

## #108 – How to Grow Your Following on Facebook

**Andrew:** In today's podcast, we're talking about seven Facebook growth strategies to go from zero to a thousand likes and beyond. We're going to be covering things like different ad strategies, how to cross-pollinate between platforms and how do you create engagement.

Hi everybody, this is Andrew McCauley. Welcome to podcast #108. We are going to be digging in to a little bit more Facebook. On our last episode we spoke about Facebook but this time we said we promised and we are going to deliver how you deal with some ads. Ads are everywhere; it's making Facebook a lot of money and we thought we would dig in and share with our audience what you can do to start getting in and cashing in on this ad revolution.

Heather Porter, I think I can hear you breathing somewhere. Are you there?

**Heather:** Yes. I'm here. Hi guys, how's it going? Hi Andrew.

**Andrew:** Hey, Heather. How ya doin? You know, after last week we thought we'd dig in a little bit about Facebook because you've been head deep in teaching ad strategies to business owners, right?

**Heather:** I have. Yes. I've been doing that for an on line little TV show I'm working on; I've had a speaking/teaching engagement a week ago and I have another one coming up actually for Salon Melbourne for read exhibitions coming up. I'm so into social media it is crazy.

**Andrew:** We'll call you the social media chick.

**Heather:** I know. Yeah. It's like taking the reins from the social media bloke temporarily.

**Andrew:** Oh, I'm trying to keep up with it. In fact, I'm doing more and more social media than ever before now too. It is quite interesting to see. Full circle -- when we started Autopilot Your Business many, many moons ago, that was our focus was to do some social media and then we sort of moved away from it. Now we're coming back but more concentrating on doing it for us rather than other people. It's sort of good to be back in there and seeing some results and what's changed because a heckuva lot's changed since we started doing it.

**Heather:** Yes. I know. But you know what, the cool thing is that the fundamentals seriously have not changed much. It's that whole thing of engagement consistency which are definitely going to be little themes that you're going to hear us talking about through out this episode.

**Andrew:** I'm glad you said that because a lot of people -- when I speak to a lot of business owners especially older business owners -- they're struggling to keep up with what's

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## #108 – How to Grow Your Following on Facebook

going on and they're like -- Well, I'm too scared to do anything wrong and I'm too scared to do this or do that. My message is if you owned a shop, how would you like to be speaking to people? What would you like to reveal about yourself if somebody walked into your shop? At the end of the day you also just deal as if you're a one-to-one person don't worry about a platform because you haven't used it before. It's still the same principles; it's still about building a relationship and engaging with that person.

**Heather:** And the other thing is this -- yes, even though it's out there permanently on your wall until you delete it -- the cool thing is this. Most of us will be on Facebook for a short amount of time and we look at our news stream and then we're off. So even if you post something and you mess up, only a small fraction of your followers are going to see it and only for a short amount of time until other stuff fill up their stream or their news feed I should say.

**Andrew:** Unless you do something really stupid and it goes viral.

**Heather:** Viral. Yes, good point.

**Andrew:** -- then you are OK.

Anyway, having said that... What have you learned this week what have you discovered out and about in your travels?

**Heather:** I've been testing Instagram more. I've had an Instagram account now for quite a while and I'm kind of on an off it. Again, let's talk about the theme; here we go -- theme number one -- consistency. So I'm working to get myself consistent on Instagram by posting something every few days. Yes, sure, I should be doing it more than that but you know what, I'm only human, you guys know I'm a business owner, I'm busy, so for me my commitment is every few days just to see what's happened. As a result, of doing that and also engaging with other people's posts and liking other people that are in my circle, I've noticed a huge spike in people liking me back. It's been really cool.

So to make my life easier, Andrew, I've been thinking, obviously if I'm committing to this I could use scheduling tools that exist. But also, how could I create content that's sort of native or looks good in Instagram? So I went out and... I had one of these apps for a while called Hyperlapse, which is basically created from Instagram where you can do fast speed videos, at hyper-speed; it's pretty cool. Then I also over the last year stumbled upon another one called Layout which allows you to take your photos and break them into boxes within one photo. Then I thought cool what else is out there to make my life easier? There's another one out there that's called Boomerang.

