problems or challenges are your customers looking to solve?
- List the top 3 benefits your customer is searching for right now. Consider using top #1 as your page name.
- What top 3 solutions can you solve for your customers right now? Consider using the top #1 as your page name.

Want more help?

As a member you get a 90% tuition discount to the Attract Customers Now Live Bootcamp in Carlsbad, Ca. To register click here: www.attractcustomersnow.com/bootcamp.

If you want to schedule a one on one appointment with me all you need to do is first take your 5-minute Customer Attract Assessment, then book your appointment. [Click here](#) now.