Growth Hack Bible

How to Grow Your Facebook Page

By

Jonathan Gaurano

CHAPTERS

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WHY LISTEN TO ME?

In 2010 I was still unsure, unaware, and oblivious to how the online world worked. At best, I only had a couple of personal Facebook statuses that received over 20 likes. In fact, my personal profile picture back then was liked by **only two of my friends.**

I was far from viral.
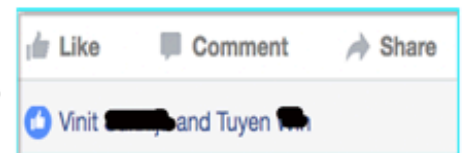
Despite the lack of expertise, I was a young 20 year old who was (and still is) addicted to YouTubers and Facebook personalities.

I remember sitting in front of my computer screen thinking, "I want to hangout with these people. I want to help these online personalities shine in the world!" I didn't know what I was going to do, but I knew for damn sure I wanted to do something with those creators and brands in the online space.

I want to let you know that I understand how it feels to start from scratch, how it feels to have a longing to become big on the internet, and how it feels to be stressed out thinking, "WHY AM I NOT GOING VIRAL ON THE INTERNET!?!?"

It's okay. We'll get there. Listen, I'm not going to lie, that feeling of stress never goes away. However, this book will help you overcome this stress because you'll know exactly what to do to succeed.

Yes, I want to take you on a journey from my failures to the successes of where I am today. Whether you want become an online star, drive a lot of growth for your company, or manage the top brands in your interest, I will do all I can to help you get there as I will be teaching you everything I know about growing Facebook pages.

if you're curious, my current personal Facebook profile picture has more likes than my 2009 photo
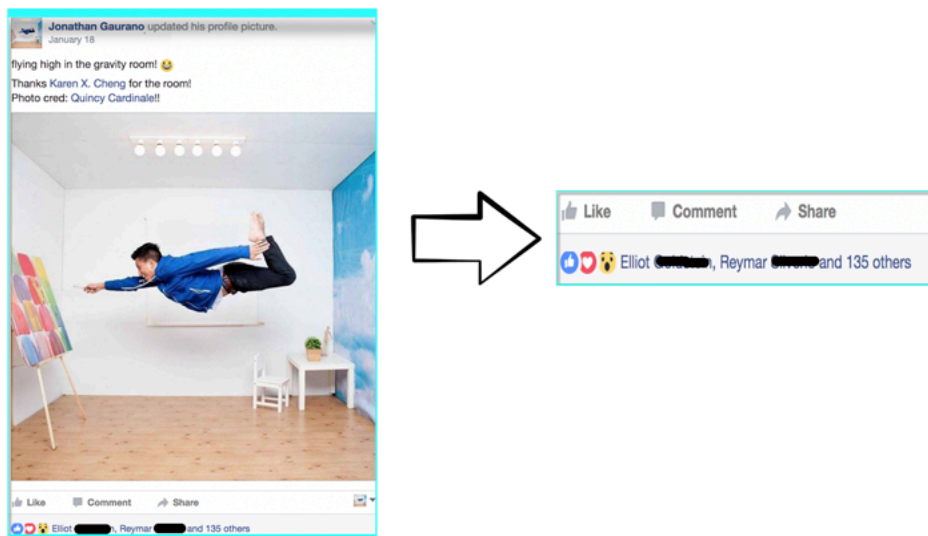
Anyway, we're not here to discuss my personal Facebook page. We're here to talk about how you can grow public pages in the Facebook world. Let's begin.

PART I: THE INTRODUCTION

Hello!

My name is Jonathan Gaurano. I work as a creative content strategist for online brands. The past decade, I've worked with startups, political figures, non-profit organizations, and of course, online influencers. All my clients hire me for one specific reason: to create loyal and engaged fans for their online products and pages.

I'm not an online influencer. I'm a manager of influencers.

Here is a recent picture of my face.

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The Beginning: Wasn't Successful At First

My first jump into the online Facebook game started back in early 2011. I was fresh out of graduating from UC Berkeley, when the political consulting firm, [Storefront Political Media](#), hired me for an entry-level position.

I was a paid media intern who was hired to manage Phil Ting, a political candidate running for Mayor in the city of San Francisco.

During that year I saw first hand the tens of thousands of dollars the consulting firm **wasted** paying for Facebook followers to follow Phil Ting. I remember one month where the firm spent $10,000 on Facebook ads!!

Here is what Phil Ting's page looks like today.

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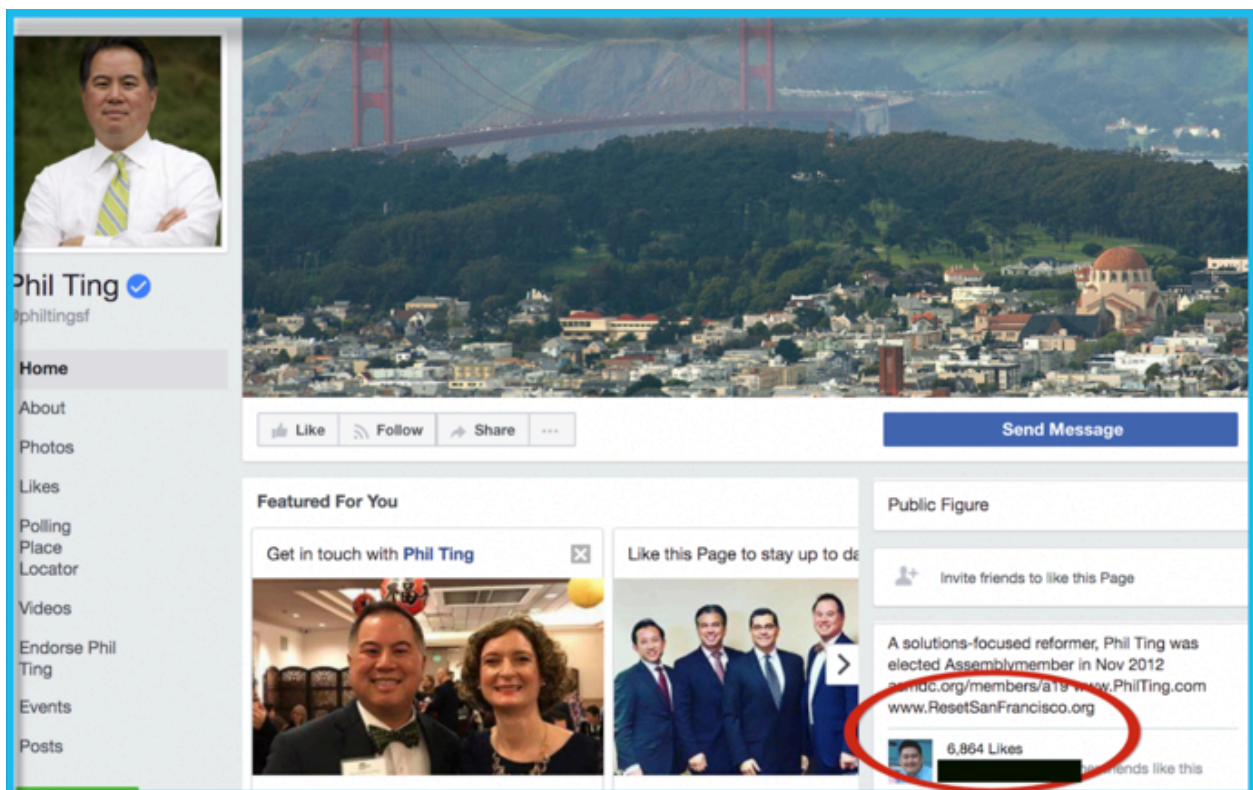
a closer look at his current stats

A solutions-focused reformer, Phil Ting was elected Assemblymember in Nov 2012

asmdc.org/members/a19 www.PhilTing.com
www.ResetSanFrancisco.org

6,864 Likes

friends like this

Phil Ting
18 hrs ·

Thanks to the Bay Area Council for honoring me with the Regionalist of the Year award. Proud to represent the most innovative, progressive and thoughtful region in the state. We have housing and transportation problems to solve but our economy continues to a model for the country.

Like   Comment   Share

4

Write a comment...

most recent post received only 4 likes

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As you can see, after spending tens of thousands of dollars, Phil Ting still only had 6,000 followers (likes)!! In addition, the followers on his page were not active or engaged: **4 likes on a post with 6,000 followers** wasn't noteworthy.

Though Phil Ting wasn't successful on his page or in his run for Mayor (receiving only 1% of the vote), I learned so much that year. I spent every single day from 8am to 11pm, living in that San Francisco office and analyzing piles and piles of data to work with the social media manager to come up with better strategies to grow their clients' online presence.

2011 prepared me for my next big adventure in 2012.

The Road To Success

2012 was a big year. The YouTube channel Simple Pickup hired me to manage their brand. When we first met, their YouTube channel had less than 80,000 subscribers with little to no online social media presence. My role was to help them produce viral videos for their YouTube channel, and most importantly, do everything I could to grow their social media channels - especially on Facebook.

Because Simple Pickup was a small channel - at the time - I had the freedom to experiment with different strategies to grow their brand. I was constantly asking myself, "*Is there a way to modify their content that can be optimized for Facebook?*"

At the time, there were no concrete online resources out there, so I did everything through months of trial and error. I used the knowledge I had from the lackluster performance of Phil Ting's media pages and reengineered an opposite strategy.

This new strategy worked, and soon Simple Pickup's page started seeing huge spikes in success. Here is an example of just one meme I created that received massive attention:
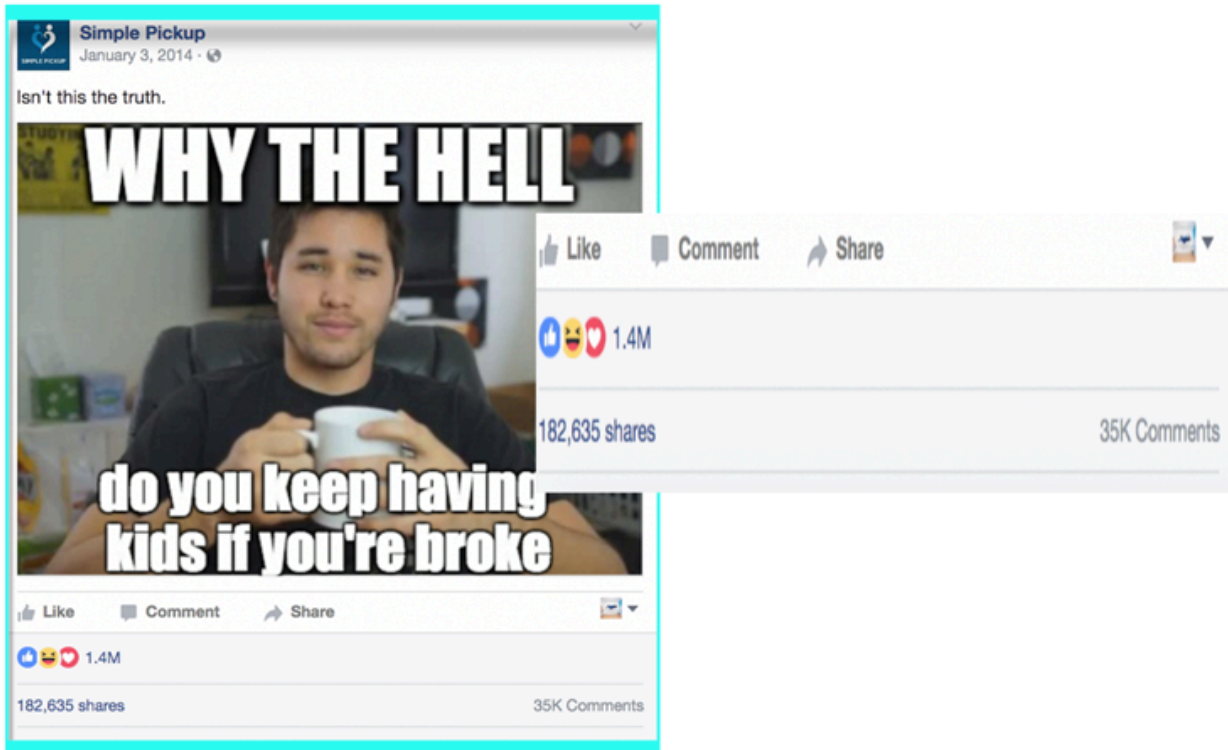
*This meme has over **1.4 million likes and over 180,000 shares.** *

(And this was back in 2014! This was before Facebook made its mission to be the biggest media source for businesses and influencers to interact with their followers). When I left Simple Pickup in the summer of 2014, their page had over 200,000 likes with their content reaching 6 million Facebook pages every week.

To give you a better perspective of the massive growth, when I started in 2012, their Facebook page had less than 5,000 followers (page likes). In 2014 they had over 200k likes and they were reaching 6 million people per week:

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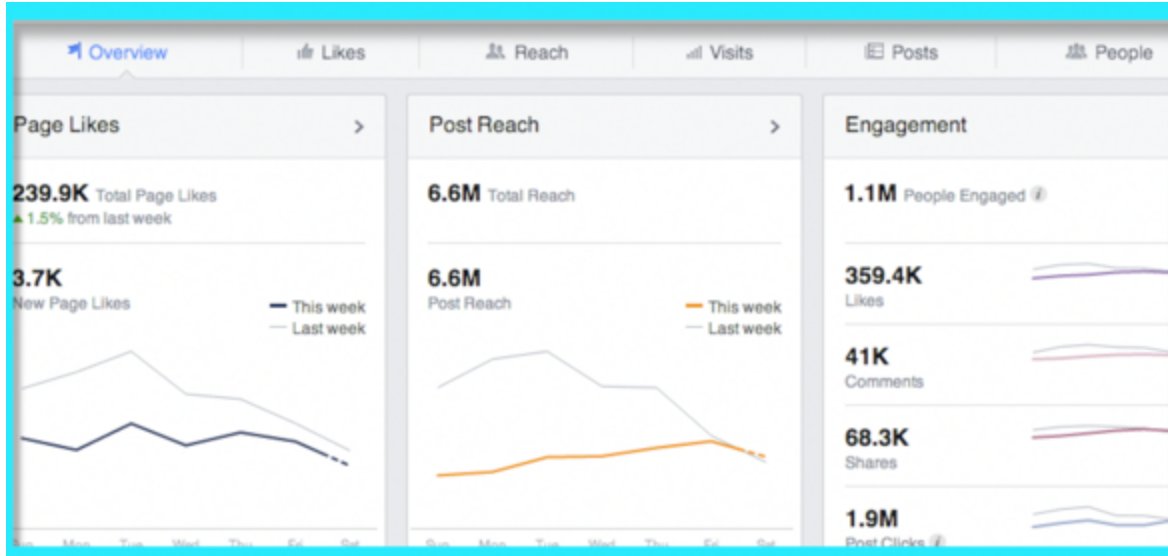
I left appreciative and grateful as I learned so much that year. I also left with more hunger, the hunger to surpass my past achievements. To be honest, growing their page to only 200,000 followers in two years wasn't good enough for me… so I took a step back to analyze where I could improve.

