

In Session 9 you will learn:

- How to drive targeted traffic to your website from Facebook
- How to create a “Photo Of The Day” page on your website to drive targeted traffic from Facebook
- How to use the Facebook Like Button counter on your website to gain social proof and viral growth

1. Create Systems to Drive Fans Who Are Qualified Prospective Customers

- a. Drive qualified buyers better
- b. Build trust faster with prospective customers using social proof (lots of Facebook likes on your website and blog)

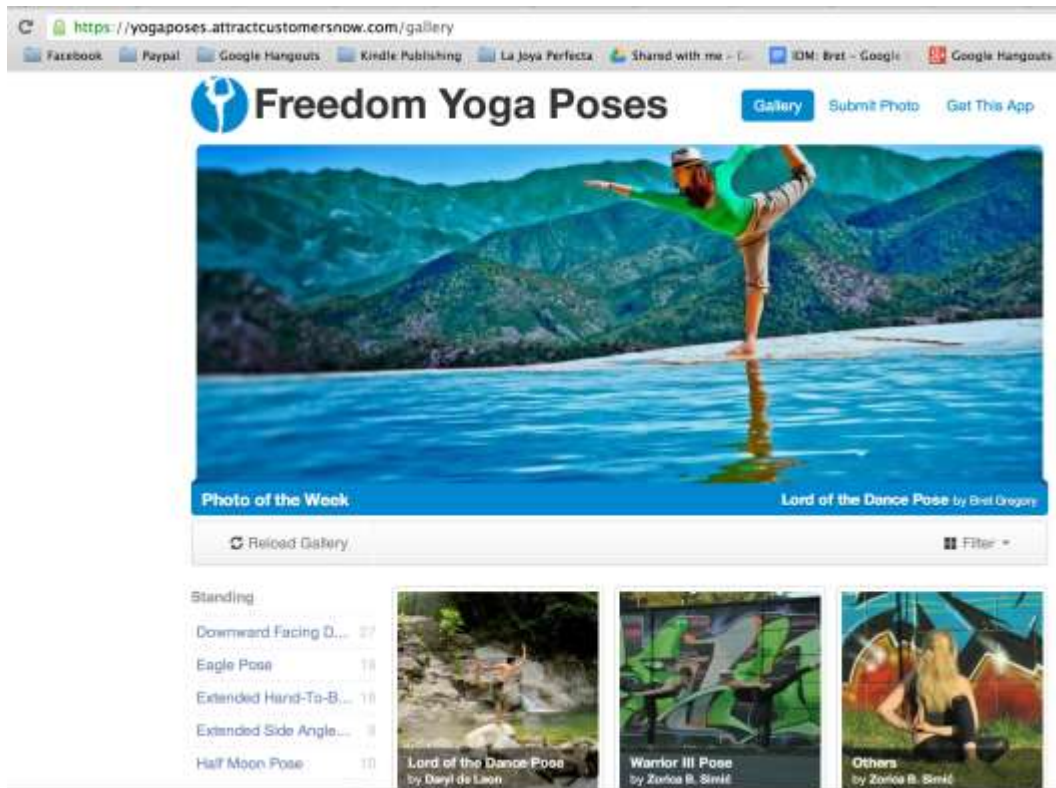
2. Create A “Photo Of The Day Page” On Your Website

- a. Create a photo album page on your website
- b. Use the photos you have tested on your Facebook photo album stack
- c. Use the photos that have gotten the most likes on your page

Example: <http://www.costaricayoga.org/pose-of-the-day>



Here is another example: <https://yogaposes.attractcustomersnow.com/gallery>



3. Get the Like Button Code from Facebook

- a. Create a new page on your website just for your photos and add the code to your Facebook page
 - 1) Go to: <https://developers.facebook.com/docs/plugins/like-button/>
 - 2) Paste in the URL for your new photo of the day page
 - 3) Hit Get Code
 - 4) And copy and paste that code on the photo of the day page on your website



URL to Like:


Width:

Layout:

Action Type:

Show Friends' Faces Include Share Button

 Like  Share Fatma Mokhtari, Bret Dudl and 9,338 others like this.



