

EVERGREEN COMMISSION

MACHINES

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Step IV: Drive Free Traffic To Your Blog

Setting Up Fan Pages and Create Viral Contents the Right Way

Maintaining a Fan Page

1. Content Posting

Image Post: Quote images, royalty free images etc

Video Post: Sharing YouTube videos, Creative common videos and royalty free videos from Pixabay

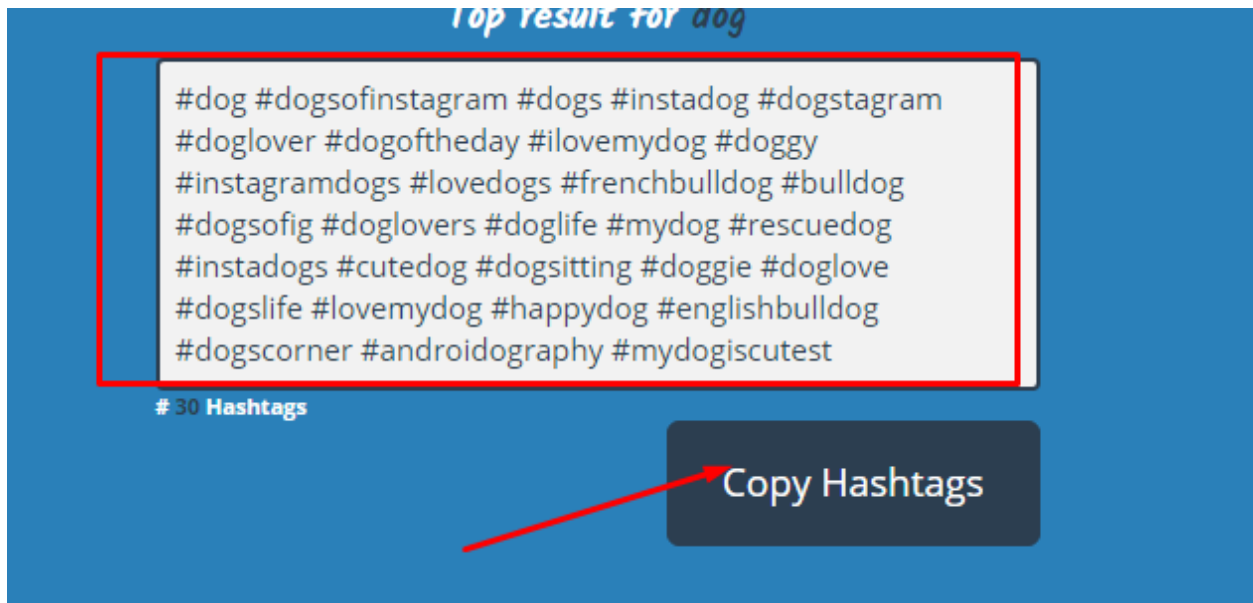
Blog Post: Share your blog contents with customize the link.