A Better Start: Reaching Success

I took a year off in 2014 to study Facebook on a more macro level. I began taking small consulting jobs across different spectrums in the online market. This included, but not limited to a business about dogs, a business that sold chickens, and even an influencer who made videos about sock puppets. I wanted to make sure I knew the entire landscape before I started managing Facebook pages on a full time basis.

I will proclaim taking a year off to understand Facebook pages worked! In August of 2015, I was hired by [OwnagePranks to grow their Facebook Page](#). When they hired me, their posts were only reaching 1,000 Facebook pages per day.
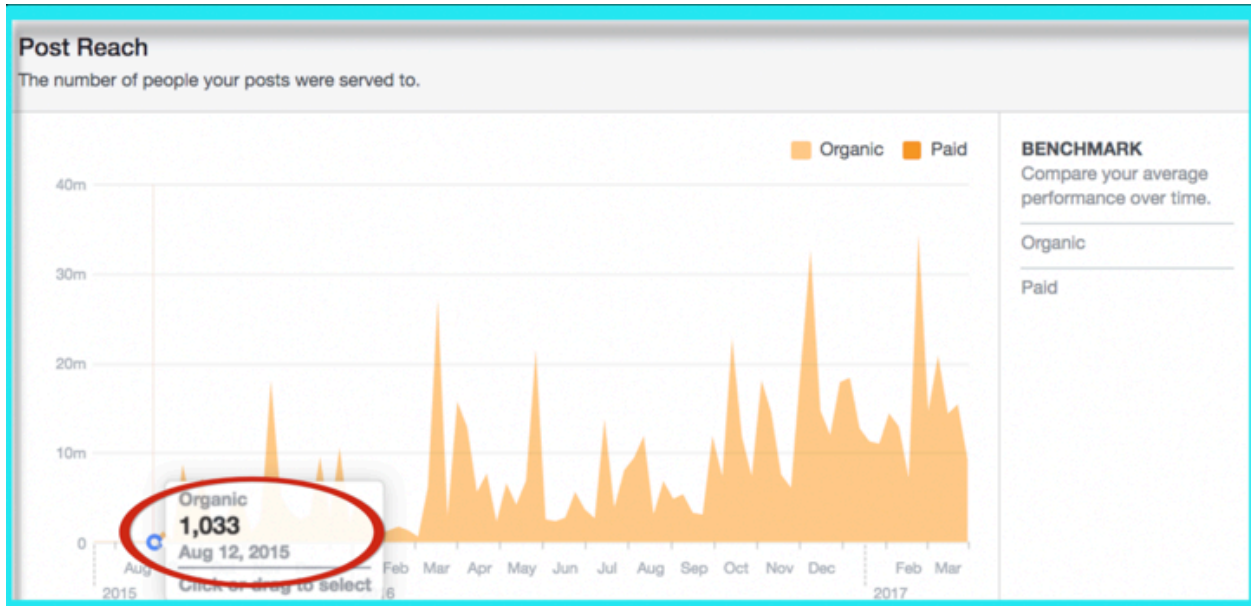
showing you the birds eye view of the admin panel: what the admin (me) sees is what you'll see because I want to be as transparent as I can in this book*

As a result of my work, their posts currently reach millions of pages per day (if you don't know what I mean by the word **reach**, don't worry, I'll explain these terms in greater detail later in the book).
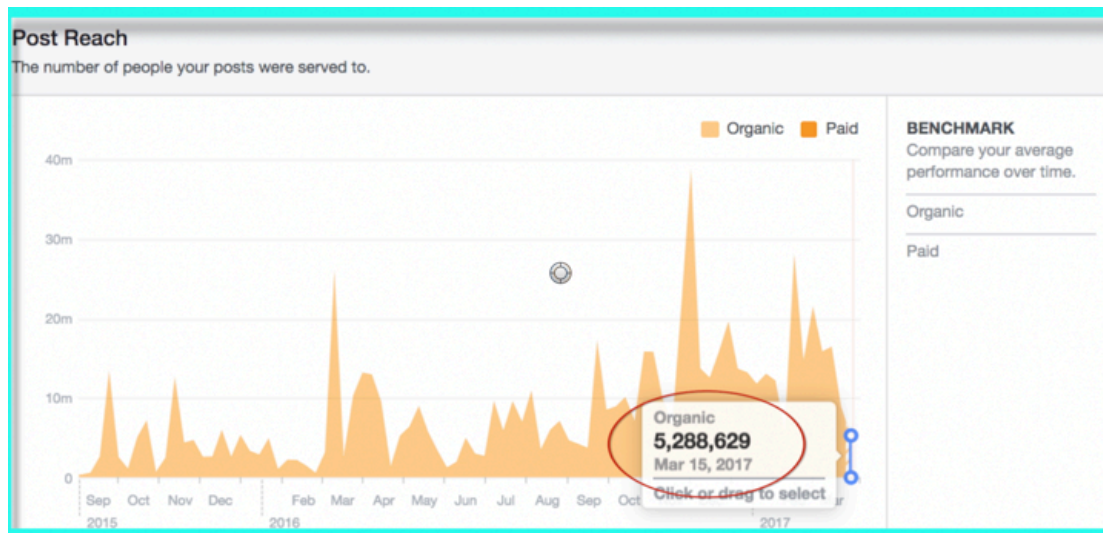
Their biggest week happened around a year after I was hired. It was one of my proudest moments in my life. When I saw that we reached **237 million pages** in one week, I felt like a giddy school kid getting a gold star for the first time! It's beautiful:

<p style="text-align:center; color:#cc3333; font-weight:bold; font-size:1.3em;">DoGoodMedia.co</p>
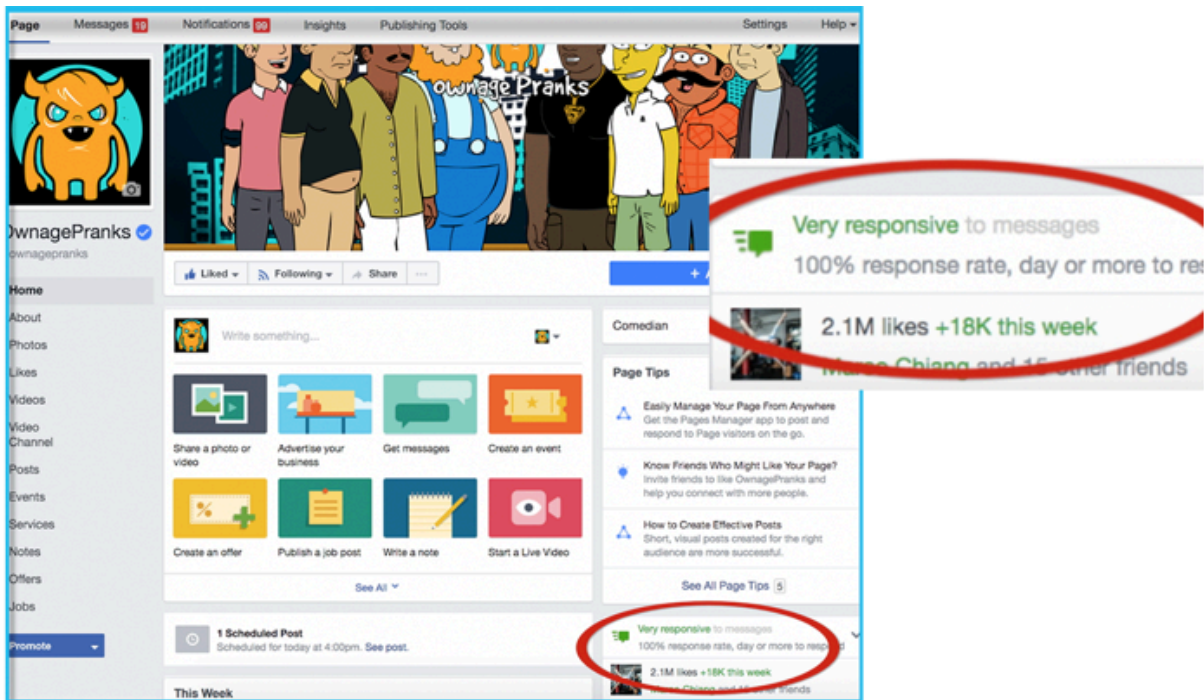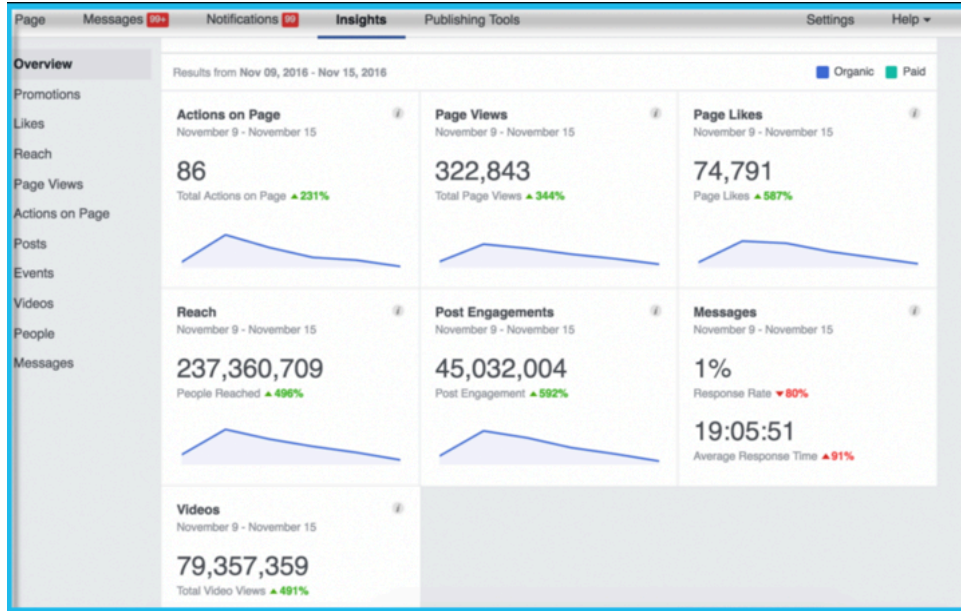
*This is where their page is currently at the moment. As you can see,
each picture shows you what a page looks like from the admin panel. *

Then I did it again for other pages, like [Kristen Hanby](#), who hired me in March of 2016
to grow his page. When we started, he had under 200,000 Facebook likes and now, in a
year, he has over **1.4 million+ followers.**

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Total Page Likes as of Today: 1,404,527

Total Page Likes

BENCHMARK
Compare your average performance over time.

Total Page Likes

Total Page Likes
170,705
Mar 17, 2016

Click or drag to select

Total Page Likes as of Today: 1,404,648

Total Page Likes

BENCHMARK
Compare your average performance over time.

Total Page Likes

Total Page Likes
1,403,409
Mar 20, 2017

Click or drag to select

28% response rate, 31-mins r

Respond faster to turn on the

1.4M likes +10K this week

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These are just a couple of pages I manage. I'll teach you how you'll be able to do the same for your own or your client's Facebook page.

Being Fortunate To Be Successful In This Industry

Since 2015, I've been fortunate enough to have many viral hits on different Facebook pages. These pages range from online influencers, to one-off jokes, to even to a point where I made videos for clients where I was in front of the camera!

More examples:

*admin panel shows that I posted the video: **29 million views***
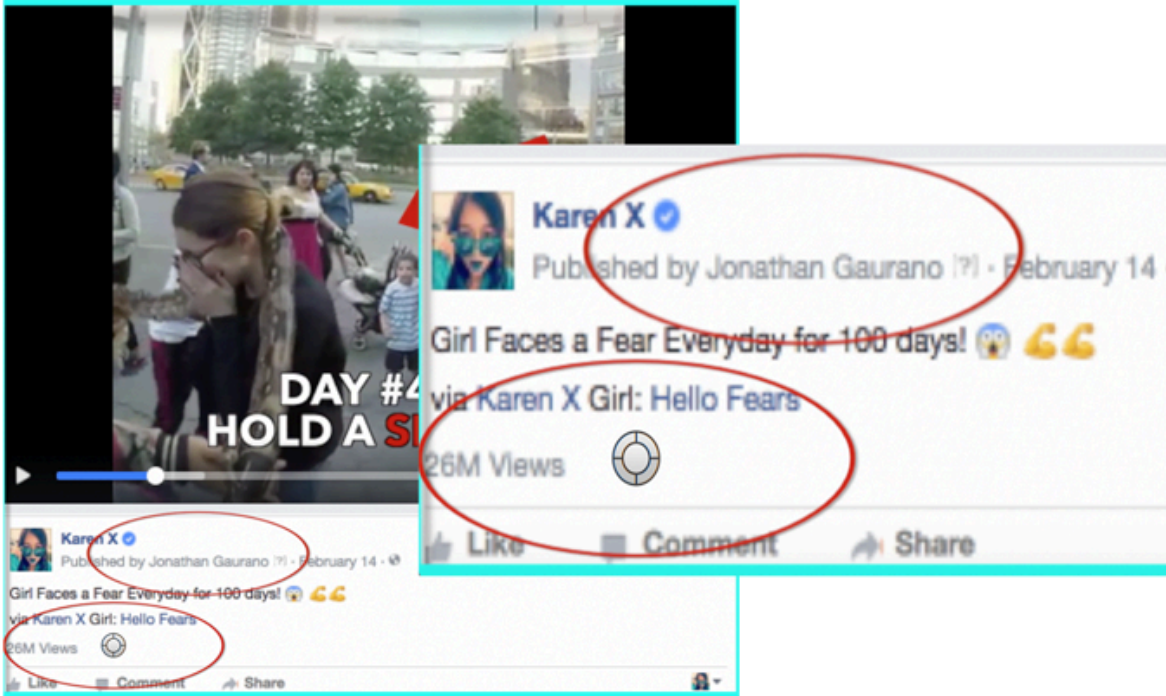
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26 million views!

