

# FACEBOOK FREE TRAFFIC SECRETS



How To Get Free Traffic From Facebook

**Special Report**

# **Facebook Free Traffic Secrets**

Published By:

**Adarsha A N**

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# Facebook Free Traffic Secrets

## *Finding Free Traffic from Facebook*

### *Facebook rewards the 'free'*

It's no secret at all that Facebook can be an extremely lucrative way in which to get very targeted traffic to your offers.

What's not quite so well-known, however, is that you don't even need to risk spending large amounts of your money in order to achieve it.

*In fact...you don't actually need to spend anything at all!*

You see, there are some very 'in-the-know' Facebook enthusiasts who have quietly discovered how to attract very large volumes of eager, niche-hungry subscribers and buyers for each of their products and services...

And they do it using methods that are 'beginner-simple' to do, easy to repeat, highly scalable, and which are extremely rewarding in terms of audience response.

*And best of all – these methods are free!*

Not only that, these methods do not require that you pour hours of your time into copying ads that are 'hit-and-miss', just to then make a 'wording' mistake and risk having your account closed down forever.

That just doesn't happen here.

Instead, what these methods do is put you on the front-foot with your intended audience from the very instant that you start connecting with them.

This is because the people with whom you are engaging never feel like you are there just for the purpose of specifically trying to sell to them.

So then, as a result of your approach to 'sharing' through these methods with them, you build credibility with them, whilst they as followers get to know both your brand and you as the person behind the brand.

What this in turn does then, is provide you with a lasting association of very warm traffic which is receptively open to entering any sales funnel or opportunity that you want to present to them.

*But the benefits of the free traffic don't just stop there.*

Indeed, the more that you continue on this cycle of connecting, sharing and engaging with others who express the same interests as you do, the more recognition that your efforts receive from Facebook itself.

Because Facebook wants you to enhance the user experience of your like-minded peers through 'meaningful interactions', it deliberately rewards any 'quality of time' conversations that you create or participate in by showing those posts more predominantly within the News Feed.

In other words, these free Facebook traffic tactics provide you with immeasurable exposure on the platform, which in turn sends even more traffic your way without any additional effort required by you.

So if you have had thoughts up until now that the opportunity to pursue your responsive niche audience on Facebook was over before it ever got started, then don't close down your account just yet.

Instead, follow the 5 methods below to see exactly what you need to do in order to get your share of the near [1.5 billion daily users](#), and how to do it completely for free.

## *How to get Free Traffic from Facebook*

### *1) Make use of Facebook Groups*

With this method, you will be making use of Facebook groups in 2 ways, effectively engaging in some in order to build a following with your own.

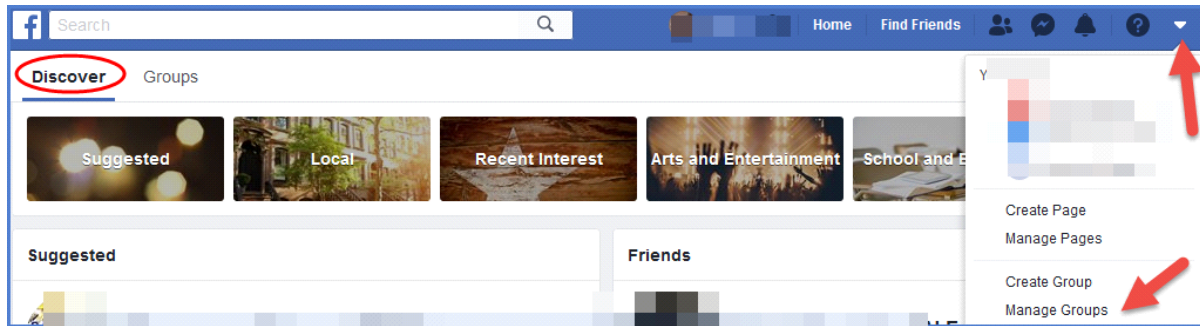
Now unless you're extremely new to the social media site, you already understand the premise behind the concept of Facebook groups.

Quite simply, they are a formalized place which people join for free so that they can share, learn and mix with others who have the same or very similar interests.

A good group is one that has a growing size and is highly engaged with motivated and actively participating members.

In the first instance, you are going to find these groups, join them, and 'become known' by regularly sharing your knowledge and experiences, providing information and even asking questions to gain traction within these groups.

You can find these groups as shown in the image below or simply use the search function by entering your keywords.