I don't think that a lot of people know this but that's basically called the Instagram

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## #108 – How to Grow Your Following on Facebook

suite of apps. You have Hyperlapse which does hyper-speed videos because Instagram is all about quick videos; you have Boomerang which is basically animated gifs so it's like a one second video loop; and then you have Layout which allows you to do really cool layouts with canvas like moving your images where you can have multiple images in one image.

I think that's my main thing I've discovered. It's just consistency on Instagram but using the tools that they provide to you to make some cool images and videos that get up your engagement.

**Andrew:** Yes. I'm the same. I noticed a big spike in movement in Instagram. In fact, if you want to follow Heather or myself on Instagram come and check us out. You can find us on aybsocial.com; all of our social profiles are there. So, Twitter and LinkedIn and Facebook and YouTube are all there too. If you want to follow us on Instagram though, come and check us out there.

You know what I've noticed as well, what I've discovered this week, I noticed that, you know, I'm big on Twitter, and I'm big on LinkedIn but both of those have had a little bit of a scary quarter at the end of 2015. In fact I think the Twitter growth was minus. I actually started losing some people which is a little bit of a concern because Twitter has been in a bit of a spiral for a while.

So you're seeing growth on Instagram and I'm seeing growth on Instagram but I'm seeing a lack of growth on Twitter and LinkedIn as well. But one that's certainly not going backwards is Facebook. They are still growing and interesting to see how that goes. Of course, Instagram is owned by Facebook. It's interesting to see these ones that are working, the ones that are not and struggling and what sort of things they're doing really quick. Like Twitter's changing all the time; there's new things coming out all the time on Twitter. I just hope they don't make it so crazy -- changing -- that people get upset with it and say it's all too hard, I'm going to go somewhere else.

**Heather:** Interesting points. I think that anything that is the biggest country in the world, population-wise like Facebook, is -- just that alone, the sheer mass of it -- makes it worthwhile being there.

I've been watching the Twitter people up in arms based on the whole new layout that's happening, where apparently they're going to change algorithms and have their most popular tweets up first. Where as with Twitter, all of us have used it, we use it because it's like a news feed where you basically as things happen they come up your page so you make sure you don't miss anything. But it will be interesting to see if people stick around and like the changes or not.

**Andrew:** Yes. Watch this space. But today we're talking about Facebook and as --

**Heather:** We are. I have to ask you a question before we continue on --

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## #108 – How to Grow Your Following on Facebook

**Andrew:** Oh sure.

**Heather:** -- because this is all the rage right now, speaking of social media.

Just recently of course the digital marketer did the traffic and conversion summit in San Diego and they had Gary Vaynerchuk there who wrote a book we always talk about called "Jab, Jab, Jab Right Hook" and he was raving on about Snapchat. I just have to ask, Andrew, are you using Snapchat yet?

**Andrew:** I am. I've got Snapchat. Am I using effectively? I would say, no. Am I trying to keep up with it? Yes, I am. In fact I follow Gary on Snapchat and I follow a few other people on Snapchat. I'm just trying to keep up. Snapchat is changing too, actually. They've done a whole bunch of changes, too, recently. How about you? Are you keeping up with Snapchat?

**Heather:** The same as you. Just watching it. I think early adopters in marketing are going to be on there. I don't think most business owners are going to go on there for a while, to be quite honest. I think it's just another thing that's going to add to the noise. So guys, watch this space. We'll have a play and we'll report back to you I think in a few more episodes or so. May be maybe more after that once we see if there's something going on in there for you that's worth your while. I just had to ask.

**Andrew:** When I speak, I still have the people put their hand up saying -- no I haven't started with Facebook yet. Facebook's 12 years old now and I think Snapchat is pretty safe from getting a whole bunch of early adopters real quick in the next few months.

**Heather:** Exactly.

**Andrew:** Anyway...

**Heather:** Facebook, yeah?

**Andrew:** Yes.

**Heather:** So let's kick in to some cool Facebook things. As you said earlier we're going to do seven Facebook growth strategies. Four of those are actually different types of ads. Should we get started with those?

**Andrew:** Kick it in, let's do it.

**Heather:** Let's do it, cool. I don't really want to make this too advanced for you guys. Some of you are going to totally get this because you've been there done that and you are using ads or you've used an ad before. For those of you that have not yet used a Facebook ad, what I recommend that you do is basically two things. Go to

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facebook.com -- Andrew, I always go "/ads" and then it redirects me somewhere that I need to go; that's the easiest place -- but go and get yourself an account. It's not too scary to actually get started. We do actually have really cool trainings and live Q&A about how do you use Facebook in your business in DigitalTrafficInstitute.com so if you actually want your hand held for all these four points we're going to talk to you about then pop on by our website and check us out because that's where Andrew and I hang out all the time. We do live Q&A's and all that kind of stuff.