4.7 million views!

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The Chainsmokers – Roses ft. ROZES (Uber Edition)

The Chainsmokers

Subscribe 1,340,894

1,903,810 views

44,819   364

Add to   Share   ••• More

YOUTUBE/DO GOOD JONATHAN VIA STORYFUL

Mashable

Uber driver Jonathan G
surprised his passenger

Mashable
about 5 months ago

This awesome Uber driver surprised his passengers with rescue puppies.

10,481,598 Views

Like   Comment   Share

93K   Top Comments

85,333 shares

This awesome Uber driver surprised his passengers with rescue puppies.

10,481,598 Views

Like   Comment   Share

93K   Top Comments

85,333 shares

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1.3 million views, 1.9 million views, 4.7 million views, 10,481,598 views! And, I'm just highlighting a few posts as I, along with my team, consistently make content that is seen by millions of people.

I've come a long way since 2011. I've sacrificed sleep, comfort, and even a girlfriend or two trying to figure out the proper formula to create viral Facebook content for my clients. **I may not be famous,** but my **clients are famous** and that is what matters.

Because of these successes, my inbound client leads are more than I can handle. This is a great thing because it means the demand for up and coming individuals who know how to grow Facebook pages are on the rise. This means if you want to be a Facebook manager, a Facebook influencer, or both… there are millions of people out there who are in need of your expertise.

I'm going to teach you everything I know to get you there.

At the end of this book and through **hard work,** you're going know how to 1) optimize your Facebook page, 2) execute an online strategy to create original online content to get your audience engaged, 3) grow a Facebook page from 0 to 1 million followers, and 4) you're going to know how to produce original organic viral videos to create momentum so your page can gain traction for future content.

Are you ready? This is going to be so much fun! Here we go…

Terms That Matter

This section is the bare basics as it defines a list of terms that are crucial to understanding the rest of the text in this book. In fact, I wasn't going to write this section because the terms should be common knowledge and I didn't want to bore you with mumbo jumbo.

However, I remember a situation I encountered about a year ago. I was chatting with one of my ex-girlfriend's friend (let's call her Vicki) who happens to work at Buzzfeed, about the changes of Facebook's algorithm: I think to stay _updated_ with Facebook, it's always good to talk about the ever changing social media landscape amongst other people working in the same industry.

Anyway, it was in the conversation that Vicki decided to go off and pretentiously explain to me the basic online terms I'm about to teach you. She treated me like I was five years old; as if I've never touched a Facebook page in my entire life. The aura of her entitlement and her smugness could be felt projecting through my laptop screen.

I wanted to scream at her "know-it-all" face, but I held my tongue. The reason I mention her is because I'm using her as an example to write this chapter. Listen, I don't want you to be in the same position. You don't deserve to be belittled by pretentious individuals because they think you don't know the definitions of these basic terms.

Likes

Likes, specifically "Page Likes," is the number of followers who are subscribed to your Facebook page. Let's not get this confused with the action of when someone "likes" a post of yours. Therefore, to stray away from confusion, whenever I say the word **"followers"** I'm focusing on the page likes of your Facebook page.

Meme

A Meme is a video and/or an image (normally coupled with text) that can be easily copied and easily shared amongst Internet users. In this book, we are in the business of creating memes to create brand exposure.

Reach

Reach means the number of individual Facebook newsfeeds your content has been shown on: the higher the reach, the more likely your followers and non-followers can engage with your content.

Engagement

Engagement is when people perform actions on your content. This means followers and non-followers are either clicking, saving, playing, commenting on, liking, and/or sharing your content. I always strive to create engaging because it means you're creating content that people deem important.

Organic

Organic means that the content was broadcast, posted, or shared through unpaid distribution. This is exactly what you'll learn in this book. I'm here to teach you how to grow a Facebook page without spending a single dollar.

PART II: HOW TO OPTIMIZE

Two immediate things to know:

1) Women Rule

The first point to understand is that Facebook is ruled by women. An infographic from the marketing firm, Digital Flash, makes it clear:
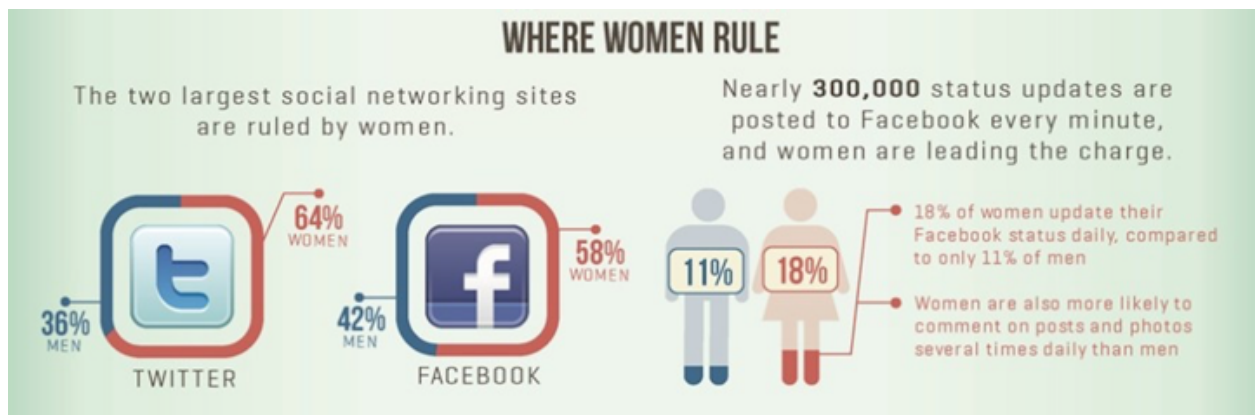
This means women are more likely to comment, share, and overall engage with content more than men. Therefore, you need to make content that is relatable, shareable, safe, and broad enough to be engaged by women.

This doesn't mean your page has to cater to women. Hell, my first successful clients, Simple Pickup, focused on picking up girls for a living. To be clear, I'm saying your page **shouldn't be too offensive** to the demographic who shares the most content.

> *Theory Note: Women rule the internet! This is why food, animal, and educational posts do so well. It doesn't matter if you're a male lifestyle brand. If you're posting something that vehemently degrades women, where women are unlikely to share the content, then your post has a high chance of NOT going viral. *

Think about it this way: Facebook is the only social media platform that allows you to directly share anyone's content to your personal timeline instantaneously for all your friends to see: anonymity is not Facebook's forte. Therefore, more than likely, if you're sharing content that greatly degrades women on a massive scale, do you think your female Facebook friends will engage with your post? *The answer is no.*

The point I want to stress is that women rule the Facebook world. Therefore, make your content easy for women to share, as they're more likely to share your content anyway.

2) The Truth About The Facebook Audience

This is a point I'm going to repeat over and over and over again.

On average, a Facebook user processes information like a fifth grader. I'm not saying Facebook users should be treated like 10-year-old children. I'm saying, if your content has too much information, all at once, then it won't be shared amongst the masses.

The reason is because Facebook users scroll through their news feeds rapidly: your content only has, on average, three seconds for it to resonate with the people. Therefore, when making your content, ask yourself, "can an average 10 year old understand this?"

With these two things in mind, let's start with pictures.

Pictures: Making The Ultimate Meme

Though Facebook video is exploding and will continue to be the priority of many pages in the future, please understand that Facebook's foundation, the base of what it stands for, is pictures. This is why when I start growing a page, I will always begin by posting pictures.

Videos take more time to create. For example, many of the videos we create takes a minimum of two hours to edit (sometimes even 12 hours!). However, pictures can easily take us less than 15 minutes to edit.

Being able to create more content in less time allows you to experiment with different content ideas faster: essentially figuring out what type of content your followers enjoy.

For example, when I first started growing the OwnagePranks Facebook page, I remember posting 5 - 10 pictures a day. I would post pictures with cartoon animals, stock photos, inspirational quotes, and even pictures of dead celebrities.

Within a week, we found out that the OwnagePranks fan base engaged well with photos which combined low quality animal and baby photos with funny captions. Example of the type of memes that worked well on the OwnagePranks Facebook page:
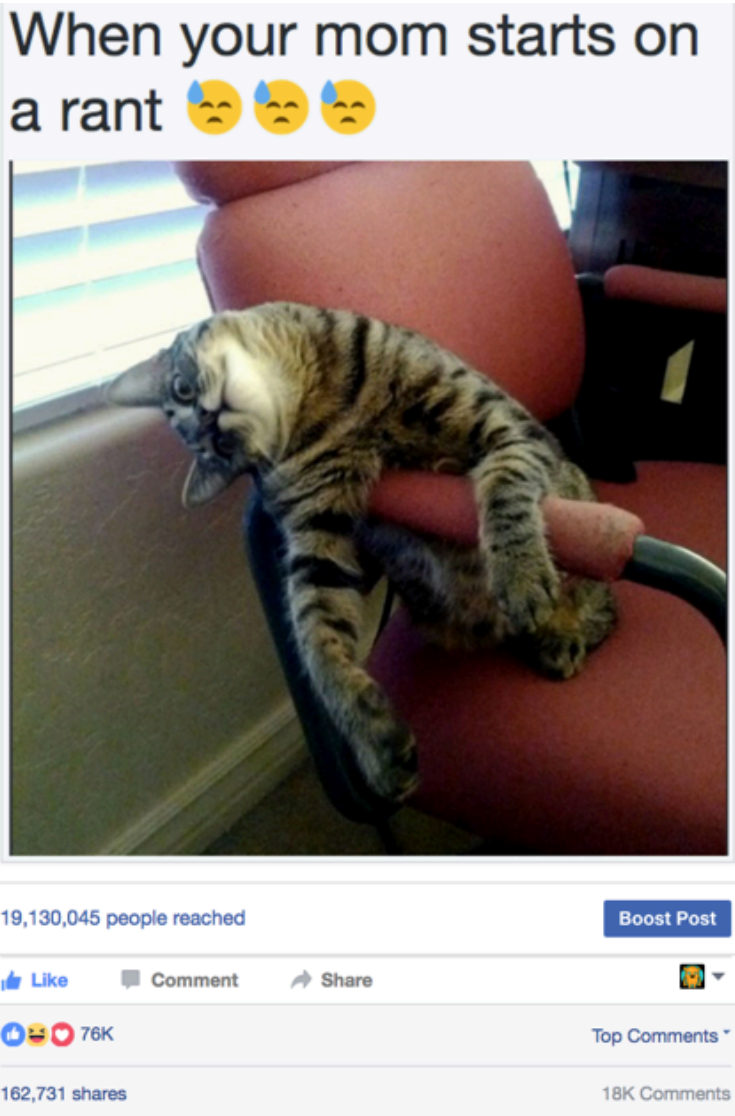
YES! In less than a week we were able to post 70 photos, which gave us enough data to figure what type of content our followers liked. *Unless you have an army of video editors, there is no way a page can be able to upload 70 videos in a week. But, 70 photos? That's doable (with a team of one or two people).*

Then when we decided to post videos on OwnagePranks, we took the same data from the photos and used this as a formula to create the videos we uploaded.

As you can see, same concept, but in video form.
This is why pictures are important.

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What type of photo should you upload?
How should you format the photo?

I believe you should create original content. The reason why I care about originality and not copying or sourcing material from other brands is because *in the long run* original content performs better. Due to big licensing companies like [Jukin Media](#), brands are able to attack other pages with copyright claims.

For example, the viral page SoFloVideo got big because it was known to steal all its content from other creators. In the end of it all, SoFloVideo was hit with a copyright infringement lawsuit and ended up settling for over $20,000.

Do you want this to happen to you?

In addition, your post is less likely to go viral if another page shares the same content as you. Yes, pages copy others' content all the time. But, we're in the business of creating a page that stands for something. This means that all the pages I manage produce original content, and, if we do decide to source other videos we make sure to license them legally.

What type of photo content should you post?

What I've come to learn is that photos that aren't memes on Facebook tend to overall do poorly. Facebook isn't Instagram. Facebook is about entertaining and educating its audience. Therefore, the type of content you should be posting are memes.

Memes Require a Couple of Traits to be Successful
1) Relatability
2) Unpredictability

1.

Relatability: something people can relate to; usually an action or a situation people deal with on a daily basis. Relatability is why people share because inherently people engage with things that they're used to experiencing.

2.

Unpredictability: if the meme is predictable, it won't be shared. A meme is about posting a photo that **cannot stand alone from the caption**. I repeat, for a photo to become a successful meme, the photo you're posting shouldn't make sense without a caption. This is where your creative brain comes into play.