Using hashtags on your post

1. Go to www.all-hashtag.com
2. Type your keyword and click on 'generate hashtag' button.

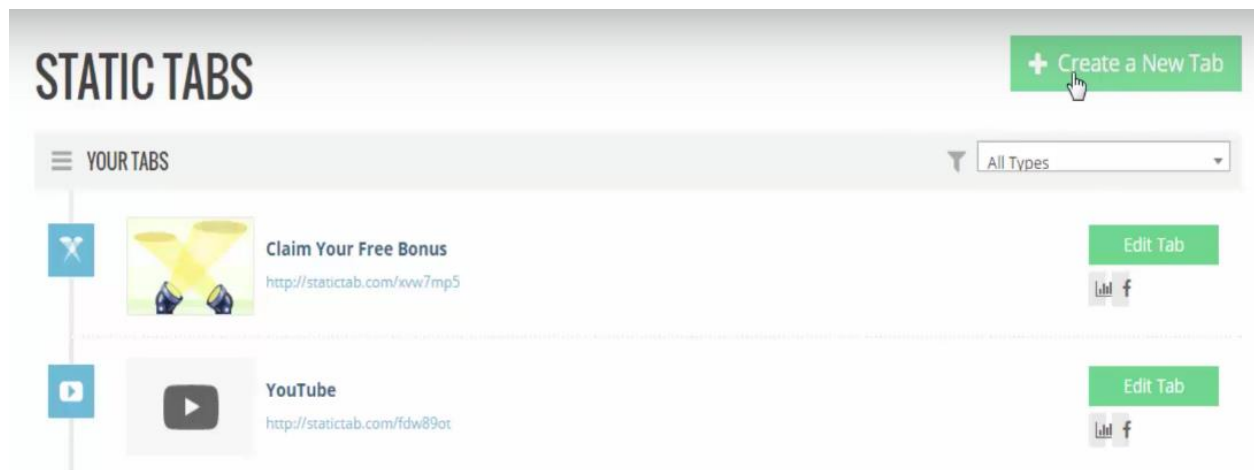


3. Copy all the hashtags related to your keyword and paste them at the bottom of your Facebook post.

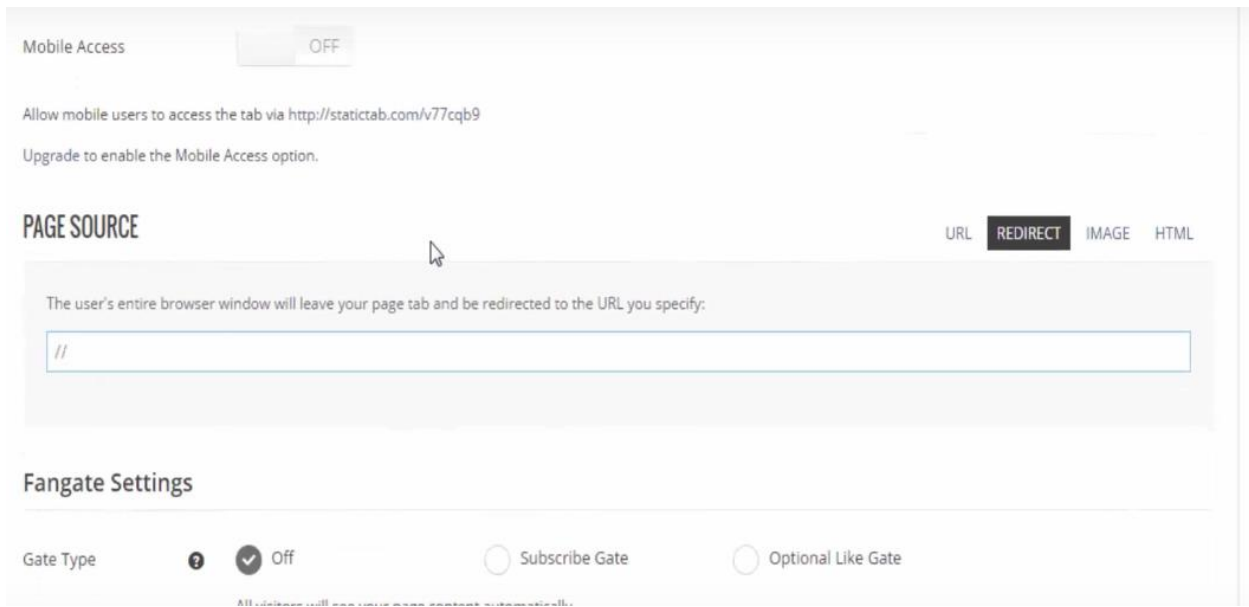


Add Squeeze Page to your Fan Page

- Install Woobox app on your Facebook Fan Page
- Create and add a new tab to your Facebook fan page.

