



Sells Like **HOT CAKES**

How You Can Get From Zero To \$47,812 Per Month With No Capital
Or Investments Using A Simple Amazon +Shopify System

SECRET FACEBOOK STRATEGIES THAT'LL DRIVE HUGE TRAFFIC TO YOUR SHOPIFY STORE PART 1

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Hi guys and welcome back to our SellsLikeCandiesvideo series for creating your profitable Shopify store and in this video I'm going to talk to you about successful Facebook strategies to help you drive traffic to your Shopify store and make good sales.

Before we begin, let's look at what you'll learn:

- ***Learn how to start facebook advertizing; everything you need to get started***
- ***How to beautify your page to make it look ATTRACTIVE to buyers***
- ***How to appear LEGIT so you don't give off fraudulent vibes; Guys, this is crucial to success.***
- ***How to use facebook ads, post promotions and boost post to DRIVE traffic to your page***
- ***How to use Viral Videos to ATTRACT people to your page!***
- ***How to use helpful stories to PULL In Traffic to your page; I share some great examples, so pay attention guys!***
- ***How Donald Trump can help you get Traffic! Don't believe me? Stick around to find out how this works!***
- ***Did you know HALLOWEEN can get YOU Traffic? Pretty Scary stuff right? Don't worry I'll show you how you can DO this for yourself too.***

Without further ado, let's get started...

Obviously to start Facebook advertising you need to have an active Facebook account and then create a nice-looking Facebook page, if you haven't done so yet then please first do this step. To create a page simply Google 'Facebook create a page' and then you'll get to interface like this where you can click brand or product and then choose a category and create a name and get started. This is really really easy so I won't waste your time showing this step-by-step.

Let's assume you complete this step and then you have a nice page created, you need to put very very nice header image, you can use shutterstock images to put it on header and then very nice profile picture that reflects your website and your store. Then we need to talk about different kinds of promotions you can do on Facebook. There are many many things you can do but you need to understand your goals, first of all if you have completely empty Facebook page with no friends and nothing.

I wouldn't suggest running ads that promote your store directly from Facebook because if you have an empty page, people will see that there is no interaction going on, there are no fans and it's just not in there...People will think that your stores are



fake and that might be a scam that you have no fans, no clients so this looks just suspicious. You see first you need to grow interaction and fans organically on your Facebook page before you should send clicks directly to your web page and your store so you can say, I have now 4,989 likes which means I grew my Facebook page nicely before I started promoting my store, inside of it.

How can you grow your Facebook page naturally? first of all I don't recommend buying fake likes, you can of course go to Fiverr or websites like that to buy likes but of course you'll be buying only fake likes so you won't be getting any interactions, no commentary, no shares from them and probably Facebook will remove them anyways so I don't recommend doing this, though you can buy for example 1000 likes or so, so webpage doesn't look completely empty and it will give you a jumpstart and the rest of the likes I would suggest to grow using Facebook ads and post promotion and things like 'boost post' ..

To do this, you need to make a viral video, viral image and post it.

Let me show you a couple of example, for example this one shows a nice talking dog, you see? you see this is really really cute video I made using Fiverr where dog is talking and I say, 'oh my god, what if your dog could talk here's what he has to say', that's a talking dog viral video ! so you see it reached 66,000 people easily and received 10,000 views so out of these I receive 54 shares. I received different comments and people like it, people share, 'cute', 'so cute' you see, this is really going viral, going organic and people keep sharing keep liking it and people love things like this. You can do viral videos in any niche

And all I get from this is likes to my web page, likes to the video and commentary. I'm not getting clicks to my store with this kind of promotion. it is done to promote my Facebook page to grow organic reach and to grow likes to the page and I use 'boost post' to do this. Another example of viral post that I made to celebrate Halloween. Take a look at this, is your dog a superhero? I put Halloween pics of the dog in one of these dresses and a link to my store, " get free shipping and ten percent off."

So you see in this case I put animated GIF of very funny little dog going in one of my costumes and you see again 11,000 people reached, 500 likes received, 75 shares, tons of organic comments. I mean guys this is really going viral that's why I'm not surprised I'm getting so many likes so many clicks, you see people are sharing their own costumes they bought, they love it you see this is going really viral so no fake likes will give you this kind of interaction and again I used 'boost post' kind of promotion in Facebook, to get this kind of attention.

Here is another example, funny dog costumes compilation. You know people love such things, they love them to share and if you make videos or find videos like this and upload them then you get a lot of views, likes and shares. Another tip is to write a helpful story for example in my case, I wrote the story, hints & tips how to make a Christmas photo memorable with your best friend and here I give and share a lot of tips 'how to make a perfect Christmas photo' so people love valuable stuff like this and they click and they read, and then possibly buy stuff from you.



Here is another example, this one for Halloween, you see I used the scary spider meme which went viral a while ago and I monetize using this idea of cute dog with a scary spider costume, so again I used the 'boost post' and I reached a lot of people and again I'm getting comments, likes and shares. Next idea is to go to sports or politics, there is always some sort of election going on, in this case it was Trump against Hillary Clinton so a lot of people like stuff like this and get engaged especially after trump won.

Here's another one, we found a very unusual gadget called 'Pooch selfie' which allows you to hold the ball above your iPhone and then the dog is going to look at it and you have a selfie with the dog looking at the camera, so this kind of gadgets are very interesting, new and unusual to people that try to get a lot of likes, attentions and shares again, this is kind of interesting post to share.

Here's another cute one, the dog in a fish costume for the Halloween party and people are loving it. It doesn't have to be always a video, sometimes you can simply show static image, animated gif or funny image some with some funny text and it can go viral easily, you see this one reached 1,000 people and also received a lot of likes and comments. So once you do several post like this that you're going to boost, use the simple 'boost post' button to click and start your advertising campaign.

Here is what I can tell you about this, first of all you can set your audience and in my case I already created my audience before but in my case I select countries like Canada, United Kingdom and United States to make sure that they're English speakers and they are dog lovers and they have money to buy so I don't recommend using other countries because they might not speak English and in here you can see more details of my audience. I choose gender all because in my case both men and women love dogs.

Age, I select from 24 to 59 to make sure they have stable income and they can buy my products and I don't need some kids then I select these countries but make sure, you ship into these countries then here are the interests that I select for this promotion, dog lovers, "we love pets", dog owners. So I want to make sure that I not only get people who love dogs but who also have a dog so to make sure that they can buy some products for their own dogs and not just people who love dogs in general and might not have one.

Now this is my audience, I hope you find it helpful. Let's put the budget you can start with 20 bucks or 40 bucks or 60 bucks and spread it for the duration of seven days to make sure you don't get all your budget burned in one day so that's it guys this is really really simple and then you just click boost and you start your promotion. This is called 'boost post' to get likes, engagements, comments and shares to your Facebook page to grow your page organically and get a lot of people.

This way I quickly grew my page to almost 5,000 likes in less than a month and get a lot of organical comments and shares and clicks to my web store and sales of course. I hope you find this video helpful and in the next video I'll show you how to make more Facebook ads using a little cool trick with a gift giveaway and conversions as a goal. So I hope you'll see my next video and find it helpful as well, see you there. Bye!