For example, if you're posting a picture about how you hate dogs, you shouldn't post a picture of a guy yelling at his dog. It's predictable, it's obvious, and it lacks creativity. Instead, you should post something completely unpredictable and let the caption bring the meme to life. *Here is an example of what NOT to do:*

HOW TO CREATE A MEME

We start off with a simple picture:

Look, it's a tiny chihuahua! What does this picture signify? It doesn't tell a story. It's an animal who looks depressed, strange, and weird. Posting this up will do nothing. But, let's add a caption (a few words) and give this photo life:

The meme is alive! The text is relatable to what people experience on a daily basis. As a reminder, the caption is how you make a picture into a meme. You are essentially transforming pictures into memes by using captions to push out your agenda. Please understand that not every picture needs to be funny or needs to have a cute animal. A meme just needs to be slightly unpredictable.

What Type of Photos Should You Be Using?

This is all dependent on the people who follow your page and also on the type of page you are! Since OwnagePranks is a comedy brand that hits a younger demographic, some days we do cats, other days we focus on dogs, sometimes we focus on babies, sometimes we focus on animations...

The key point is we ALWAYS add memes and concepts that match with the brand's identity. I have clients always telling me that memes are only for comedy brands. This fact is untrue because memes are versatile for ANY brand.

Here is an example of a meme for a business that sells board games:

They use this meme for Facebook ads and it's doing well!

Another example of a tax filing company that created a meme to promote their brand:

Seeing those hidden tax filing fees like
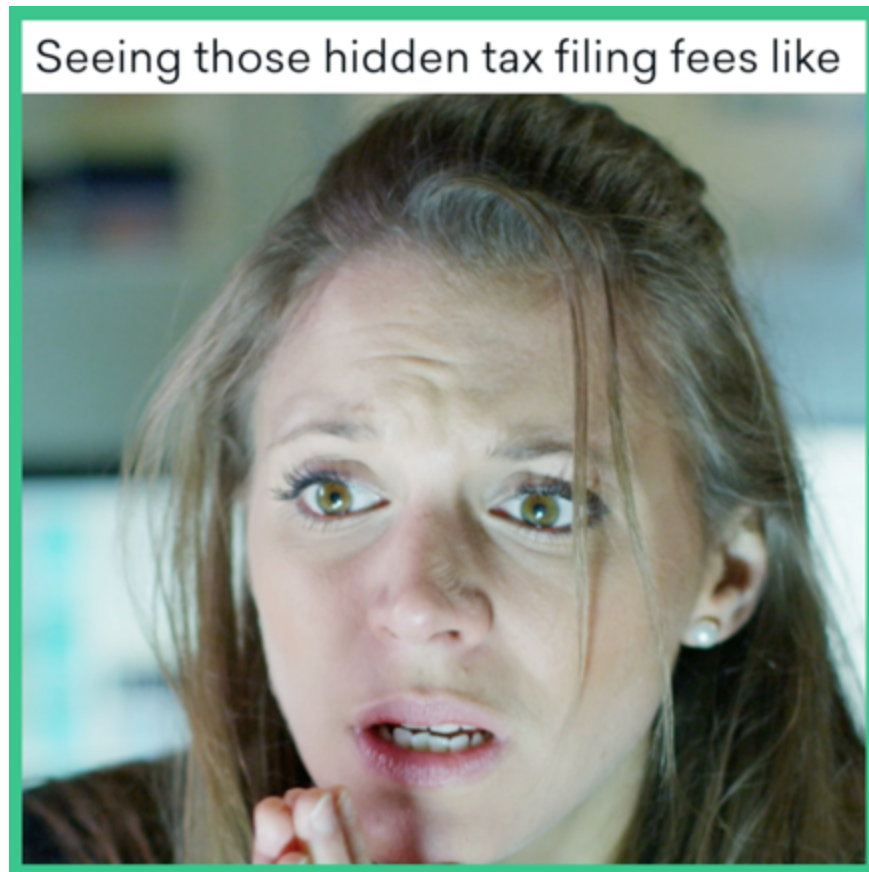
As you can see, memes are versatile. They don't need to be extremely funny to work. All you need to do is add a relatable caption to the photograph: doing so will turn the photo into a meme.

Reminder, Act as if Your Viewer is 10!

The real reason why you should use captions in your pictures is because Facebook users need to be told <u>what to think and how to act</u>. Yes, you essentially become a social media dictator.

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Structuring The Picture Post

Once you have the caption and the picture in mind, it's time to present it to the world. The easiest way is through Twitter. I created a private Twitter account and I post everything there. Twitter will automatically organize the pictures into a wonderful landscape and all you need to do is crop the image afterwards and post!

Twitter Example
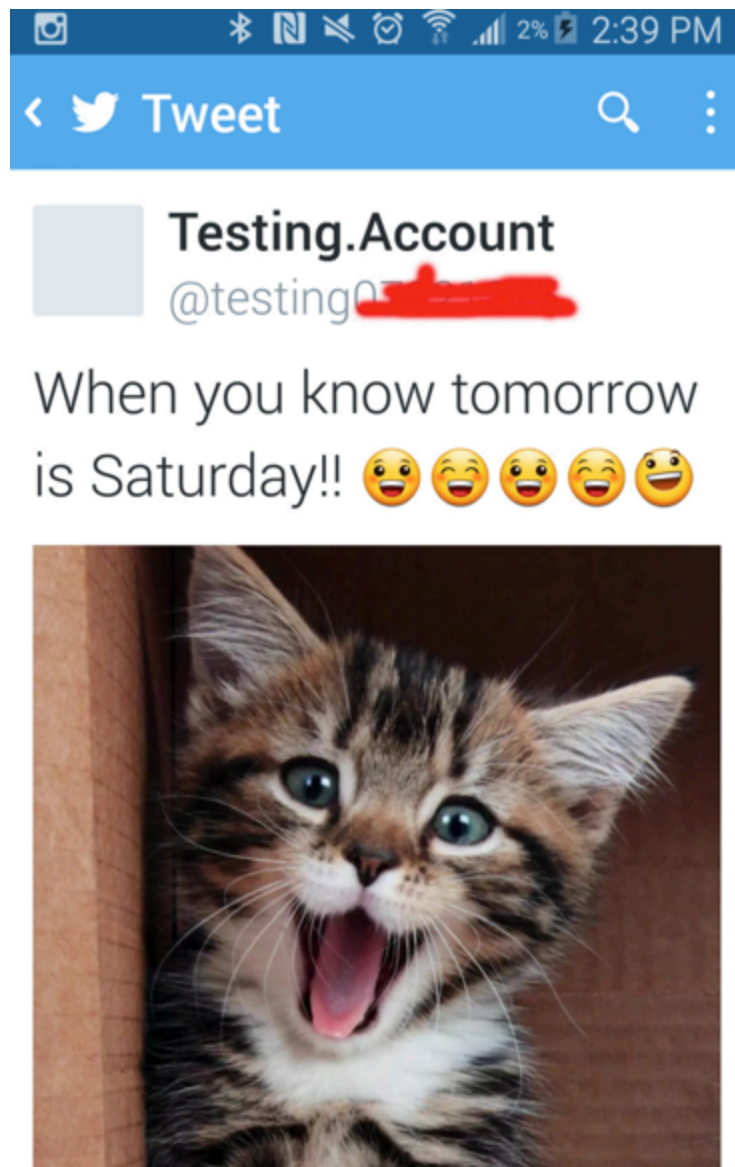
And, if you have more than just one image, Twitter will also separate all the pictures for you. It's pretty amazing. 2 pictures, no problem! 4 pictures, no problem! I personally don't know how Twitter works (follow me @jonathangaurano), but I'm loving how Twitter can mash your pictures and captions together with ease.

Then, once your photo is set with the caption and photos you want, crop the image (so your twitter handle doesn't show) and post. **POST! The world is at your fingertips.**

I want to make it clear that people end up giving up because their posts aren't viral right away. It takes time. Let me tell you a story.

When I was 13 years old, I used to take piano lessons from a woman named Mrs. Graham. She was the stereotypical piano teacher; we're talking gray hair that was poofed up like a cyclone, old lady glasses, a loving husband, and even had a few cats.

One day, during the lesson, I started to complain that I was having the most difficult time learning Debussy's *Claire De Lune*. And, I wasn't complaining like an adult, I was acting out!! I was frustrated to a point where my 13 year-old hands began smashing their weight against the keyboard. The force of my tantrum was strong enough where Mrs. Graham's ears were bleeding. I'm being hyperbolic, but you understand.

Mrs. Graham stopped me for a second. She looked at me and she said, "Jonathan, everything takes time." Then she said the most profound thing that I repeat almost every single day of my life, **"Yard by Yard is HARD. Inch by Inch is a Cinch."**

Inch by inch is a cinch.

You're more than likely not going to go viral right away. Be consistent, work hard, use the fundamentals I'm teaching you right now, and overtime you will go viral. I repeat, inch by inch is a cinch.

Alright. Now let's talk about how to structure videos.

MAKING AN <u>ENGAGING</u> VID

I underlined the word "engaging" for a reason. I didn't say making a "viral" video, I said making an **engaging** video. An engaging video is where people not only watch your video, but they also want to perform multiple actions on your content.

Being VIRAL in the scheme of things doesn't really matter.

We're at a point in the social media world where videos are getting millions of views on a daily basis. In the past, if your video received a million views and a few news sites covered your content... you were considered to have gone viral.

Times have changed where "viral" means different things from person to person: some think a video is considered to be viral when it hits 50,000 views. I think a video is considered to be viral when it hits over 10 million views and news sites are covering the content.

Since the definition of viral is inconsistent, it's hard to track what's really viral or if the "viral video" is actually helping the Facebook page grow.

The one thing we can track, the one thing that can be measured, the one that truly matters... is ENGAGEMENT: for a page to grow, for a page to have loyal followers, the page must have ENGAGING content.

Here is an example of a video with views, but lacks engagement:

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This aforementioned video may have 2.2 million views. However, I'm not impressed because the post lacks engagement: **only 679 likes for a 2.2 million viewed video!** doesn't make any sense whatsoever.

Now on the complete opposite, here is a video that has less views, but the engagement is **triple** the size of the 2.2 million viewed video.
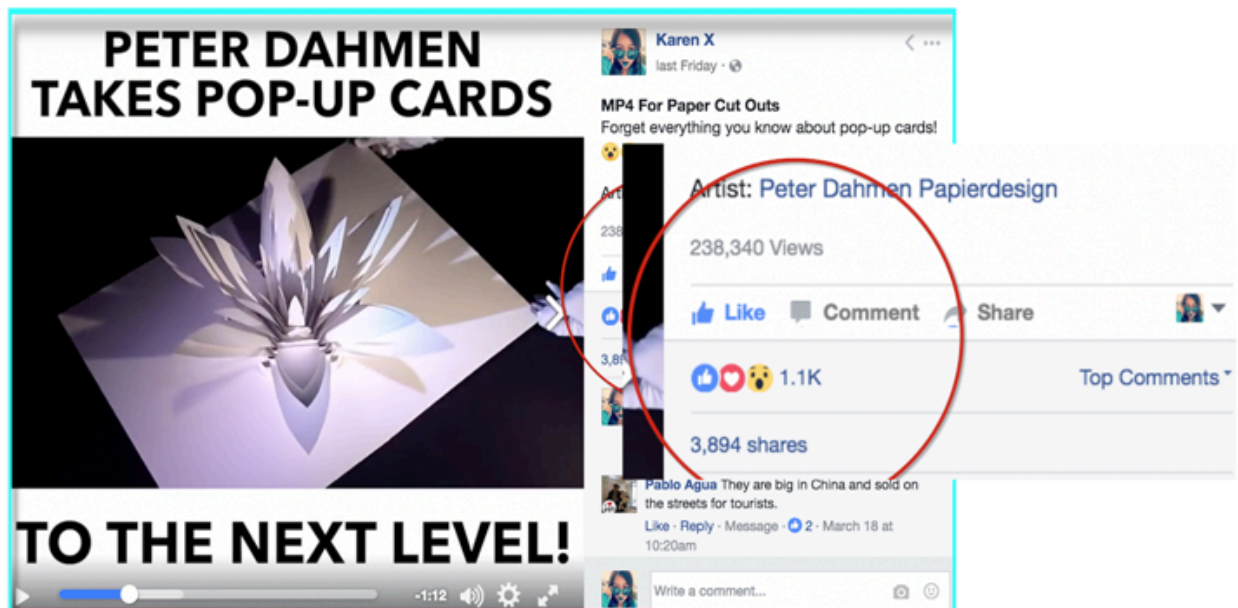
NOW THIS is an engaging video! It may have only 200,000+ views, but it has thousands of likes and shares, more so than the 2 million viewed video.

Engagement matters because studies have shown that 40% of engaged users will end up buying the products you create (over a lifetime). I like to convince my clients that engaged users matter because, as I say, "engaged users will run on the street and die for you."

Yes, this was a long rant. However, focusing on engagement FIRST will make your brand rise above the rest. Remember, we're always thinking about the long game. Virality (a made-up word) will happen in due part because of your strong loyal fan base.

Video Tools: It All Starts With The Right Tools

50% of my time creating videos is on my laptop with an editing software called Final Cut Pro. The other 50% of time creating videos is actually done through my phone.

Why Phone?

If you're involved with social media, you come to the understanding that everything changes really fast. This means:

You should be able to see what's trending in the online world - ALL THE TIME.
You should be able to interact with your followers on your posts - ALL THE TIME.
You should be able to delete posts swiftly - ALL THE TIME.
You should be able to create content on the spot - ALL THE TIME.

Though the internet runs your life, you still need to be able to live your life. You need to explore and take walks outside. The sun and interacting with people is very important because it keeps you socially sane. You're not a zombie.

So, how do you make sure you're always ready to go without being stuck in front of a computer? The easiest way, is to download all your social media tools to your smart phone. Here is a picture of the app tools I have on my phone:

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These five apps are the tools I use every single day.

1) Instashot allows me to edit the video, **2) AndroVid** allows me to merge videos and music, **3) Twitter** allows me to keep up to date with new trends (and create the photo memes), **4) Facebook Mentions** allows me to easily publish content and interact with my fans (in real time), and **5) Emoji Keyboard** allows me to create funny faces for our audience.

