

Facebook Free Traffic Strategies

Facebook Page optimization

- Create a Facebook Page for your business
- Use an inspiring cover photo
- Write an enticing intro with call to action
- Write an enticing About section
- Complete all sections
- Add website links in all sections
- Use page milestones to tell your story

Give your Audience what they want

- Use Facebook Insights to identify popular posts
- Which posts had highest engagement levels?
- Identify the best times to post
- Don't use clickbait
- Don't use engagement posts
- Use native link posting feature
- Identify popular content in related groups
- Create a content plan from your research

Facebook Video for Free Traffic

- Facebook users love videos
- Create square style videos
- Upload natively for increased views
- Make the start of your video great
- Add captions to your videos
- Create videos with a single point
- Give your video a searchable title
- Use good copy with your videos
- Add a good call to action
- Check the performance of your videos
- Use Facebook Live

Create your own Facebook Group

- You are in control with your own group
- Use a keyword rich group title
- Create a closed group
- Add a compelling cover image
- Create a compelling description
- Get your first members
- Create a pinned post
- Partner with other groups to get more members
- Encourage your members to post content

Free Facebook traffic

- It's more difficult now
- It's still possible
- Overcome limiting beliefs with a growth mindset
- Post regularly and focus on value

Your Personal Story

- A good back story will influence followers
- Make your story "zero to hero"
- Your audience must relate to your story
- Add the human touch
- Have a consistent story on all profiles
- Avoid being aloof and unapproachable

Content for Free Traffic

- Make all your content "share-worthy"
- Use emotional triggers in your posts
- Have a strong call to action
- Use power words in your posts
- Use images that are shareable
- Interview niche experts
- Create roundup posts
- Use list posts with credits
- Use high value freebies and giveaways

Join Relevant Groups

- Identify keywords for your niche
- Search for relevant groups
- Only join active groups
- Add value first
- Make use of "promo days"
- Re-purpose your content

Free Facebook Traffic Best Practices

- Understand the reality of free Facebook traffic
- Optimize your Facebook Page
- Create a great back story
- Give your audience what they want
- Post the right content for Facebook traffic
- Facebook native video
- Relevant Facebook Groups
- Create your own Facebook Group