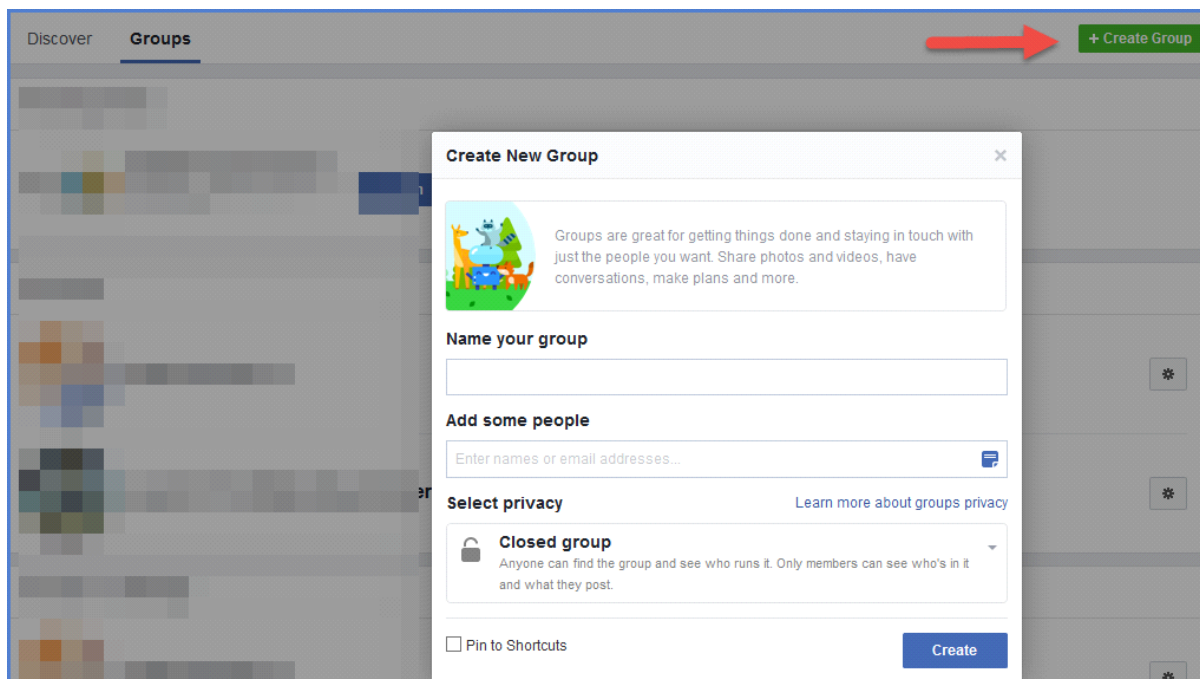


You should look to join several of these groups and obviously, they must be in the same niche as you to make this method effective.

Once you have done this, start engaging on a daily basis so that you become known as someone who is passionate, approachable, and somewhat authoritative about your particular niche.

*Ensure that you do not promote anything inside of these groups.*

When you have this underway, you then create your own 'closed' group and add daily content in order to make it enticing.

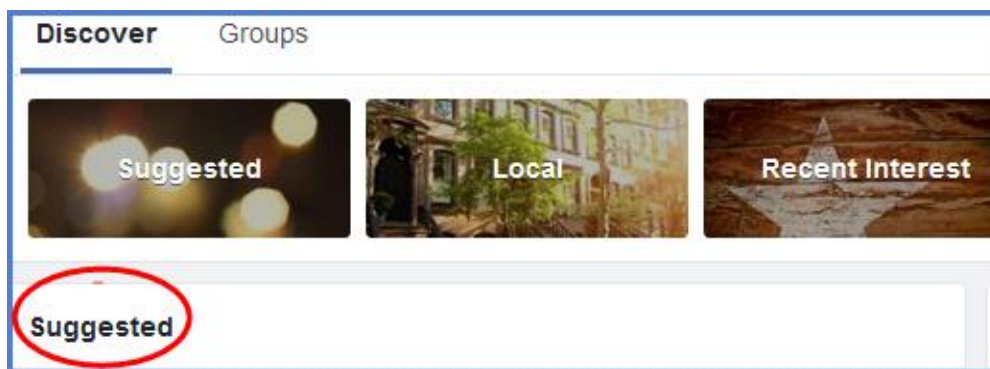


At this point, you can start inviting individuals with whom you connected in the other groups to join the group that you created.

You will find then that along with your constant participation in the other communities, your own actively growing group will be picked up on Facebook's algorithm radar.

What this means for you is that your group will automatically then be recommended regularly by Facebook to members of the other groups that you engage in and who are hungry for the content that you have to offer.