**Andrew:** Mm-hmm.

**Heather:** So... Ad number one -- what you want to do is inside of Facebook in your ads manager you have an area in there called Audiences and you can set yourself up with a Pixel. Actually, all of us that have an ads account automatically have this thing called a Pixel that's been given to us. It's a piece of code and you put it on your website. So what it means is you can track visitors to your website, either your website as a whole or specific pages on your website.

So what you'll want to do -- ad number one -- is get that Pixel on your site and here's what's really exciting is because, what you can do is you can place ads to people that have been on your website saying something along the lines of this -- Hey, loved that you popped by my website; was really excited to meet you there; by the way have you liked my Facebook page yet? -- Yes, you did hear correctly, you can place an ad to people that have been to your website saying hey, and have a conversation with them, "Glad you went to my website, why don't you like my Facebook page?"

**Andrew:** And that only goes to the people that have been to your website, right?

**Heather:** Only to the people that have been to your website and you can also put a time limit on it. So you can be placing ads to anybody that's been to your website within 180 days, 30 days, 60 days, 15 days, 10 days... I'd probably keep it pretty tight like within the last five or seven days so they're still remembering your website by the time they see your ad.

**Andrew:** You can't put a name there because you don't know the person's name; --

**Heather:** No.

**Andrew:** -- you just know that that particular computer or browser that they are looking at has been to your website in that period of time.

**Heather:** Exactly. You know, the reason that I wrote this down as a topic is because I thought it was so smart when this happened to me. There is a guy that we mentioned quite a few times, Ezra Firestone, and he is like a e-commerce wiz-kid for lack of a better word. I think one of his businesses -- I think he's a business partner in it -- is called

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BoombyCindyJoseph.com. It's a makeup line for aging women. It's a pretty cool little line of makeup there but I went to her site because I was checking out what Ezra's been doing on some of his e-commerce sites. Went over into Facebook and sure enough I get the ad that's like, "Hey," and it's with Cindy's photo and it was really personable. It was like, "Hey it was so cool to see you over on my website. I do lots of cool things on my Facebook page, give away discounts and all that. It would be great to see you over there as well." And it was just a Facebook "Like" ad. Pretty cool.

**Andrew:** Mm-hmm. Awesome.

**Heather:** There's an idea for you guys. Right there. Moving on... So we got another one.

**Andrew:** Number two?

**Heather:** Ad type number two. To build your growth over time. You have -- well most of you if you have a website -- you should have an email list that you are building which is basically people that are opting in to get your, as we say, "party starter" which is your lead magnet or your newsletter or something for free. And you're going to have an email list. You can actually export that email list from your email program such as MailChimp or AWeber and a CSV spreadsheet and basically you just delete out all the columns; keep the email column intact. Then you can go into your Facebook ads manager; go under the same area where you grabbed the Pixel under your Audiences tab, and then you can create what's called a custom audience where you have an option to upload a spreadsheet. And you can upload your email list spreadsheet and Facebook is then going to go out and match all those emails on your list with users in Facebook and it's going to come back with a custom audience of your email list. Cool.

**Andrew:** So one word of advice around this part of it though. Is that it only matches people's email addresses on your list that actually use that email to log into their Facebook account, right?

**Heather:** Yes. Exactly.

**Andrew:** So if someone's using a different email address for logging into Facebook than they did to sign up to your whatever you gave away, opt-in, then they won't appear inside that ad audience.

**Heather:** Nope. Exactly. That's why you're kind of covering your bases here with the other ad type which is dropping the Pixel from people who have been on your site. So you're making sure that you're getting as many of the people that are getting familiar with your brand as possible in ads. Good point.

With this one, you do the similar sort of thing. It would be like, "Hey, so cool to see

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you on Facebook. I know you're getting my newsletter. If you've not yet liked my page come on over and like my Facebook page." You could even do ads, by the way, in the ads setting you could say only people that are on my list that don't like my page. So you can make an ad that says, "I know you don't like my page," for example.

**Andrew:** Well there's no point advertising to someone who's already done or taken action. It's a waste of your time. ... good ...