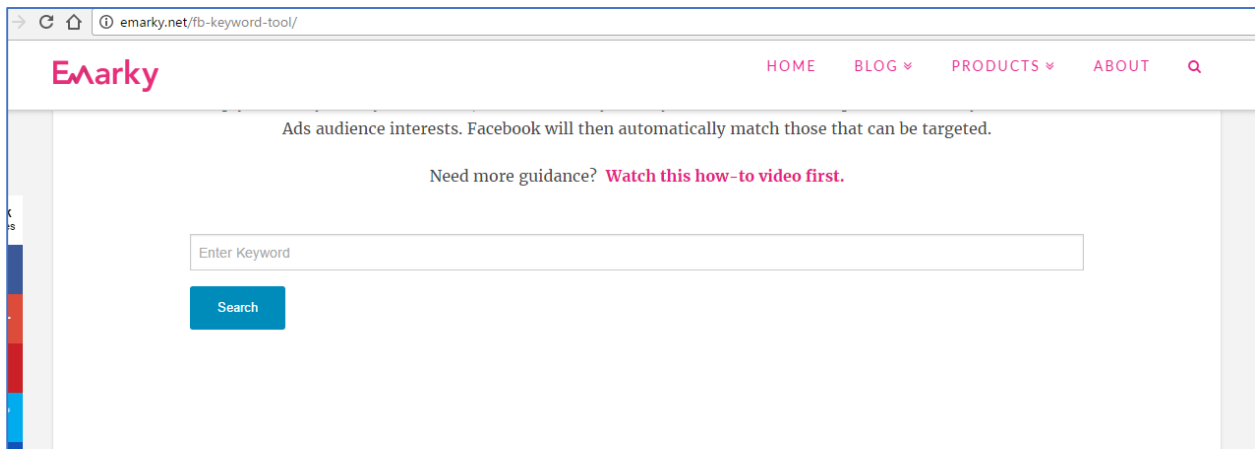


- Enter your squeeze page URL on the 'Redirect field.

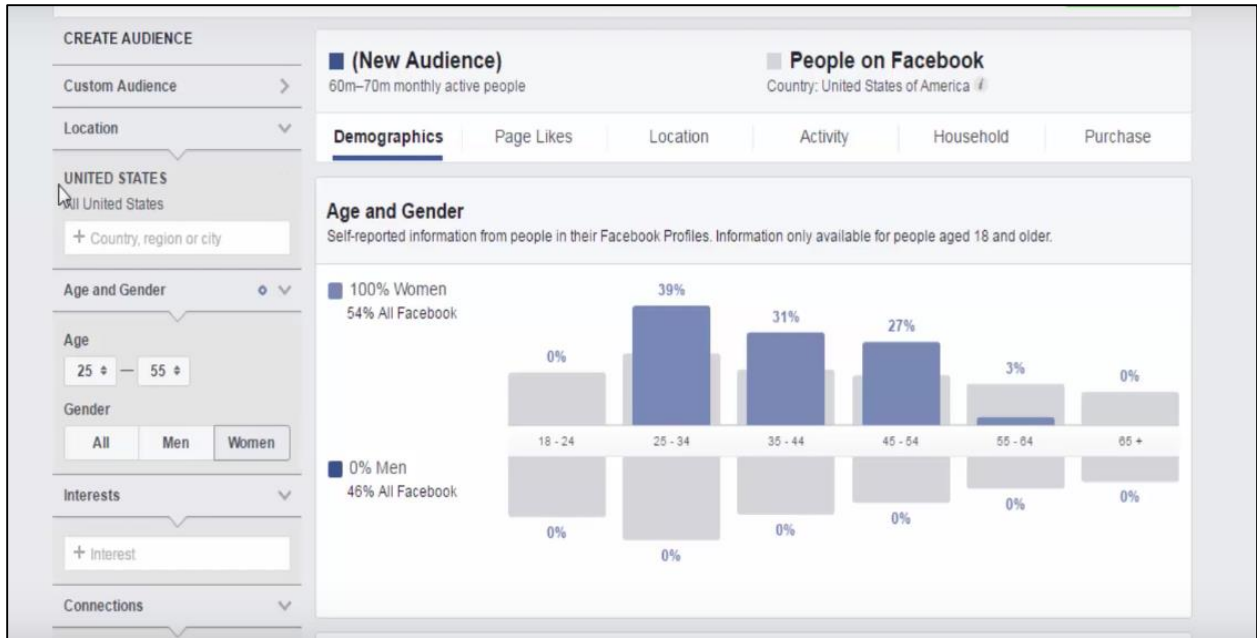


Filtering relevant page traffic

- Find other relevant Facebook interests on your niche using with <http://emarky.net/fb-keyword-tool/>



- Find out other relevant fan pages using Facebook audience insight.



- Post comments on other relevant fan pages on behalf of your fan page.

food network's **healthy eats**

HealthyEats.com
@HealthyEats

Home

About

Photos

Likes

Videos

Posts

Create a Page

43,461 Views

HealthyEats.com
9 March 2016 · 🌐 Like Page

This rich, hearty lentil soup is one of Ina's all-time favorites.
Get the 5-star recipe here: <http://www.foodtv.com/4dvfa>.

