

# MIXERGY

HOW TO BUILD YOUR FACEBOOK AUDIENCE FOR \$0 AND START TODAY!

Louis Abramowski - [www.hotlou.com](http://www.hotlou.com) & Matt Ellsworth [www.ellsworthy.com](http://www.ellsworthy.com)

## Agenda

### A. Facebook Superpowers - What you'll learn

- How to grow your audience
- How bootstrap your Facebook marketing... \$0!
- How to monetize your Facebook presence

### B. The Story and His Fairy

- "You're going to have to get a real job eventually, right?"
- Twig the Fairy from the bottom to the top

### C. Why Facebook?

- Why MAU, or Monthly Active Users, is important
- \$27,000+ in donations in only 2 Weeks
- \$6,000 in sales from 1 post!!

### D. Where we're at today

- 194,599 Likes for Twig the Fairy

## E. START TODAY

### 1. POST EVERY SINGLE DAY

- Monthly Active Users plummets after 24 hours has passed since your last post
- Have a framework for posting engaging content
  - Make sure the content is exclusive
  - If your fans get annoyed with daily posts, your content isn't good enough
  - Humor often works well



Twig the Fairy

.....hmmmm  
just trying to see what happens when I fly upside down and write on here at the same time

March 16 at 9:30pm · Unlike · Comment

👍 You and 1,461 others like this.

💬 View all 208 comments

Write a comment...

[Link to Screenshot](#)

# MIXERGY

HOW TO BUILD YOUR FACEBOOK AUDIENCE FOR \$0 AND START TODAY!

Louis Abramowski - [www.hotlou.com](http://www.hotlou.com) & Matt Ellsworth [www.ellsworthy.com](http://www.ellsworthy.com)

## 2. LINKS STINK

- STOP POSTING LINKS RIGHT NOW!
  - There is not comment box or Like button after a user clicks through
  - Do not auto-post to Facebook from your blog
    - Users don't want to leave
    - Crushes Interactivity



Dexter

Where did Dexter's (foster) grandfather work as the Chief of Maintenance?  
Play Dexter Know the Code and see if you get it right!  
<http://s.sho.com/hF0Erj>

Dexter KNOW THE CODE

January 13 at 12:00pm via HootSuite · Like · Comment · Share

2,425 people like this.

View all 246 comments

Write a comment...

[Link to Screenshot](#)

VS....



Dexter

"While she was here she made me think, for the briefest moment, that I might even have a chance to be human." -Dexter

April 4 at 11:00am via HootSuite · Like · Comment

12,583 people like this.

View all 771 comments

Write a comment...

[Link to Screenshot](#)

- There is a right way and a wrong way
- [Example 1](#), [Example 2](#)

# MIXERGY

HOW TO BUILD YOUR FACEBOOK AUDIENCE FOR \$0 AND START TODAY!

Louis Abramowski - [www.hotlou.com](http://www.hotlou.com) & Matt Ellsworth [www.ellsworthy.com](http://www.ellsworthy.com)

## 3. CAMEO POWER

- Enable Photo Tagging
- Post brand promotional images for users to tag themselves in



### Twig the Fairy

It's Fairy Friday! Tag yourself in these photos to let me know how your day is going!



### Fairy Friday

about an hour ago · Unlike · Comment · Share

You and 3,146 others like this.

View all 649 comments

Write a comment...

### [Link to Screenshot](#)

- Every tagged image has the potential to show up in the News Feed
- Reach the friends of your fans
- Use polling: “Tag yourself in your favorite”
- Crowdfund your content

# MIXERGY

HOW TO BUILD YOUR FACEBOOK AUDIENCE FOR \$0 AND START TODAY!

Louis Abramowski - [www.hotlou.com](http://www.hotlou.com) & Matt Ellsworth [www.ellsworthy.com](http://www.ellsworthy.com)



Ultimate



**Dominator Friday: Ultimate players do it horizontally**

60,879 Impressions · 0.28% Feedback

📅 March 25 at 10:48am · Like · Comment · Share

👍 160 people like this.

💬 View all 11 comments



**Kaswa Peter Bryan** The pic in the middle looks to be a fiction. UNBELIEVABLE

March 25 at 2:52pm · Like



**Herney Hmv Lds Sur** ULTIMATE LO MEJOR

March 25 at 3:23pm · Like

Write a comment...

[Link to Screenshot](#)

## 4. THE MAGIC CALL TO ACTION

- Adding “Click LIKE if...” to your post will improve interaction rates. Period.



**Twig the Fairy**

Click LIKE if you have a wish. I'll sprinkle some fairy dust on this post to see if it helps make it come true! =>

April 4 at 2:05pm · Like · Comment

👍 6,978 people like this.