**Heather:** That's a good point. So look for that setting when you're doing this to make sure that you're only targeting people that don't like your page.

**Andrew:** Cool. Alright, number three.

**Heather:** Item three. OK, so here's another one. We've talked about having your audience-to-my-website, your email list, but then what you can do is actually set up what's called a look-alike audience where for both visitors to your site and also from your email list. What that simply is is Facebook is doing a guess job on the demographic interests of your list from your website but also your email list. They're going to match that up to people they think are similar and then they will build you an audience based on that.

You'll want to do a custom, look-alike audience. So where I told you before, where you upload your email list in the audience area, there's another option under custom audiences to do what's called a look-alike audience. You would basically say -- I'm going to choose my email list as a look-alike to build a look-alike from and then I'll do another look-alike audience that's choosing my website visitors as a look-alike. So then you now are left with four different audiences that you've built -- the two look-alikes and then the two that you created.

**Andrew:** It's pretty powerful what Facebook can do especially matching up the relevant people that are similar to the audience that you've currently got. So it's a really cool way of getting a large audience that are likely to be your target market.

**Heather:** Yes. Without having to feel like you're a wiz-kid at market research --

**Andrew:** Exactly.

**Heather:** -- where you'd have interest.

**Andrew:** Exactly.

**Heather:** So it's pretty cool. It's kind of like the lazy man's tool for getting people that are similar to those that are already visiting your website.

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**Andrew:** Yes. Very cool.

**Heather:** That's good. That's a good thing. Then the last type of audience or ad that you would do is to have...

Oh, and taking a quick step back. Obviously those look-alike people don't know who you are yet; they're only a suggested similar audience. So you're not going to want to do an ad to them saying, "Hey you've been to my website." They don't know you so you're going to have to be a little creative to spark conversation and maybe put a question in there, "Are you a business owner that's wanting to find cool new Facebook pages to be a part of, then check me out." That sort of stuff.

**Andrew:** Yes. Good one.

**Heather:** Ad number four is, then you want to reach out -- and this is more advanced -- this is more for targeting different types of interest groups or little niches that exist. Inside of Facebook ads manager, still in the audiences tab there's another area. So far we've talked about the custom audience area and the Pixel. There's another one called "audience insights." You can go in there and you can type in a location, an age range, gender and you can then type in interests. What's going to happen is -- say that we're typing in... I don't know. Give me an example. Who were we talking about earlier, Andrew?

**Andrew:** Let's talk about yoga, yoga classes or yoga instructors.

**Heather:** Yes, cool. Lululemon Athletica which is a big yoga brand, you can type in Lululemon Athletica and inside of this audience insights there's a little tab at the top that will come up saying page likes and it's going to suggest all these other pages that people like that like Lululemon that are in the gender that you've chosen, the age range and the location that you've set up and you can start to get ideas of different areas or different things that people like. Because if you're just doing the ads and you're just like, yoga mad. So you're like Lululemon yoga pants, yoga this, yoga that. That's not a real human being. Even yoga people are not obsessed just with yoga. They like whole foods they like energy healing you know there's lots of different things out there that you want to put together to make a real person in your interest group.

You use this tool; you create a little custom audience using interests and what's really cool about this is you can actually target it down like I was saying, to location. There's some girls I was working with and talking to in Dubai. They're going after the weight loss market. The people or the interests in Dubai and Jordan are very, very different for weight loss than the interests in Los Angeles who they were also targeting and they were also targeting London. Each one had very different interest groups. So then they developed three audiences based on interest groups of where people lived.

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**Andrew:** Right. Very, very good. OK. I'm glad I'm writing notes.

**Heather:** Guys, even though Andrew and I do this obsessively, we still have to rekindle our memory so like was saying, these speaking gigs that I'm doing, I had to go back in and remind myself of what exists.

This is cool stuff. These are four really powerful ways of getting likes sent to your page. But not just likes. Once you have these audiences built, you can run ads to them so you can promote your posts once you do posts on your Facebook wall. We've talked about this before. You have posts where you can have a link that goes off of Facebook; if you put a link in, generally Facebook is not going to want to give you a lot of traffic unless you pay for it.

So if you're promoting your own blog posts for example, you can use all these audiences. You can do promote your post to these four different groups that we were just talking about and suddenly, you're not only getting page likes but you're also getting engagement which is pretty cool, by promoting your own products and services.