👍👎👤 290 26 Comments

Like Comment Share Top comments ▾

Thank you sharing

Katie Wright Made this soup many time. Everybody loves it. The Best lentil soup! ❤️❤️
Like Reply 1 · 7 hrs
1 Reply

Diane Vallero Lyman I agree that it looks delicious, but too much

Be the first to add a post.
Create post

LIKED BY THIS PAGE >

Food2 Like

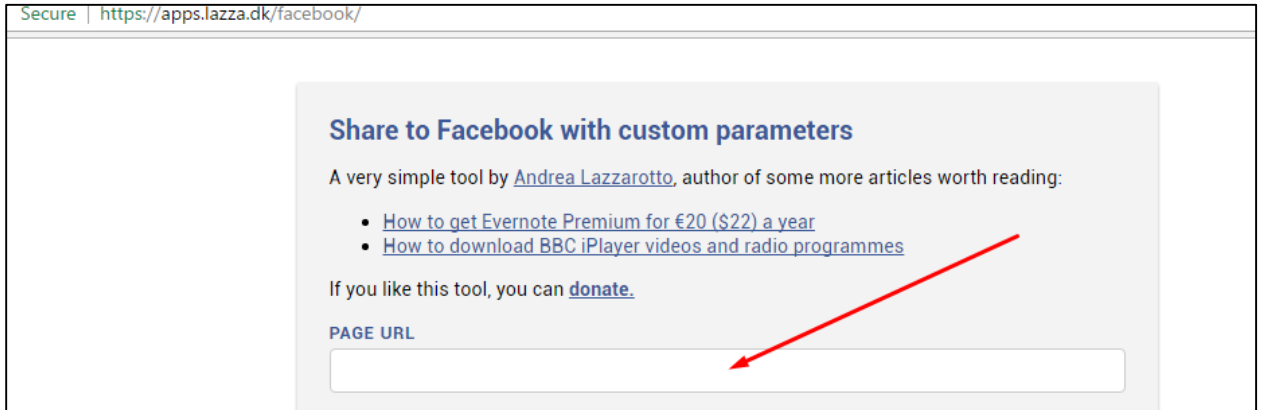
Food Network Like

Food Like

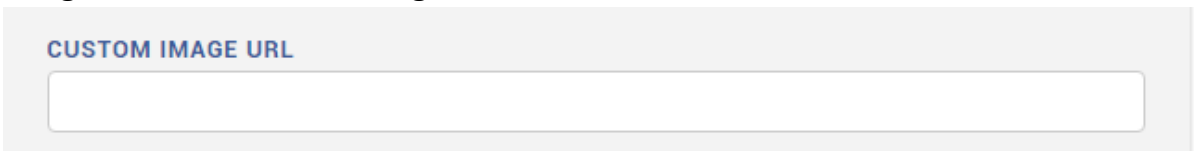
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Promote your blogs in Facebook Groups:

1. Go to <https://apps.lazza.dk/facebook/>
2. Grab your blog post URL and paste on 'Page URL' field



3. Create a thumbnail image with any image editing tool like Canva and put the image URL on 'Custom Image URL' field.



4. Write your post title and description

CUSTOM TITLE

CUSTOM CAPTION (WEBSITE NAME)