Product Docs

Like Button

Login

Sharing

Sharing on

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Social Plug

Like Butt

Share But

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Follow But

Comment

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Like Box

Facepile

Your Plugin Code

HTML5 XFBML IFRAME URL

Include the JavaScript SDK on your page once, ideally right after the opening <body> tag.

```
<div id="fb-root"></div>
<script>{function(d, s, id) {
  var js, fjs = d.getElementsByTagName(s)[0];
  if (d.getElementById(id)) return;
  js = d.createElement(s); js.id = id;
  js.src = "//connect.facebook.net/en_US/all.js#xfbml=1";
  fjs.parentNode.insertBefore(js, fjs);
}(document, 'script', 'facebook-jssdk');</script>
```

Place the code for your plugin wherever you want the plugin to appear on your page.

```
<div class="fb-like" data-href="http://www.costaricayoga.org/pose-of-
the-day" data-layout="standard" data-action="like" data-show-
faces="true" data-share="true"></div>
```

4. Use Only ONE Like Button to Build Cumulative Likes



5. Photo Of The Day

- Copy and paste URL into your Facebook page status



- b. Make sure Facebook will pull in a thumbnail of the photos from your URL
- c. Click upload a custom image

Status Photo / Video Offer, Event +

<http://www.costaricanwellness.com/photo-of-the-day1.php>



Remove this Image

Costa Rica Photo of the Day | La Joya Perfecta | Costa Rica Wellness Community
www.costaricanwellness.com

Costa Rica Photo of the Day, Gallery of La Joya Perfecta a Costa Rica Wellness Community.

Boost Post Post

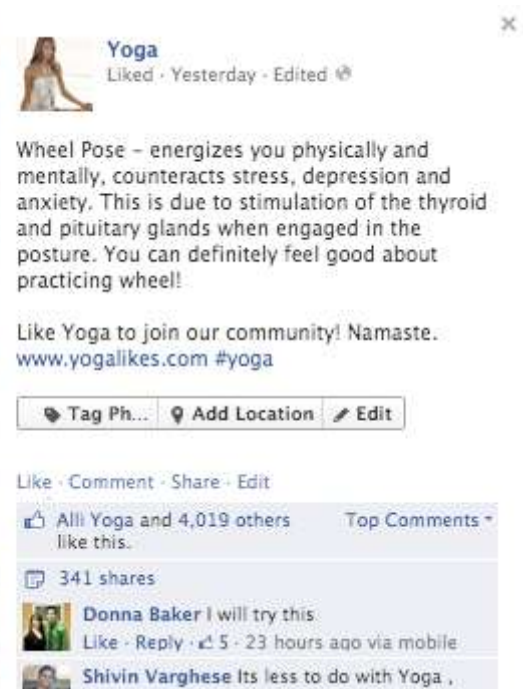
6. Writing Posts That Get Your Customers To Take Action

- Just posting what you are doing today doesn't add value to your customers
- Everything you post must be for them
- Asking your customers to write on your wall in response to a compelling question, opinion, or poll will create action and increase virality of your page

7. New Feed Optimization

- Don't forget to add a caption that will help improve your positive valence and increase the emotional charge to increase your Integral Affect

- b. Add a call to action for people to click on your link



8. Exercise: Questions to Help You Create A Photo Of The Day Page On Your Website

- What photo theme will you have on your Photo of the day page? Example: for my Yoga page we have the “Pose of the day” (<http://www.costaricayoga.org/pose-of-the-day>) for my Costa Rica page we have the “Photo of the day” (<http://www.costaricanwellness.com/photo-of-the-day1.php>)
- Where will your famous captions and quotes come from? Find three positive quotes from famous people now; We use www.goodreads.com
- What questions can you pose that will motivate your customers to take action (and click the link to your website? Multiple choice questions, Yes or No, Agree or Disagree questions can make it easier for your customers to comment on your posts.

9. ACTION ITEM: Create A Photo Of The Day Page On Your Website

- Take the photos that got the most likes and post your photo album stack
- Have your developer create a photo of the day page on your website or blog
- Add the like button counter at the top of the page
- Copy and paste the url of the photo of the day page on your Facebook Page in the status update (on your wall.)
- Upload the correct photo to the Facebook post if the thumbnail isn't the right one.

[Click here](#) to login and watch now:

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.