The iPhone equivalents are all the same except AndroVid. AndroVid's equivalent for an iPhone user is Magisto!

Anyway, this is why I'm always on my phone. I want to make sure I can be ready to post content in a matter of minutes. Every second counts.

Alright, you now have the right tools to make your video. Now what?

The Video Guide

### Take Up The Screen: More Real Estate means Less Problems

A long time ago in my rhetoric college class, I was given an assignment to give a presentation about Socrates to 100 students. I remember spending two weeks studying the material, making a packet of 20 well researched pages, and even spent two all-nighters re-creating a slideshow. When the day finally arrived, I woke up with a sore throat, and to make matters WORSE the projector I borrowed was broken.

So there I was on the podium. My slideshow playing on my tiny laptop screen. My voice barely able to make a peep. The students were shouting throughout the presentation, "SPEAK UP! SPEAK UP! WE CAN'T SEE YOUR SLIDES!" Many students left early and I didn't receive a good grade due to the fact that even the professor, who was sitting in the back, wasn't able to understand what the hell my presentation was about.

This is exactly like your video. You worked hard on your video, so you need to make sure it is visually loud enough, visually big enough, and visually obnoxious enough for people stick around and watch your content.

We start by making sure your video post is a solid 1080 x 1080. Why? Because it'll not only cover someone's screen on a desktop computer, but it'll also take up space on their phone: you want your video to overtake the screen.
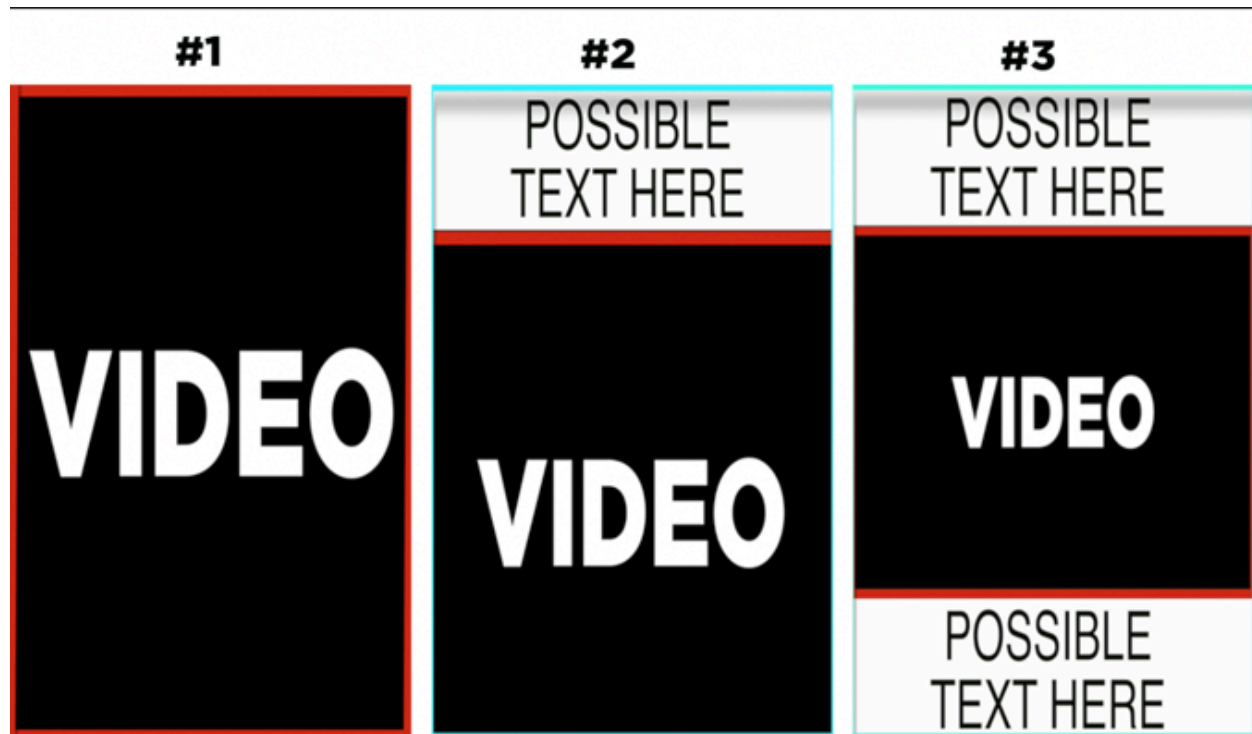
Let's compare the difference.
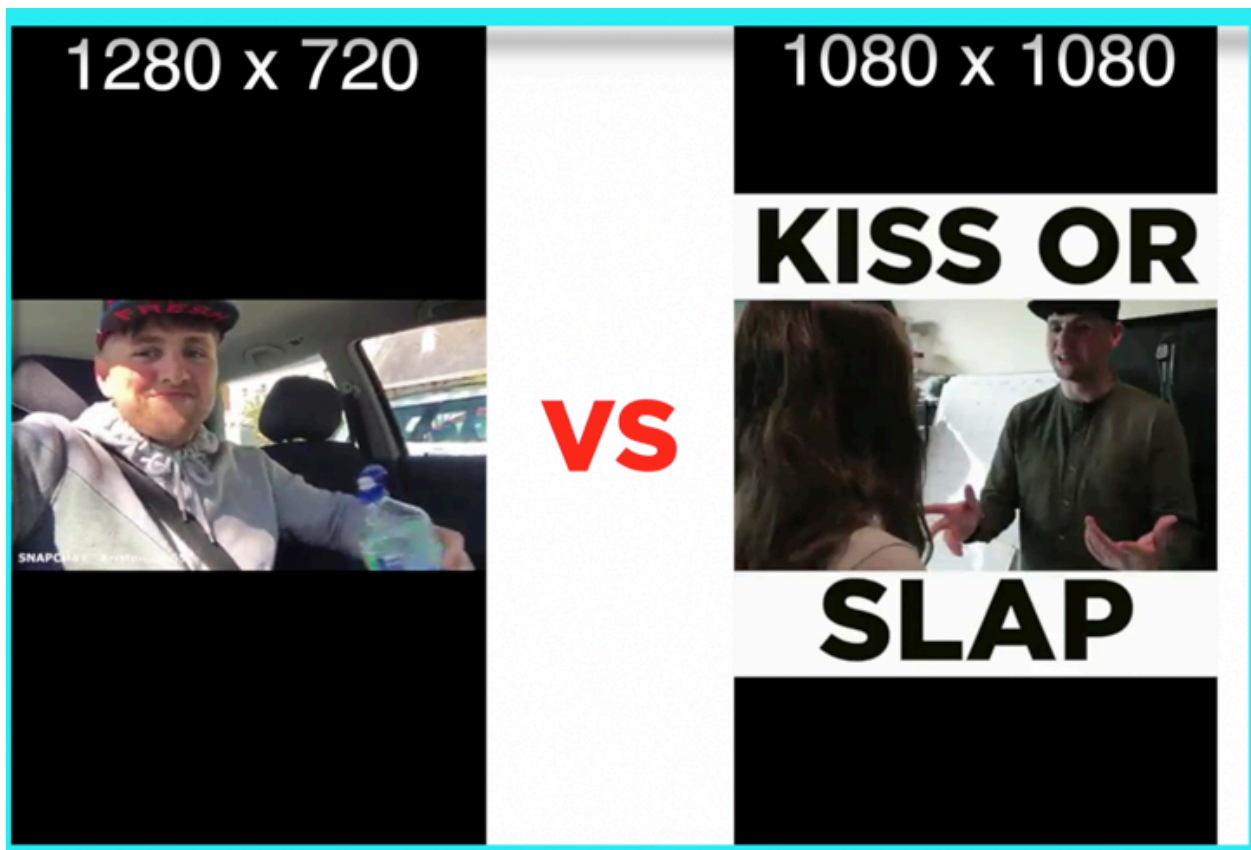
Be Loud. Be Proud. Take Up That Screen!!!

There are a three different ways you can format your video.

Let me explain what's going on in this picture. Option #1, #2, and #3 are all the same dimensions: each version is 1080 x 1080 and has the same video playing in the box.

- Option #1 is the video being stretched out to the full height and width of the 1080 x 1080, leaving no room for meme text.
- Option #2 is the video being stretched out 3/4 of the way, leaving room for possible meme text on the top.
- Option #3 is the original 1280 x 720 video being placed in the center, while the spaces above and below can be used for meme text.

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I prefer option #3 because I'm a text guy. I like adding character to a video meme by adding active text while the video is playing.

> *Of course everyone has their own preferences, and the concepts I will be teaching going forward can relate to all options. My preference is #3, so we're going to focus on video memes that are formatted to fit option #3. *

So you picked your format! Time to make your video meme ready!

Your Video Is Now Meme Ready. Now What?

Videos, unlike photos, are moving pictures. This means you have a lot of room to be creative. You have room to tell your audience what to think and what to do at each and every second of the video.

To give you a clearer understanding of what I mean. We're going to examine a 1 minute and 29 second OwnagePranks' video that was viewed 6 million times, shared over 76,000 times, and liked over 53,000 times.
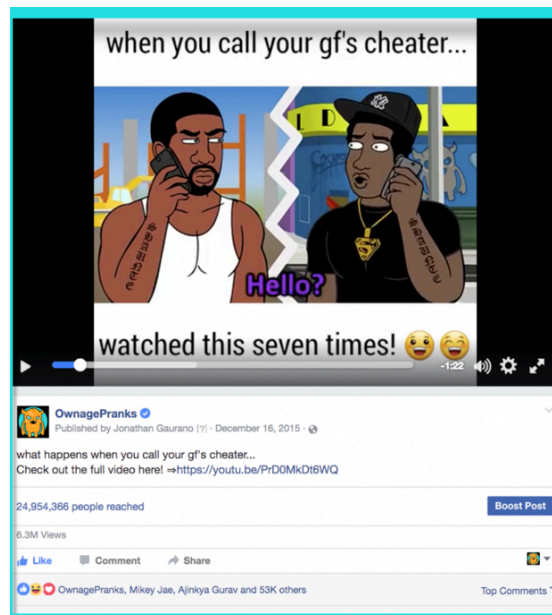
[*You can watch the original by clicking here*]

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I'm going to cut up the video to explain what I was thinking in each frame.
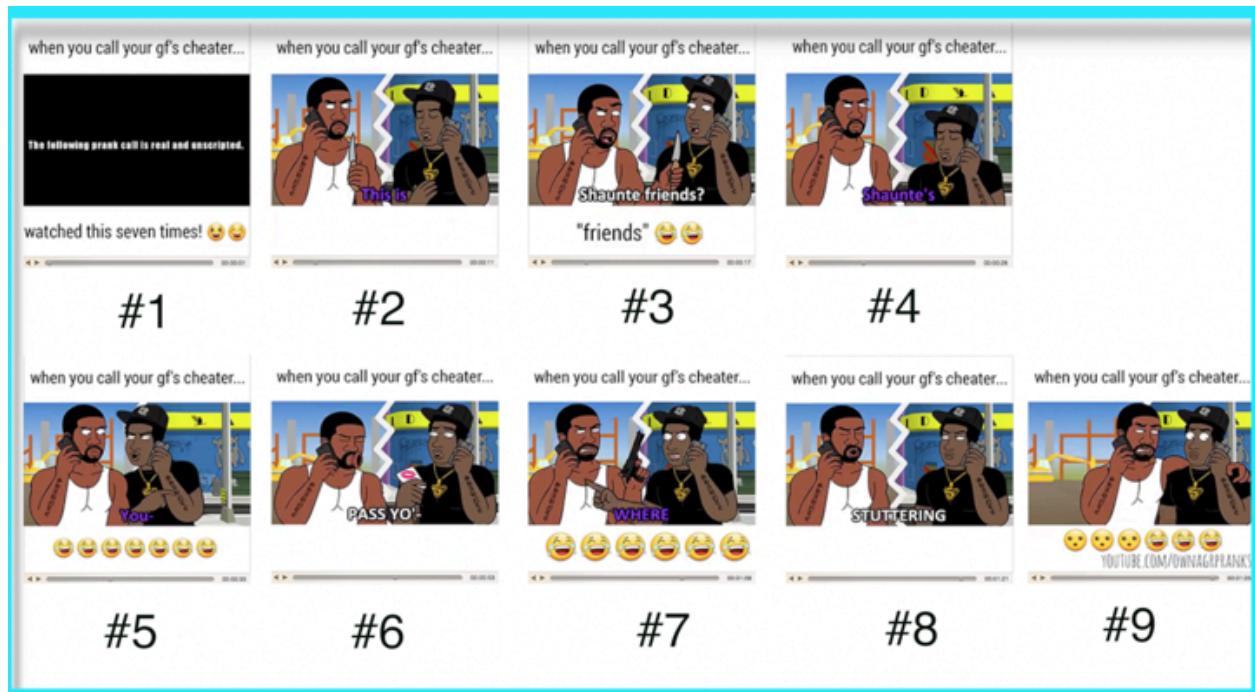
As you can see, in this 1 minute and 29 second video, there are 9 frames that help push the audience to engage with the video. Before we dissect, here's a bit of context:

Premise of the Video

The video is an animation of a prank call that happened between two people, where one of the characters accuses the other character of cheating on their girlfriend. The conversation turns wild where words fly, people cuss, and death threats ensue. It's a great video and we're going to go through these 9 frames to discuss what needs to be done to engage the audience to share, like, and interact with the post.

 Here we go...