CUSTOM QUOTE

CUSTOM DESCRIPTION

5. Press submit button to share the post.

SUBMIT

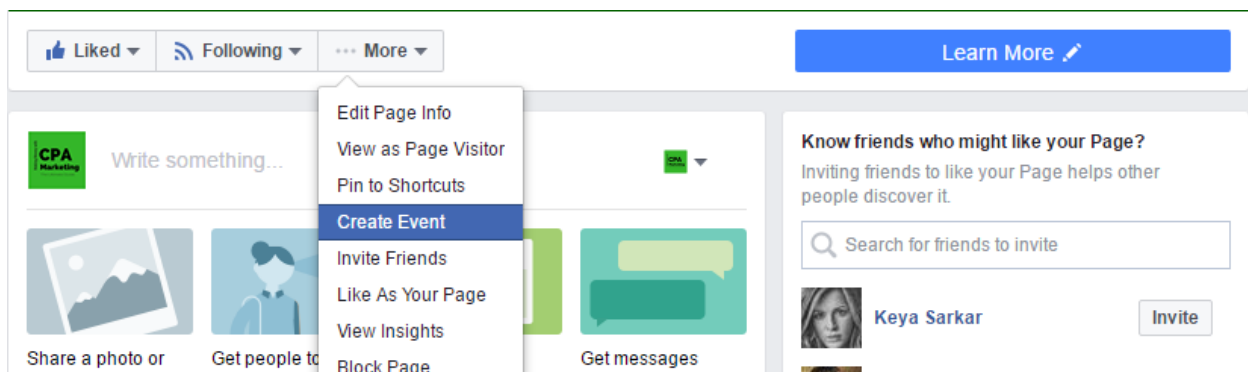
Arrange a Facebook LIVE Event

In this video, I am going to talk about an exciting new FB feature known as Facebook live. Some of you might already be knowing about it. The good thing about Facebook live is that you can host interactive session with your fan page followers. They can put in questionnaires and you can answer them and so this is a very good real-time feature.

Every time your fan page goes live every single fan is going to get a Facebook notification saying that you are live. After that they can post and their questions and you can answer them, even better they can go like themselves and then you two can talk to each other almost face-to-face in real time.

Step I: Create an Event for Facebook Live

1. Open your Fan page and go to 'More' option, click on 'Create Event' option.



2. Create an eye catching event image with Canva and upload the image as your Event image.



3. Give a name of your Event, i.e 7 benefits of apple LIVE on [Fan Page]

For best results, use a 1920 X 1080 pixel image (16:9 aspect ratio)

Event Name ⓘ 0 / 64

Location ⓘ

4. Specify the date and time of your LIVE event.

Start

End

5. Write a brief description about your upcoming live video and put some relevant keywords.

Details
Let people know what type of event you're hosting and what to expect

Description ⓘ

Keywords ⓘ

Free Admission Family Friendly

6. You can add your fan page as co-host or can skip the option. Click on Publish button to publish the event.

Options
Choose who can edit and post in your event

Co-hosts ⓘ

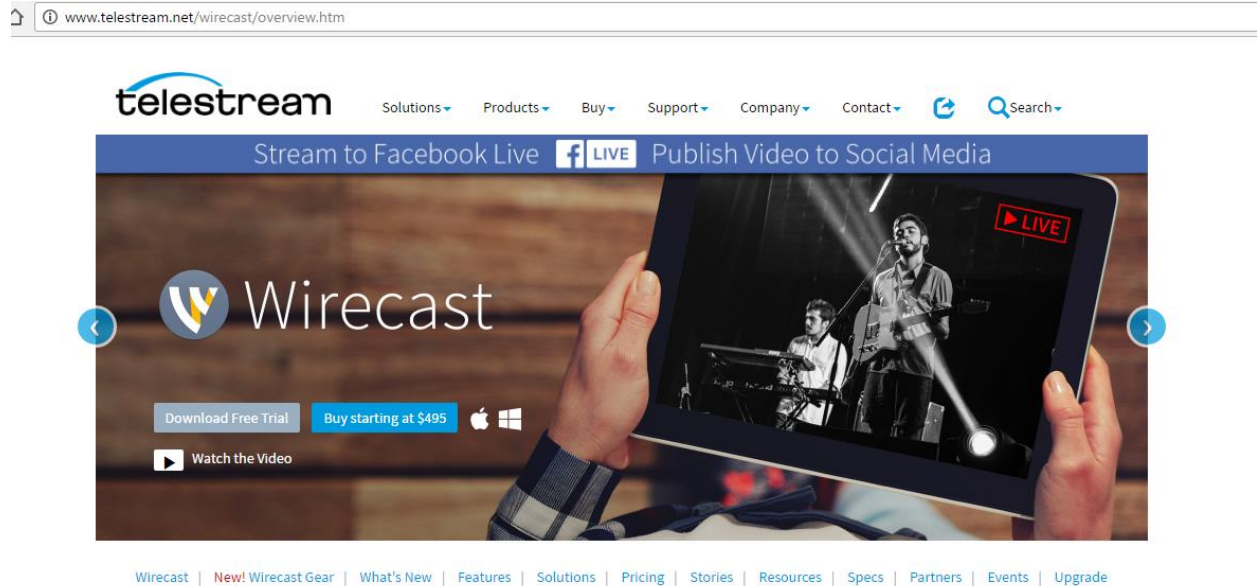
Posting Anyone can post
 Anyone can post, but a host must approve the post
 Only hosts can post