💬 View all 511 comments

Write a comment...

[Link to Screenshot](#)

- [Example 1](#), [Example 2](#), [Example 3](#), [Example 4](#)

# MIXERGY

HOW TO BUILD YOUR FACEBOOK AUDIENCE FOR \$0 AND START TODAY!

Louis Abramowski - [www.hotlou.com](http://www.hotlou.com) & Matt Ellsworth [www.ellsworthy.com](http://www.ellsworthy.com)

## 5. FILL IN THE \_\_\_\_\_

- Simple Fill in the Blank will generate tons of comments
- Comments show up in the News Feed



**Ultimate**

Jake Diccico: "The best LOOKING players make the best Ultimate players."

March 4 at 1:32pm · [Unlike](#) · [Comment](#)

You and 123 others like this.

[View all 32 comments](#)



**Ultimate**

The best \_\_\_\_\_ players make the best Ultimate players.

March 3 at 11:34am · [Like](#) · [Comment](#)

23 people like this.

[View all 233 comments](#)

[Link to Screenshot](#)

AND...



**Ultimate**

Let's say Hollywood makes a summer blockbuster about Ultimate. The lead role goes to \_\_\_\_\_.

January 26 at 2:20pm · [Unlike](#) · [Comment](#)

You and 30 others like this.

[View all 250 comments](#)

[Link to Screenshot](#)

# MIXERGY

HOW TO BUILD YOUR FACEBOOK AUDIENCE FOR \$0 AND START TODAY!

Louis Abramowski - [www.hotlou.com](http://www.hotlou.com) & Matt Ellsworth [www.ellsworthy.com](http://www.ellsworthy.com)

## 6. THIS OR THAT?

- A poll with 2 choices



[Link to Screenshot](#)

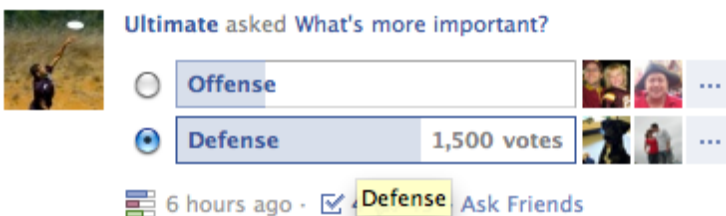
- Boosts interactions
- Comments show up in the News Feed
- BONUS: Facebook Questions is working great!

5,000+ Interactions in 7 hours!!



[Link to Screenshot](#)

And... 1,500+ in 6 hours!



[Link to Screenshot](#)

# MIXERGY

HOW TO BUILD YOUR FACEBOOK AUDIENCE FOR \$0 AND START TODAY!

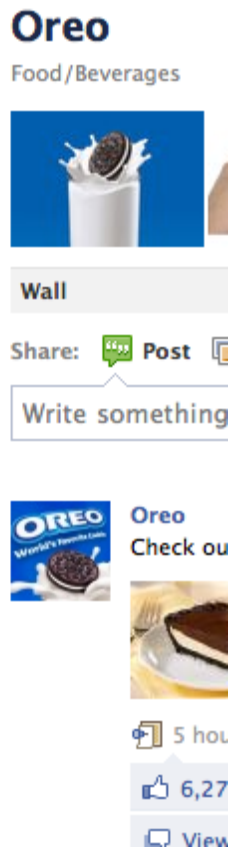
Louis Abramowski - [www.hotlou.com](http://www.hotlou.com) & Matt Ellsworth [www.ellsworthy.com](http://www.ellsworthy.com)

## 7. QUOTE YOUR FANS

- You can reuse content from #5 and #6!
- Use Facebook's comment like-button to steer your choices



[Link to Screenshot](#)



## 8. MONETIZATION

- This is the right way to use links
  - Make it timely & relevant
  - Here, links are often the only choice (try photos)
  - Make them part of the party
  - The beauty of what I call the “micro-campaign”
  - Pitch sales sparingly



# MIXERGY

HOW TO BUILD YOUR FACEBOOK AUDIENCE FOR \$0 AND START TODAY!

Louis Abramowski - [www.hotlou.com](http://www.hotlou.com) & Matt Ellsworth [www.ellsworthy.com](http://www.ellsworthy.com)

## 9. APP MARKETPLACE

- If you have money to spend, I recommend these apps
  - [Wildfire Promotional apps: www.wildfireapp.com](http://www.wildfireapp.com)
    - Group Deal
    - Coupons
    - Quiz Apps
    - Contests & Sweepstakes can be problematic
  - [North Social](#)
    - First Impression
    - Partner Pages

Coming Soon... [FacebookSwagger.com](http://FacebookSwagger.com)