There are two things that stays consistent with all frames: i) the video has it's own written subtitles, which makes it easier for viewers to follow along. And, ii) the top border text:
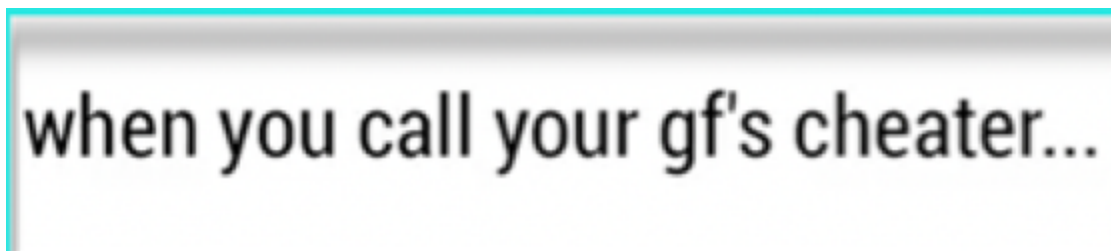
The top border text doesn't change because it's used as a placeholder, to remind viewers what the video is about. Therefore, regardless if the video is at 01:00 or at 01:15, the viewer isn't confused to what they're watching.

The only thing that will be changing **is the bottom border text**. In the first frame, the beginning of the video, the bottom border text reads:
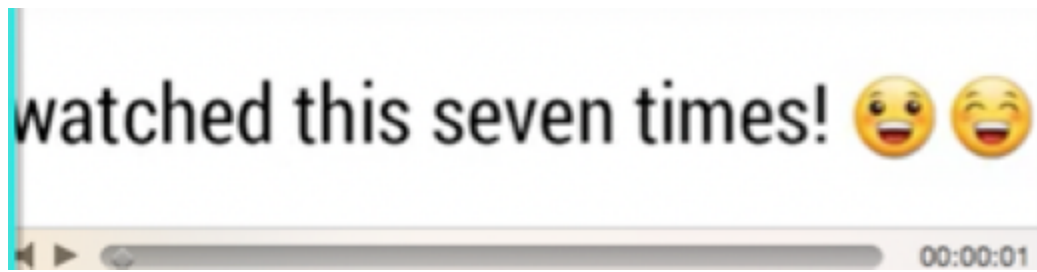
The caption **"watched this seven times!"** creates a psychological trigger with the viewer that the video must be SO GOOD that they'll probably watch it again. The caption is essentially making the viewer think, "why would I watch this seven times? Let me play this video and we'll find out why!" The bottom border text (caption) lasts for 11 seconds until we get to...

Frame #2
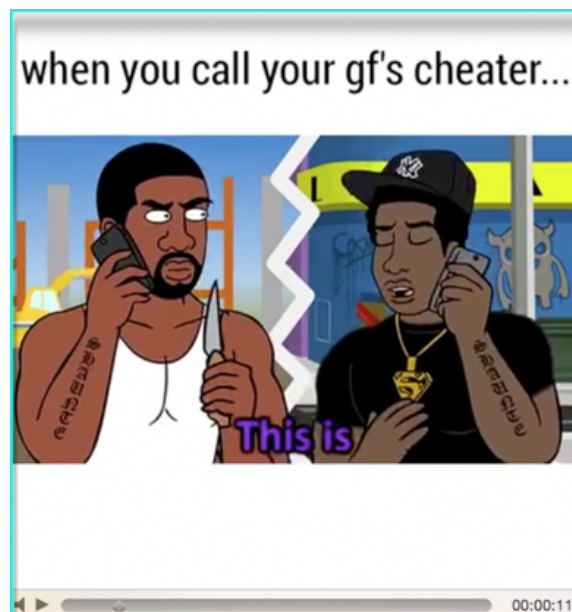
From 00:11 – 00:17 we let the viewers breathe for a second. We want the viewers to appreciate the content before we punch them with another emotional trigger.
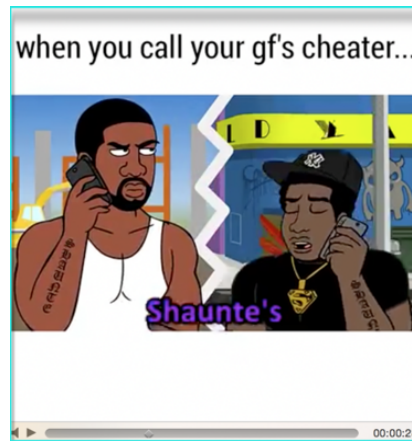
Frame #3

At 00:17 seconds of the video, something shocking happens: the boyfriend is asked if he and his girlfriend are just "friends," a statement which creates uneasiness because - which boyfriend in their right mind would like to be told that their girlfriend hasn't made their relationship publically known to other guys.

So to drive this point into the center cortex of the viewer's brains, we merely changed the bottom text to read **"friends"** and added two laughing crying face emojis: triggering the viewer to get excited, to be alert, and stay curious to see the events take fold.

This bottom border text lasts for 10 seconds, until we get to…

Frame #4

Again, we allow the viewers to breathe and compose themselves before we string them along for another emotion.

Frame #5

BOOM! At 00:33 seconds of the video, the conversation gets heated and the characters start rolling with the insults.

And, we added seven laughing crying face emojis to the bottom border text to elicit that this moment, in the video, is really funny. **Emoji's faces** is an online laugh track. It reminds the viewer, "I better laugh because this is funny."

Those emojis back in Frame #5 last for a solid 20 seconds before we let the viewers breathe again. Remember, it's a push-pull: you trigger an emotional response from the viewer, and then you take a step back to let their brain rest for a second.

Too many triggers all at once will just confuse your viewer to click away. The same goes for a video with no triggers at all, as it will bore your viewer to click away.

Frame #7

After making the viewers rest, for 20 seconds, we spring with even BIGGER laughing crying face emojis because it is at 01:09 minutes of the video that the two characters begin YELLING AT EACH OTHER. The tension has built up to this moment, and it is these big emojis that tell the viewers that this is a major plot point of the video!!

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Frame #8

After an additional 11 seconds, at 01:21, we allow the viewers to rest: push-pull.

Frame #9

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At the 01:25 mark of the video (also 4 seconds before it ends), one of the characters says something that adds a twist to the conversation: the boyfriend asks the suspected cheater if they want to be friends.

This is why, in the last 6 seconds of the video, we combine three shocked emoji faces alongside three laughing crying face emojis together in the bottom border text: we want to trigger an emotion to the viewers that this was a shocking but also funny moment.

Some Thoughts About This Dissection

I understand it might seem repetitive to force the audience to think a certain way at different points in a video. But remember, the online world is filled with so many distractions that to keep audiences engaged, you ALWAYS need to be reminding them what's happening in the video: how the video they're watching is entertaining, and why the video they're watching is shareable.

Bonus Video Tips

Subtitles & Captions

Studies show that 85% of Facebook videos are initially played without sound. So many times when I'm editing a video, I'll abruptly mute the video just to see if the story can make sense without sound.

If your video requires your viewers to hear what is going on, then see if the person speaking is animated enough to get the viewer to turn up the volume in the video. If they're not... then you <u>should</u> add subtitles to your video.

What are Facebook subtitles?

Facebook subtitles are the captions that appear when the video is playing without sound. Then, once you turn up the volume of the video, the subtitles disappear. They're called "srt files" and I will explain how you can create them for your videos in the resource section at the end of this book.

Ending Notes About The Video Section

Here is a recap:

i. Create your video (this can take weeks or hours to make)

ii. Post it in a 1080 by 1080 format

iii. Make into a meme by adding titles, captions, and/or subtitles.

It takes time to create engaging Facebook videos. For example, the "when you call your gf's cheater" video took a week to create the original video, and then took an additional 3 hours and 45 minutes to turn the video into the successful meme it is today.

Engaging videos take time to create because every single second matters. You have no idea what one little emoji and one word can do to your post. Now that you know how to create engaging photos and memes, let's get into the strategy of how to optimize your posts so your page can grow.

How To Optimize Your Posts

Add Character To Your Posts By Writing A Status

Yes, I understand you took hours creating that beautiful photo or video meme. But you're not done because to add character to your post: to optimize the post, you need to add a status caption to the post. Whatever you do, don't post a picture or a video without a status. Why? because adding a status gives the post an extra boost. Who doesn't like a free boost? Here is an example a post that has a status:
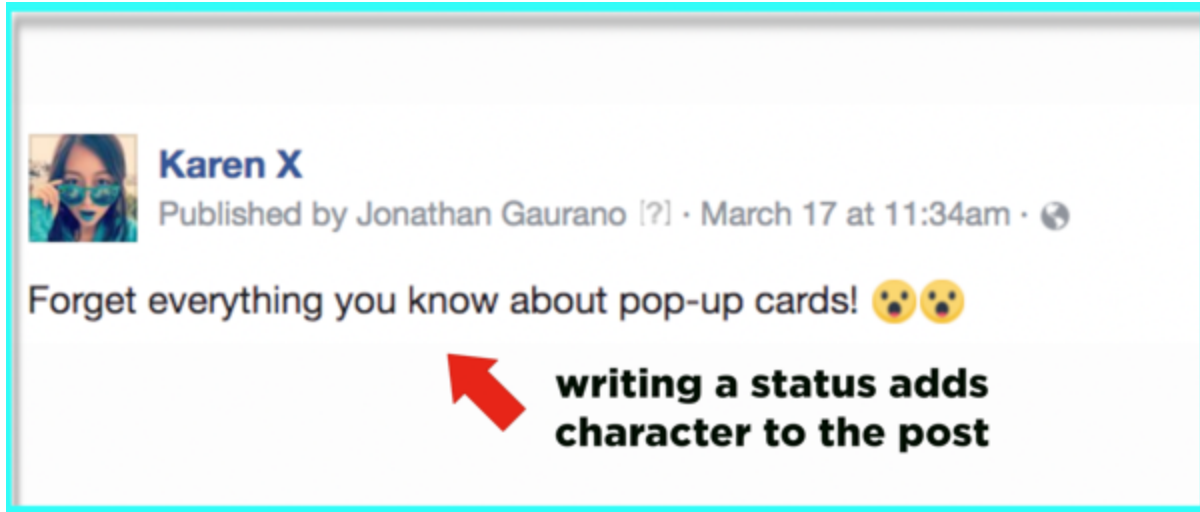
Commenting On Your Post

You should ALWAYS be the first to comment on your video.

The reason why this is important is because it shows (perceived value) that your post isn't a scheduled post. It is perceived that you're not a robot: you are the creator, you care about your video, and most of all, it shows you are active. When you comment on your video and when you reply to comments, you are motivating your followers to also comment on your post: *chain reaction*.

In addition, commenting allows you to add additional details to the story of your post. Here is an example of what I mean:

The video above is about our main character (Kristen), who plays a game with girls. If the girl wins, they get to slap him. If the girl loses, they have to kiss him on the mouth. Hence why this video is called "KISS OR SLAP." Well, in the video he ends up making out with one of the women in a big way:

When we published the video, we wanted to sell the story that the woman Kristen ended up making out with was now dating him: it adds another layer to the video. To do this we took a photo of them together, and then published this photo to comment section, making sure it was the first thing the viewers saw in the comment section.

Here is an example:

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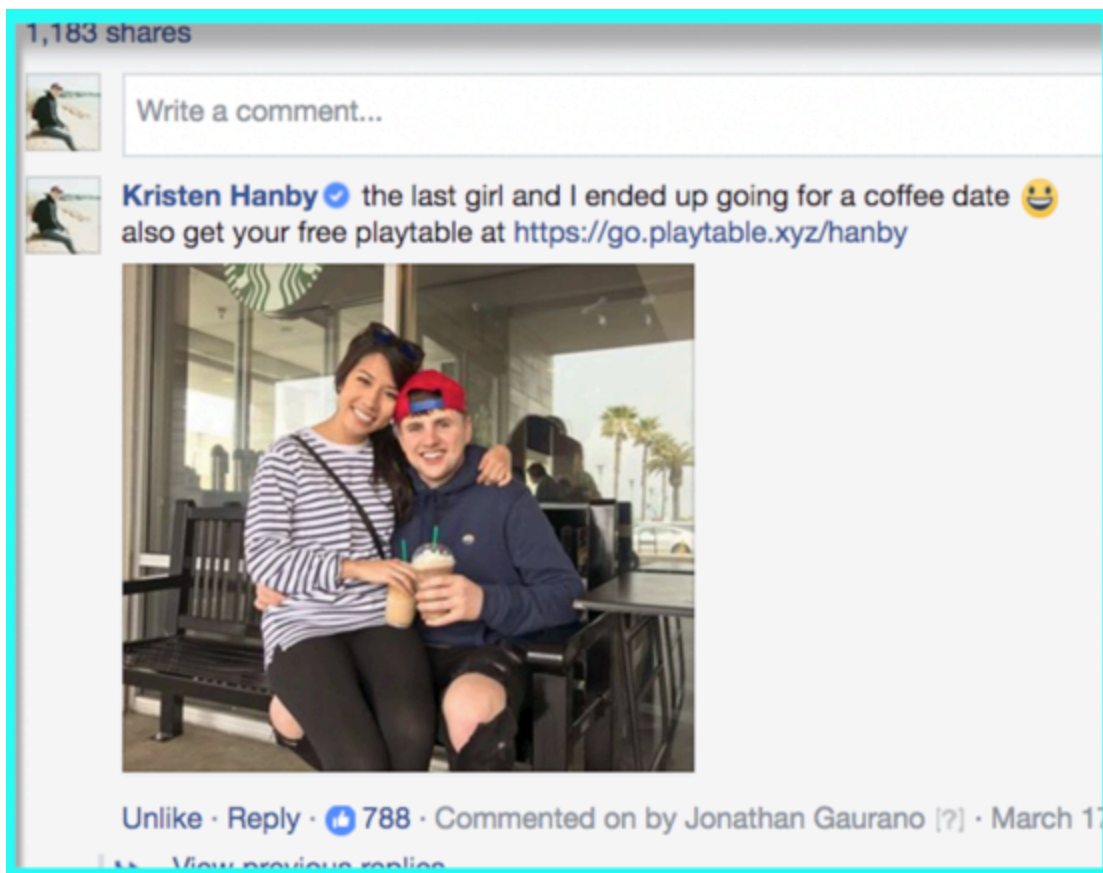
As you can see, the first comment has over 788 "likes." Thus, the additional information and storyline added to the video helped increase post's engagement.