Guest List ⓘ Display guest list

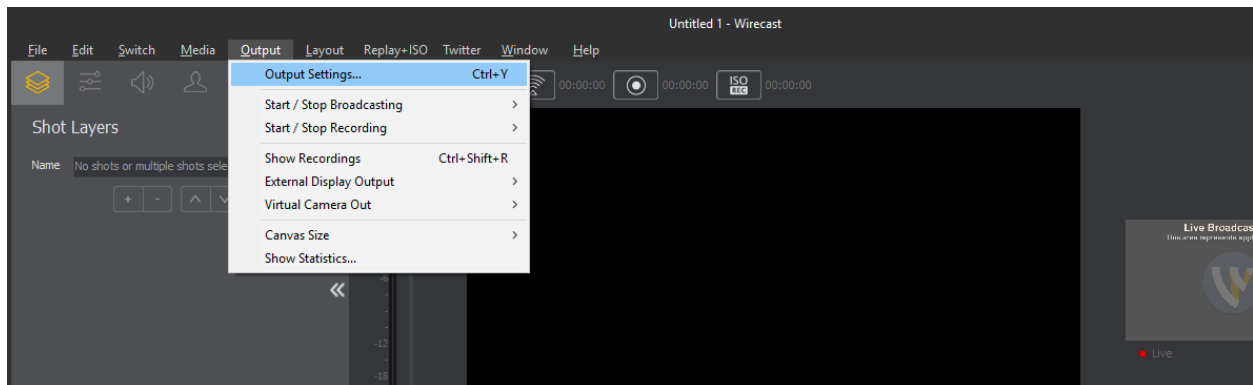
Event Tips Website

Step 2: Go LIVE with Wirecast

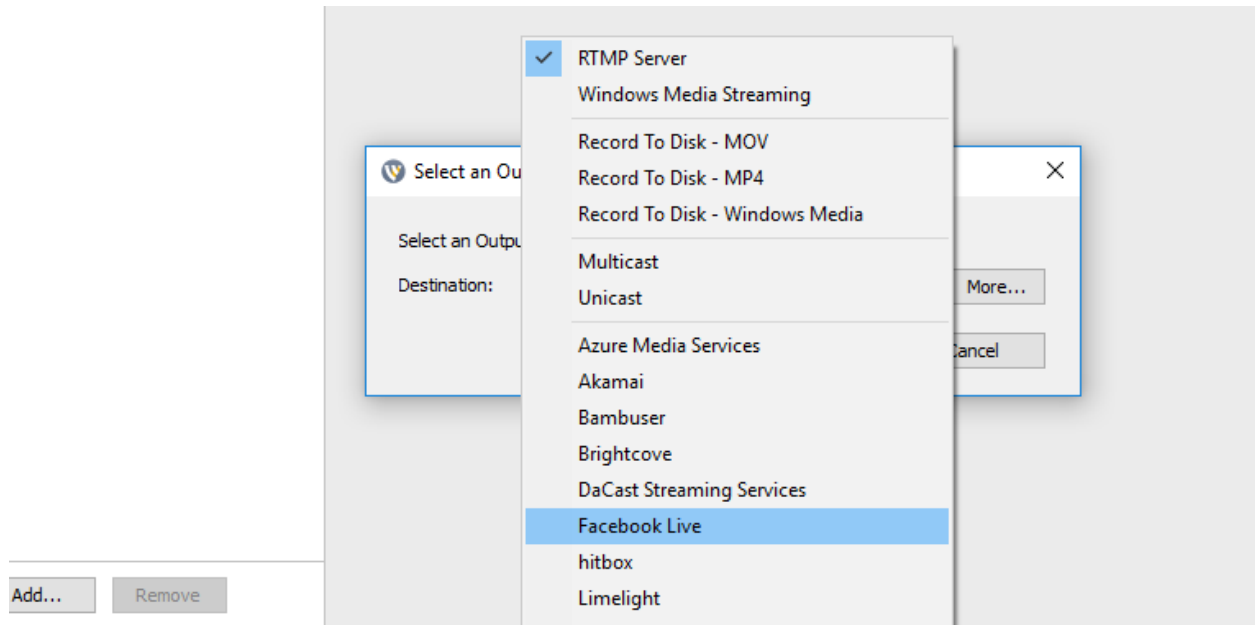
1. Download or buy wirecast app from their official [website](http://www.telestream.net/wirecast/overview.htm)