**Andrew:** Let me ask you, what's your opinion on having a good like base for your page? Is it still relevant, do you think? Or is it just a matter of -- it's good they're there because social proof is worth it.

**Heather:** All of the above. I just use common sense on this. When I go and look for people to follow -- I think I'm pretty similar like most people -- I make an immediate assumption based on the fact that they have a hundred likes or if they have ten thousand. Straight away, I think the one that has ten thousand likes is way more qualified.

**Andrew:** Even if they're being paid for, you don't really know that straight off the bat but it instantly says these people have more credibility than anybody else, right?

**Heather:** Absolutely. And the way to pay for the likes like what we've been saying is not the cheesy way and you go out and you pay somebody to go get you dodgy likes. These are real targeted people. I don't know them; I don't even question that; I just see that number and I just see that must be a kind of cool happening Facebook page.

**Andrew:** I think you make a good point because the problem with going out and buying cheap likes from a foreign country where you can buy them for ten cents for a like or whatever it is and you get... Lets say you buy ten thousand likes from a country that doesn't even resonate with any of your followers. Facebook look at that and they see what sort of interaction and engagement your page is having. If they see that your page has zero, like zero from dodgy accounts that are just were there to create this exact phenomenon, if you like, then they will start hurting you. It will hurt you and it will take you a long, long time to clean up.

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When we first started we were playing around with this and I think we purchased some likes from our -- maybe it was in 2009 when we did this or 2010, way back in the beginning -- and it was I think Vietnamese we had a few, I'm talking about 100 or so back then, but it really was damaging to our page. We had to really work hard to get rid of those people that liked us so that we could have a concentration of actual people that really wanted to see our stuff, that were interested in it and only then was our engagement and organic reach growing again. So be careful about the way you go and buy likes. Do it the right way, not the wrong way.

**Heather:** You brought up the second point, which is engagement. I look at the likes, but I also look at the engagements. So even if there's ten thousand likes and I go on and I'm not seeing much happening, then I question that as well. With ads, what I found is basically you want to do two things. You want to do page likes while you're doing ads -- promoted posts. The reason why, if you think about common sense of this, if I'm a new fan on a Facebook page, I see a like ad; I click on like and then suddenly I'm not seeing anything in my news feed because -- by the way, what do you call it, Andrew? Is it news feed or is it time... --

**Andrew:** I still call it news feed.

**Heather:** OK, cool. I knew I've heard so many different words -- news feed. Right.

So I'm on my news feed; I like this page and I don't see anything else from them; I totally forget who they are. The reason why is probably because that page is promoting their own blog posts and their own content and like I just told you, if you don't pay for that traffic, then Facebook -- it's difficult to get organic. So if you're doing page likes then I'd also be doing promoted posts because not only are you getting people that are new and excited about your brand but then they're seeing posts, sending them back to your website, whether it's to lead magnets or whether it's to blog posts or whatever it is you're promoting, but it's all very fresh in their front of mind on their news feed.

**Andrew:** I think we've covered a lot in this episode already. Crazy, I can't believe how time flies again as usual. I want to have a quick little break so people can take a breath, and then I want to kind of wrap up what we've just spoken about.

**Heather:** Before you go, actually, because I know we already promised at the start we'd give the other bits out of the four ads --

**Andrew:** We haven't even covered that yet. Wow. OK, hold the phone everybody.

**Heather:** No, we haven't. But the last ones are so quick it will take us three minutes.

**Andrew:** Shoot, let's do it.

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**Heather:** Alright. We said we'd give you four ad types, but we'd also tell you how to cross-pollinate or cross-promote your Facebook in other areas. Really quickly on that -- it's easy guys -- you want to stick your Facebook links on your website. You want to have them in your... You could have a hello bar at the top of your site that says, "Hey have you liked me on Facebook yet?" You could have it in your footer; you could have it in your blog posts. Make sure you have your Facebook button to send people back to your Facebook page to like it.

**Andrew:** Perfect.

**Heather:** Also, make sure that you funnel your followers from other accounts. I have been seeing this happening a lot. So what do I mean by that? Facebook gives you, with a post it actually gives you a URL. Each of your posts have a URL. So when you do a post on your wall, you can click on the date on that particular post and it will open up into a new window in your browser and that gives you permalink to that post. You could take that link from your Facebook post and then tweet it. Andrew, do you see that? Because I see that happening all the time from people.