> *Note: the first comment doesn't have to be a photo. It can also be text. The point of making a comment is just to get your followers to engage with your post as it creates a trigger for them to start commenting themselves*

Commenting Continued: How Do You Become The First Comment?

Don't worry if you're unable to be the first comment on your video. Sometimes your followers beat you to the punch!

Well...

There is a simple trick to make sure your comment is the first one at the top. All you need to do after the video is published is make a comment and **LIKE your OWN** comment. I repeat LIKE your OWN COMMENT. This action will lead your comment to jump to the top of the comment section.

> *Note secret: the first two "liked" comments you give, will jump any comment to the 1st and 2nd spot in the comment section. The page creators are always the priority, so choose which comments you "like..." wisely.*

> *Personally, I like to comment on only one comment and then allow the democratization fall into place. This means that the second top comment is one the followers pick (is the most popular). *

Last Thoughts On Commenting

Always try to converse with people in the comment section because it shows you're engaging with your audience. Best practice? After I publish the content, I'll take the next 10 minutes to answer comments and retort with witty remarks.

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The idea is to get in touch with your audience. Your fans will appreciate your comments and they will follow suit by continuing to comment on all your future posts. An engaged audience creates a more loyal audience. Period.

The Call To Action

Congratulations, your photo or video is doing well! How do you convert your post into people following your page? How do you capitalize on your creativity? You do it by telling people to like your page! Example:
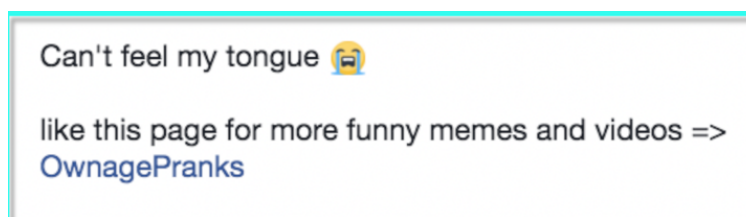
Saying, "**like this page for more funny memes and videos => @ownagepranks**" tells the viewer that, if they want to see more content, they should follow the page. Remember, you need to remind viewers what to do.
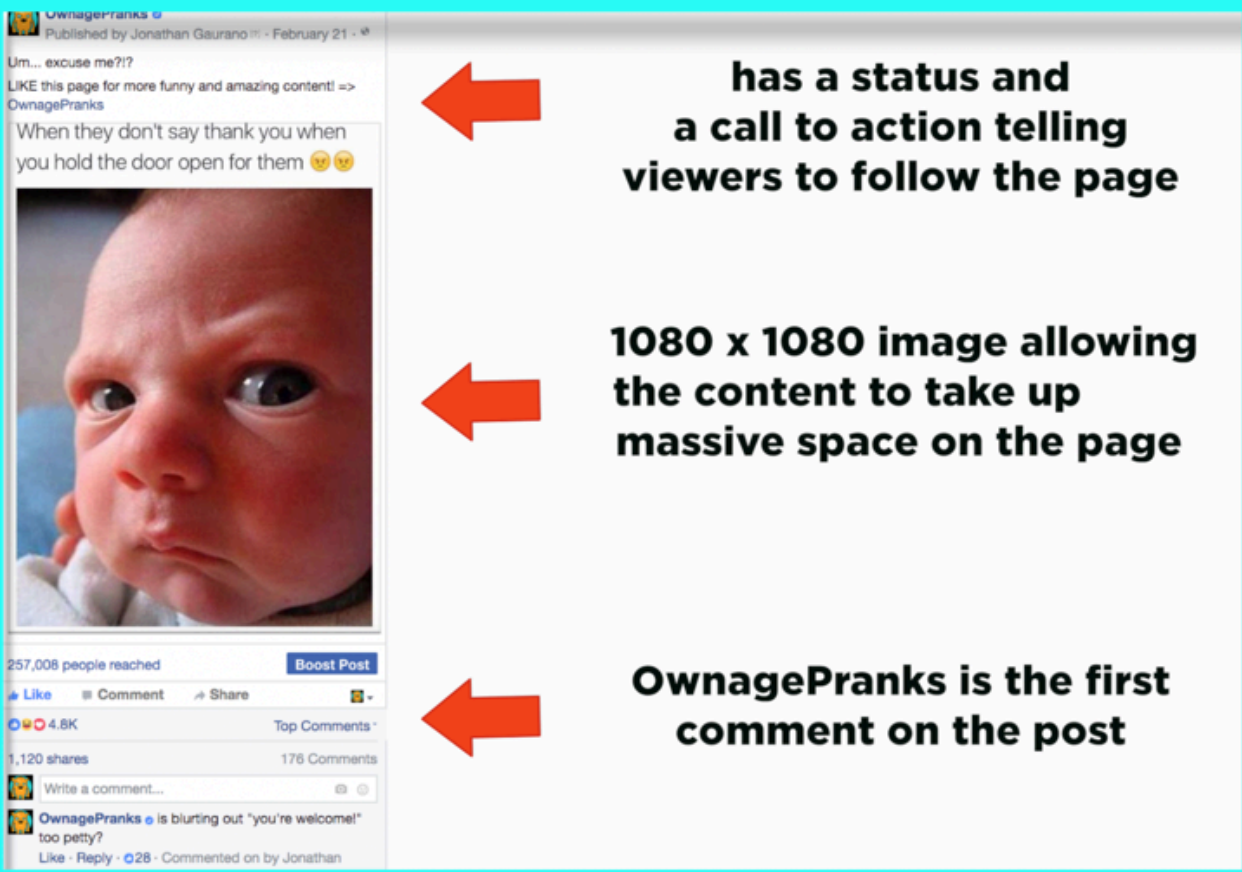
Call To Actions Within The Video

You can do even more if you're publishing a video! How? By adding a frame at the end of the video. This is known as an "end card." Here is an example:

I understand I covered so much in this section. However, optimizing your posts is a crucial thing if you want to grow your page. There is nothing worst than having a viral post (meme or video) and have it go to waste because you're not optimizing the content to get followers to your page.

To recap, here is an example of what a post should look like:

The idea with everything we're doing in this section is making sure you're able to create a viral photo and a viral video meme with ease. In addition, once you have this viral piece of content, you'll beable to optimize it enough so to turn these viewers into loyal followers. On to the next section we go!

PART III: GROWTH

We covered a bunch of information in this book so far. Therefore, let's take a breather for a second and discuss **the three big do-nots** when posting up content to your page.

The Three Big Do-Nots

1: Don't Use Other Pages Content (without permission)

In the long run, stealing content will hurt your page's growth because viewers will be unable to know which page to follow, as it'll be hard to track which page created the original content to begin with. In addition, stealing can also ruin your brand's image as we discussed about the Facebook page SoFloVideo, which had to pay an abundant amount of money to other licensing companies for stripping other people's content without permission.

> *Personal update: SoFloVideo was actually able to turn its brand around by structuring licensing deals with creators before posting other people's content on their page. Now SoFloVideo is a steady and respected brand.*

2: Don't Post External Links

Facebook's algorithm favors people who encourage users to stay on the Facebook site. This means publishing external links in the caption of your post will destroy your page's reach *(with exception to Facebook instant article partners)*. Therefore, it would be in your best interest to stay away from publishing external links in the caption of your posts:

If you want to publish external links, as a supplement to your post, you can do this by publishing the links in the comment section. Here is an example:
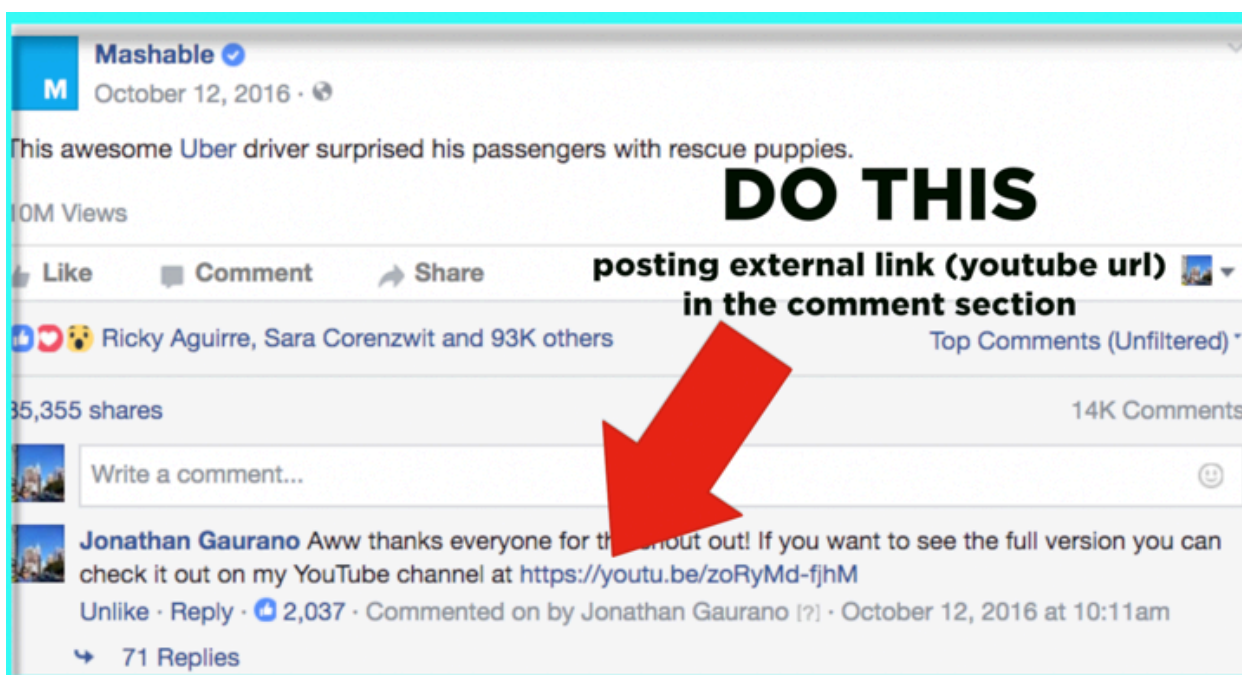
I repeat, don't publish external links in the caption of your post because you'll hurt the chances of your post going viral. Instead, if you want to publish an external link, post the link in the comment section.

3: Don't Clutter Your Page

You don't want to clutter your Facebook page. Every time you post something new to your page, it separates the potential reach that your page can obtain in a day. For

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example, posting twice a day means you're splitting your reach into two; posting five times a day means you're splitting your reach into five... and so on.

Therefore, to keep your page de-cluttered, you should be spacing your posts out at a minimum of a two hour window. This means if you post at 1pm, then your next post should be no earlier than 3pm. Don't bleed the feed. (optional)

In addition... this also means you should be <u>deleting</u> posts that aren't doing well. If a meme isn't doing well (relative to the other posts) then delete it immediately from your page! It's hard to delete posts when you first start out because you have no clue of what works or what doesn't on your page. However, once your page becomes active you'll begin to get a good understanding of when a meme is doing well and when it's not.

For example, when I post something on the bigger pages I manage and if the post doesn't get a minimum of 160 likes in 10 minutes... I delete the post. I don't hesitate, I delete. Why? Because I want every single post (on these big pages) to have 1,000 engaged likes, or more, in an hour.

> *personal note: every page is different as size varies between pages. But, once you begin to have an active page you'll begin to understand what can and what will do well on your page: I have big creators who work 2-3 days on a video! And, if the video isn't doing well, they'll delete the video without regret.*

JONATHAN WAIT!

HOW CAN YOU HAVE A DE-CLUTTERED PAGE YET STILL POST 70 PHOTOS IN A WEEK?!??!?!?! DOESN'T MAKE SENSE!?!?

This is a very good question.

If you recall, I told you that to test the type of content OwnagePrank's followers engaged with, I had to post 70 memes in a week (10 memes a day). If math serves us correctly,

where posts should be stretched out at a minimum of 2 hours apart, then I would have had to be in front of a computer for 20 hours, every single day.

Here's the thing. I wasn't on the computer for 20 hours every single day. Instead, I lived a normal work day (eight to ten hours) and scheduled these memes to publish when I was away from my office (to eat and enjoy the comfort of my bed).

This is a great transition to talk about...

Scheduling

With scheduling I was able to create a list of memes beforehand and then be able to space them out throughout the day. Here is a quick example of how to schedule a post:
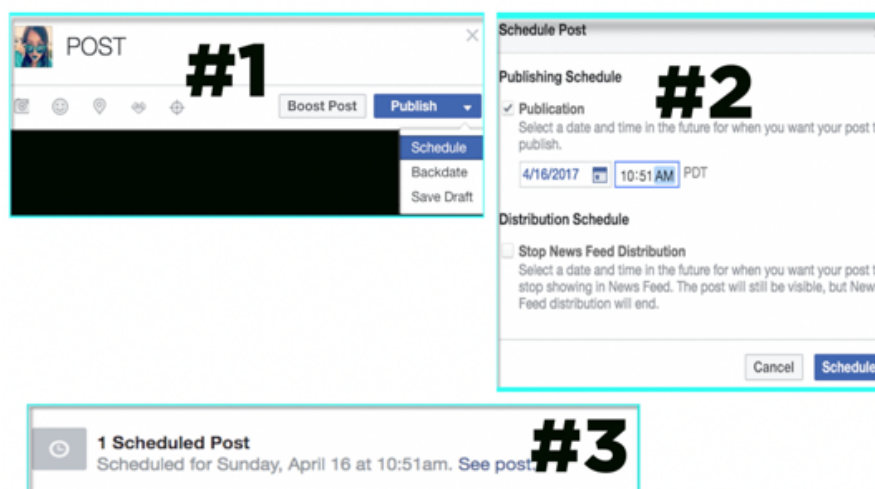
- #1: After uploading your post and adding your status caption, go to the publishing option and click the dropdown menu until you see an option to "schedule" the post.
- #2: Here you'll be given an option to set a date and time you want to publicize the post. Remember, if you're doing multiple posts, please space them out in two hour intervals.
- #3: If you did it correctly, your page news feed will show how you many scheduled posts you have queued up.