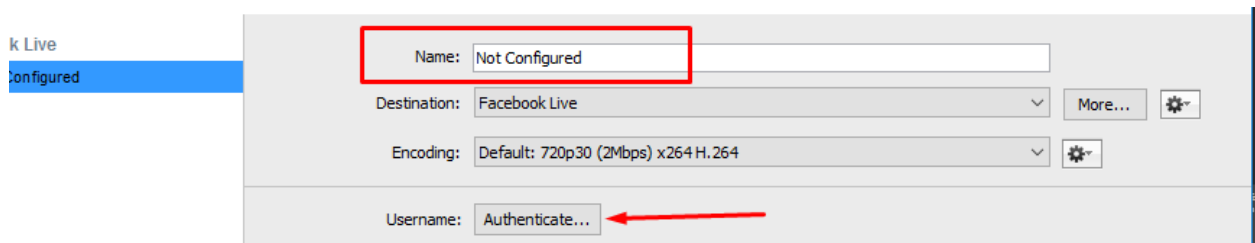
2. Install and open wirecast app and go to 'Output Settings'



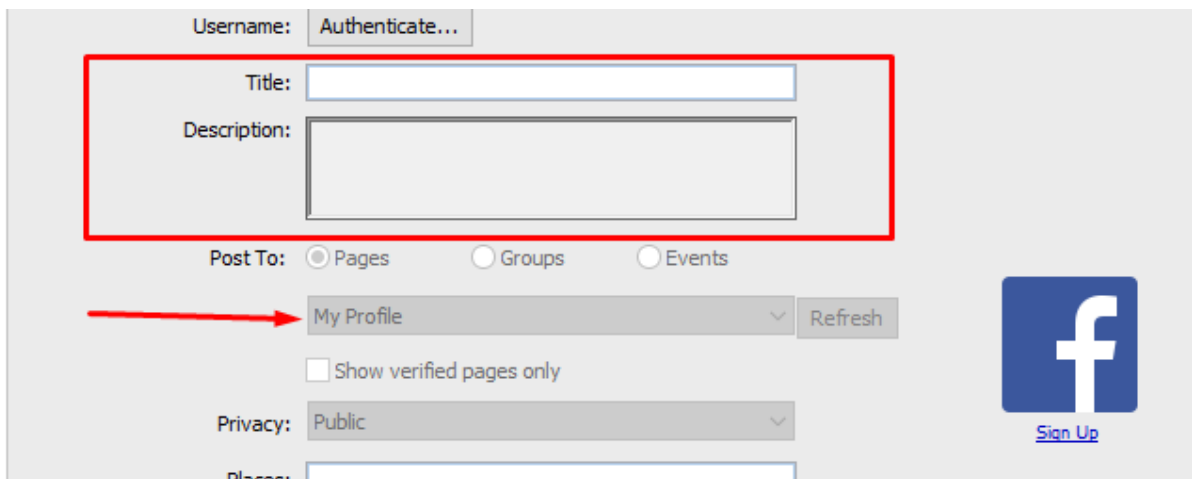
3. Select 'Facebook Live' from output menu.