**Andrew:** Yes, I do. It's very smart. Very clever.

**Heather:** Very smart. So you can cross-pollinate to your Twitter, to your Pinterest; you can bring it to other areas and promote your Facebook posts to there. But you can also mention on your other social accounts, "Hey have you followed me on Facebook yet because I also do this over there." So cross-pollinate on your other accounts, sharing your page but also your posts, and then also make sure you have it stuck all over your website.

I think the last thing -- as we start to wrap up -- is the engagement. Here's the key, guys. You want to be promoting your content from time to time to your fans just as we already talked about with the ads. Make sure that you're not making it an assumption that Facebook is organically giving you traffic. You need to get your engagement up by paying money every now and again. But also engagement is not always about sending people off Facebook. So don't always stick links to other external resources; you also want to do images; you want to do questions; you want to do text, videos that you upload into Facebook. Listen to our previous episode on this is you want to get some engagement tips. But keep that in mind. It's not all about these ads and keep getting likes. Once you have them you need to do stuff with them.

**Andrew:** Questions with pictures get better responses than questions without pictures. Just FYI.

**Heather:** Love it. So now we've delivered the different seven points. We're there.

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**Andrew:** You're insane. You were rattling them off like no one's business. When we come back we're going to wrap up exactly what you just went through so people can have a nice succinct excerpt.

**Heather:** Sounds like a plan.

**Andrew:** Alright, so we are back and we are about to wrap up but before we do, let's just cover off in real quick bullet point form what we went through today so you can actually take some action. Because we want you guys to take some action, go and do some of this stuff. It's all good listening to it but take some action. Get out and do it.

So we covered, the first thing was the four different ad strategies. Heather do you want to run through the four different ad strategies for us?

**Heather:** Number one -- get a Pixel on your website and build a custom audience of everybody that's visiting your website so you can place an ad to them to like your page.

**Andrew:** Perfect.

**Heather:** Number two -- upload your email list. Create a custom audience with your email list and place ads to them to say, "Hey, you're on my email list you get my newsletter, come and like my page."

Number three -- is to create a look-alike audience of both your email list and the people visiting your website. By the way, key little insider point, if you're not getting a lot of traffic on your site yet, or you don't have a big enough email list you might not have enough people to build a look alike audience so don't be discouraged if you can't do that yet.

Number four is -- to build a list of interests using the audience insights so you can start to target cold traffic. People that are interested in what your business offers but maybe don't know who you are yet.

Those are the four ad types. Andrew, my takeaway from that just specifically on the ads would be if you don't have a Facebook ads account go set one up and if you have a Facebook ads account, pick one of those four areas that you've not yet done in your business when you're doing your ads. Pick one where there's a Pixel or upload your email list and just do that. Just get that audience created after you listen to this podcast.

**Andrew:** Absolutely. If you get stuck with any of this and you are a member of Digital Traffic Institute of course we can help you with all of that stuff too if you want to come and check it out [DigitalTrafficInstitute.com](http://DigitalTrafficInstitute.com).

Hey, thanks very much H. Good one.

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**Heather:** Thanks, Andrew. Thanks everybody for listening. Remember to be coolly engaging on your Facebook page because all this cool stuff we're teaching you won't work unless you keep up the good work and be yourself on your page; share cool things; get people interested in what you're doing.

**Andrew:** Tell us what your page is and I'll come and like it myself.

**Heather:** Well we have three, don't we? I have my own Heather Porter page so you just type in Heather Porter in Facebook. I'm dressed in blue; my personal profile's in red but this one you want is the blue one. Andrew, what's yours under? Just your name?

**Andrew:** Yes. Just my name. You can check us out on [aybsocial.com](http://aybsocial.com); all of our links are there. But let us know what your page is and we'll go out and like it for you.

**Heather:** Yes. Seriously. Come by and say hi to us -- [aybpodcast.com](http://aybpodcast.com). You'll find the show notes for this episode, a transcript you can download, check out and then if you've gotten totally confused about these four really cool ad points and other things we discussed this is the best place to go and read more and get more details on how you need to do this in your business.

**Andrew:** Awesome. Thank you Heather. Thank you everybody. Look forward to the next podcast, coming soon.

**Heather:** Me too. Thanks you guys, bye.

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