My Typical Strategy For The 70 Memes

1: I arrived in my office at around 7am in the morning and I would work until 6pm making as many photo memes as I could.

2: Then, I would schedule these memes to be publicized throughout the week.

3: Everyday I would review which memes did well and which ones didn't. The low performing memes would be deleted right away.

In a week, not only did I have enough data to figure out which type of content would work best on their page, but I also figured out the exact time of day most of their followers would be online. Now, we're at a point where the page only needs to post 1-3 times a day (instead of 10 times a day): we save time, while still being able to maximize our content enough where it can be seen by millions of people.

In the beginning, posting more is better. Then, as your page begins to grow and becomes more active, you can start using your data to prioritize your content and post less.

Getting Your First 500 Followers (And Creating a Page)

Okay. You now know how to optimize every single type of possible content for Facebook. The aforementioned information above is helpful for the growth of any page that has 500 followers or more.

But, what if you don't have 500 Facebook followers? Is hope lost? Hope isn't lost because this section will tell you how you can get your first 500 followers to your page.

WHY 500 FOLLOWERS?

A few years ago, according to a 2014 Pew Research Center study, the average Facebook user now has about 338 Facebook friends. The ability to attract over 500 Facebook profiles to follow your page means your page is popular enough to a point where your content is (on average) being reached outside of your social circle.

In addition, a page with 500 followers is a page that can provide enough user data to start making the tweaks you need to optimize for a more engaging page. With that said, the next section will tell you how you can get your first 500 followers.

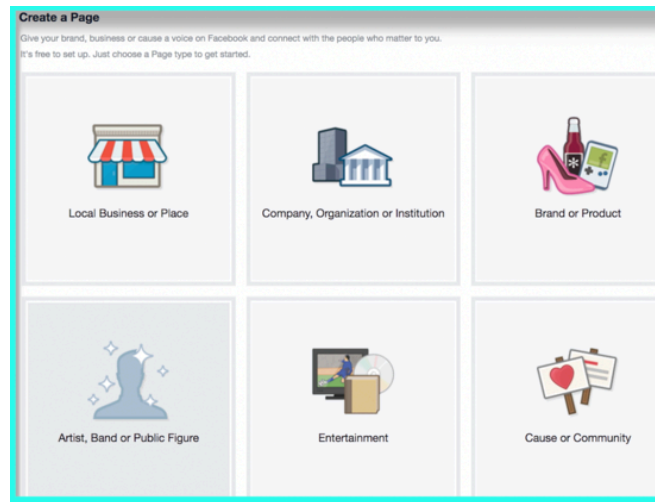# Getting Your First 500 Followers

1st. Create a Page
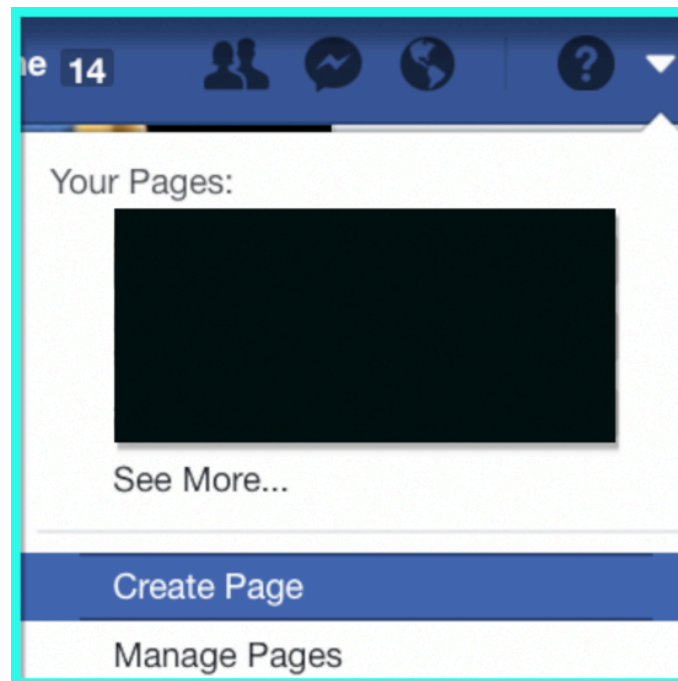
Click on the dropdown menu on the top right section of your Facebook's navigation bar. Scroll down and click on "create page."

2nd. Pick Your Category

The above image can be scary to many. For example, two weeks ago (while writing this book), one of my students decided to create their own Facebook page and, because he didn't know what Facebook category he wanted to box himself into, he halted from continuing the process in general.

I told him, as I'll tell you, that every category has its own benefits. The idea is that Facebook algorithm will do its very best to suggest your page with users who view similar content. This means that if you're a business, you're more than likely to be grouped up with (suggested to) other Facebook users who follow business pages. This goes for artists with artists, nonprofits with nonprofits, and the list goes on. It's a matching game that groups users based on similar interests.

After careful consideration, my student decided that since he'll be posting content that features his personal projects, so he decided to box himself into the "public figure" category. I always told him that in the future,he could always change the category he's in, but for now being a "public figure" is a great start.

3rd. Invite Your Friends
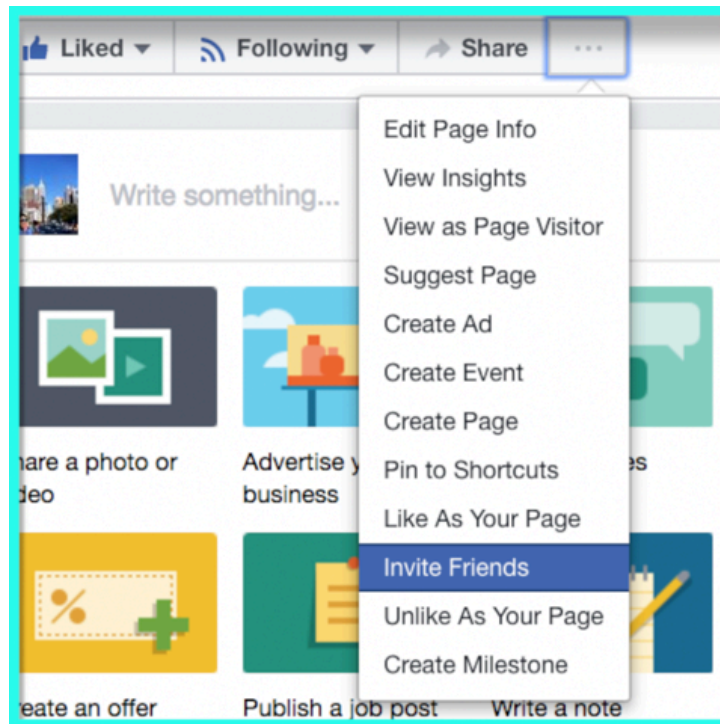
After you add a cover photo, profile picture, and edit the about section in your page, it is common for you to think you should invite your friends to follow (like) your page.

Wrong. Don't invite your Facebook friends.

I repeat. Don't invite your Facebook friends… just yet. Why?

Imagine you're driving in a new city. You're exploring the city's streets for the first time and as you begin skipping on the sidewalk, you see (in the corner of your eye) a restaurant that reads, "GRAND OPENING! WE SERVE THE BEST PANCAKES!"

You weren't hungry, at first. However, the restaurant's billboard has a picture of a pancake, a picture so big and so detailed that even King Kong's mouth would be salivating. The pictures of the pancakes create a sense of longing in your mouth, and pretty soon your stomach is growling. You have no other choice but to feed your curiosity and check out the pancake restaurant.

You open the door to the pancake restaurant, you look around, and then you realize something is missing. The servers, the chefs, the table setting, the food, and the hosts are all missing! It's just an empty building that says WE HAVE DELICIOUS PANCAKES!

What would you do in this situation? Would you wait in the empty building until someone made a pancake, or would you leave? 99.9% of logical people would leave. And, like this pancake restaurant analogy, if a friend goes to your page content... there is a high chance that your friend won't follow your page.

Why should anyone follow you if there is nothing to see?

Create First. Then Invite.

4th. Find Your Most Popular / Active Facebook Friends

Everyone has a few friends on Facebook who are simply, really popular. Every time they make a status and every time they share a piece of content, it seems that they'll get over 100 likes!

They'll say something generic like, "Hi. The Grass is Green!" and no more than twenty minutes later, their status has over 1000 likes and 100 shares! And, to confuse you even more, their generic status has over 340 comments with their friends saying things like "haha! You're right, the grass is green! You're so funny!"

Befriend these people, message them, and ask for their help.

For example, I once had a client who wanted to start a page but was afraid because he only had 230 Facebook friends. I jumped on the computer with said client and we went to every single Facebook friend of his and found around 40 people who were, not only actively sharing content on Facebook, but who were also popular amongst their friends.

We then Facebook messaged them (each privately) and told them about the page we were starting and the type of content we were publishing. Then, we asked, if they liked his content, if they were willing to **share his content when it got published.**

What does this do?

This means that when you publish your first piece of content on your page, you'll have 20+ people on standby… ready to share your content RIGHT AWAY! This means, that when you finally publish your first piece of content at 10:00am, you'll have 20+ people sharing your content at 10:01am!

Let's Recap This Strategy

1.   Create a page

2.   Pick a category

3.   Fill out your cover photo, profile picture, and about

4.   CREATE Your content

5.   Message 20+ of your most popular Facebook friends.

6.   Show these Facebook friends your content and also ask for help.

7.   Publish your content (hooray)! And then have these popular friends share your content

8.   **THEN** invite the rest of your friends to your page.

Listen, I understand you might be afraid to ask for help because you don't want to "annoy" your friends. Or, you're afraid because you have social anxiety. Or, you're afraid because it just seems "weird" to ask for help.

But, after doing this for more than a decade, I'm always pleasantly surprised how many people are willing to help you **ESPECIALLY** if you're prepared. Your friends, and other random people, will be willing to help you **IF** you have something to show them.

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Remember the pancake analogy I talked about? Always have something to show, or no one is going to help you and / or stay on your page.

Going From 500 to 1 million: The PCCAC

In my time growing Facebook pages, the hardest feat for many of my clients is actually going from 0 to 500. It is here that most of my clients want to give up. They think they'll post one photo, or one video, and their channel will explode instantaneously. This is far from the truth because growing your Facebook page is a process. It takes time.

For example, it took Kristen Hanby (over 1.5million+ followers), 30 days to get his first 500 followers on his page. He pushed through, he found his niche, and his page has since exploded. Remember, inch by inch is a cinch.

So where do you go from here? How do you give yourself the best chance of growing rapidly? You implement, what I call, "The PCCAC Strategy."

THE PCCAC

PCCAC stands for Produce Consistent Content And Collaborate.

- **Produce content**. Make things happen. I find so many individuals, dreaming about the next video they're going to make. Dreaming about a meme they want to create. Dreaming and dreaming and dreaming, which leads up to nothing. The only way people will see your Facebook page, is if you PRODUCE content! It might not be perfect the first time, it might not gain traction for the first time, but you won't how to improve your work unless you PRODUCE.

- **Consistent Content matters.** If you're going to publish a video everyday at 2pm, or every Tuesday at 6pm, or whatever... make sure you're keeping yourself accountable and posting at that specific day and time. When you do this, you're creating a habit for your followers to interact with your page at the exact moment you post your content.

  For example, hell or water, OwnagePranks will post a meme (almost) every single day between 11am – 2pm PST. Another page (smaller page), KarenX, will post a

video every Tuesday between 11am – 12pm PST. Consistency matters.

Consistency breeds trust with your followers: if your followers can count on you, then they'll be loyal to you.

- **Collaborations will grow your page.** Remember when you first reached out to your friends on Facebook asking for help? As your page begins to grow, you will not only continue to follow up on people to share your content, but you will also find out that there will be people who will reach out to you!

  Yes, we're talking other pages, businesses, and influencers who want to work with you. If this happens, or when this happens, this is called a collaboration.

  Collaborations are the best because you're essentially working with other pages (and people) who share the same interests as you! I have a philosophy that people aren't able to succeed without the help of others:

  Need help with collaborating? Don't worry, because this is actually one of the reasons why I wrote this book. I'm giving away the lessons I've learned from the past decade, because it's my goal to create community of people who can find ways to collaborate with other people who have leveraged these strategies in the book. But, before I talk more about this community and other useful resources, let's recap the PCCAC strategy.

Recapping The PCCAC Strategy

The PCCAC Strategy may sound a little funny, however, it's proven time and time again how successful this strategy can be for any page. If you're producing consistent content and collaborating, your page will fly.

PART IV. CONCLUSION

Resources

Here are the resources I talked about in the book:

- [Instashot](): handy comprehensive video editor for both Android & IOS
- [Kika Emoji Keyboard](): make dynamic text with fun emojis
- [AndroVid](): video editor to cut up and then merge clips
- [Facebook Mentions](): puts Facebook on your phone
- [Twitter](): the place where you can create photo memes
- [Rev](): a website that can transcribe your Facebook videos into SRT files

Final Thoughts

Hopefully by this point you've learned enough strategies and tactics to get your Facebook page on the rise. I'm not going to sugar coat it: this whole process can be tough. For example, I know I wouldn't have been able to write this book or even manage the amount of clients I do now without the team of people who work with me every single day that range from mentors to coworkers and wonderful interns.

In addition, I understand FB's algoirthm changes often. This book was written back in early 2017 and you can always check out my [LinkedIn]() & [Website]()for any updates.

Lastly - I would also love to hear from you! If you have any comments, suggestions, questions be free to email me at: [jonathan.gaurano@gmail.com]()

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THANK YOU

I want to end this book by thanking you. I'm grateful and appreciative that you purchased this book and hopefully it pushes you to create the next viral page on Facebook.

Remember, the journey doesn't end here as I do hope I see you in my emails. You can request for consultation, a speaking event, or anything else that may come to mind. I hope you have a wonderful and amazing day!

Sincerely,
Jonathan Gaurano

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