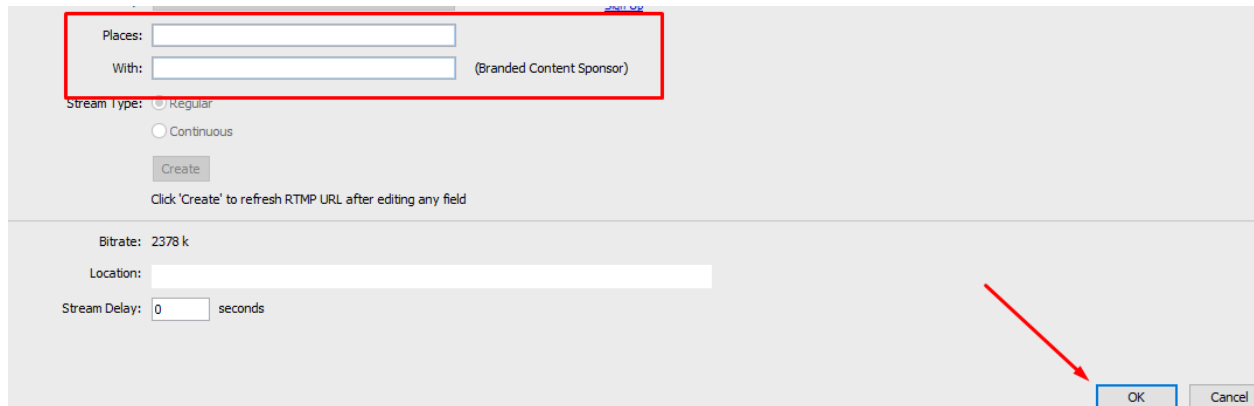
4. Give a name to your new output setting and click on authenticate button to authenticate the app with your Facebook Profile.



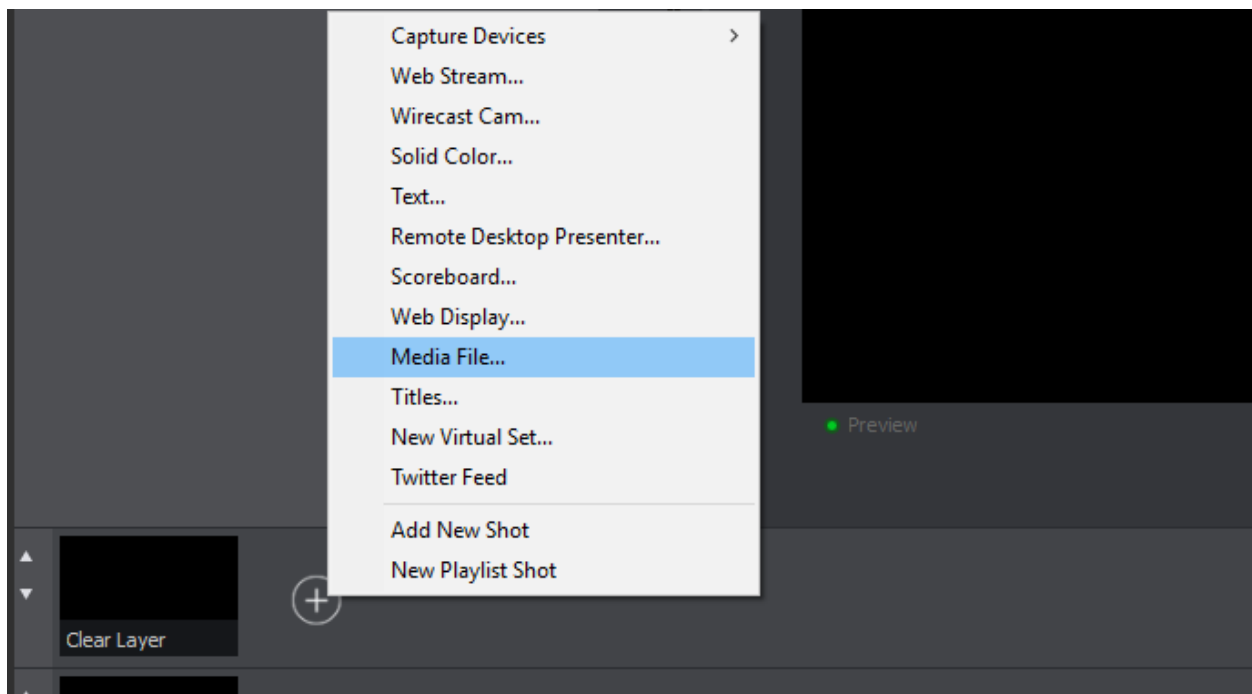
5. Create title and description for your video and select the fan page where you want to create the Live video.



6. Select a place from where you want to go live and click on ok button.



7. Go to media file option and select your video clip.



8. Click on the 'Live' button and then immediately click on the broadcast button to start the live video on your Fan page.