Your group will also start appearing in the recommended or suggested groups listing as shown below.



This will create a snowball effect in terms of providing for you a large following of free Facebook traffic that will continue as long as you maintain your commitment to your group.

Within your own group, of course, you set the rules in how you build your audience from there.

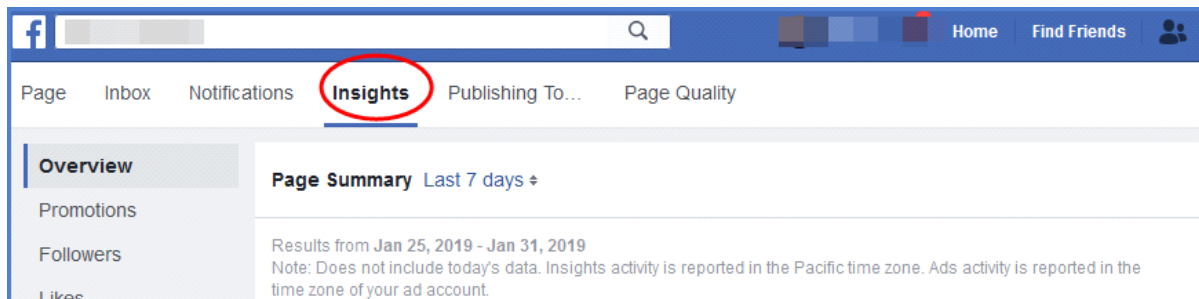
As well as providing solid and authentic content, you can now promote your other online channels, external content, and products that you believe will genuinely benefit your community.



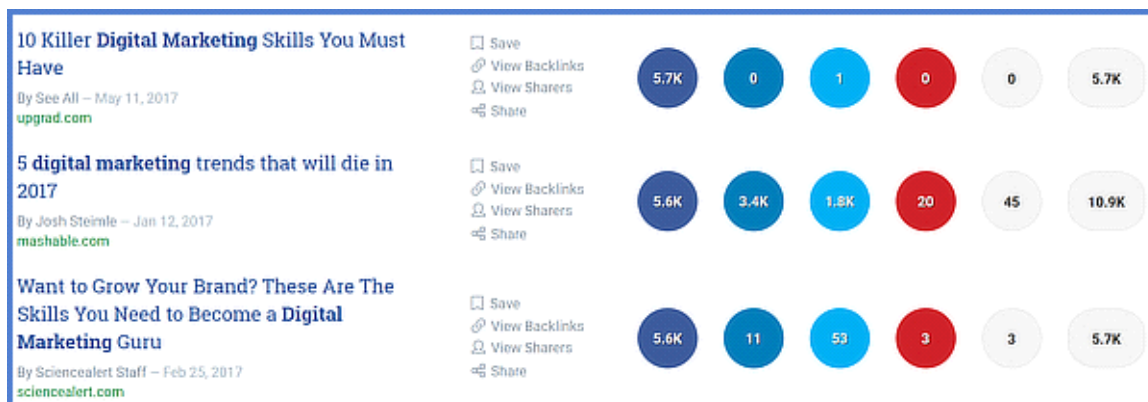
## 2) Provide content that has proven engagement

Whether providing content from your group or [page](#) on Facebook, it's essential to not only know which content will create the most 'sparks' in interest for you, but also in which format it will be best received by your audience.

Both groups and pages have an Insights feature that allows you to see which of your content is receiving the most traffic and attention. Whilst it's an obvious comment to make, these will be the type of posts that you want to focus on for encouraging increased engagement and driving traffic.



Off-site, [Buzzsumo](#) has a free 'content analyzer' feature in which you enter your keyword to find popular content over a selected given time period.



Your focus here will again be on generating ideas around popular content pieces that this targeted audience on Facebook has been

drawn to, and off of which you can 'piggyback' in order to drive that traffic directly to your group, page or website.

Not only must your content be relevant, but in order to retain current traffic and generate new interest, it must also be evergreen and in the format that is most interesting for the type of content that you are delivering.

And if you think that this seems like a ton of extra work to do, you should consider that along with the fresh content that you are providing, you can also [curate](#) much of it so that your targeted audience receives a well-rounded variety of content all from the one location – your Facebook asset!

Now much of the content that you provide will be in written form, simply because it really does 'get the job done'.

However, you do need to incorporate other forms of content into your marketing strategy which includes specifically making use of video for 'training and explaining'.

[By using video](#), you are likely to experience receiving an increase of more than 60 per cent in qualified leads annually, and more than a 50 per cent increase in brand awareness from your expanding audience.

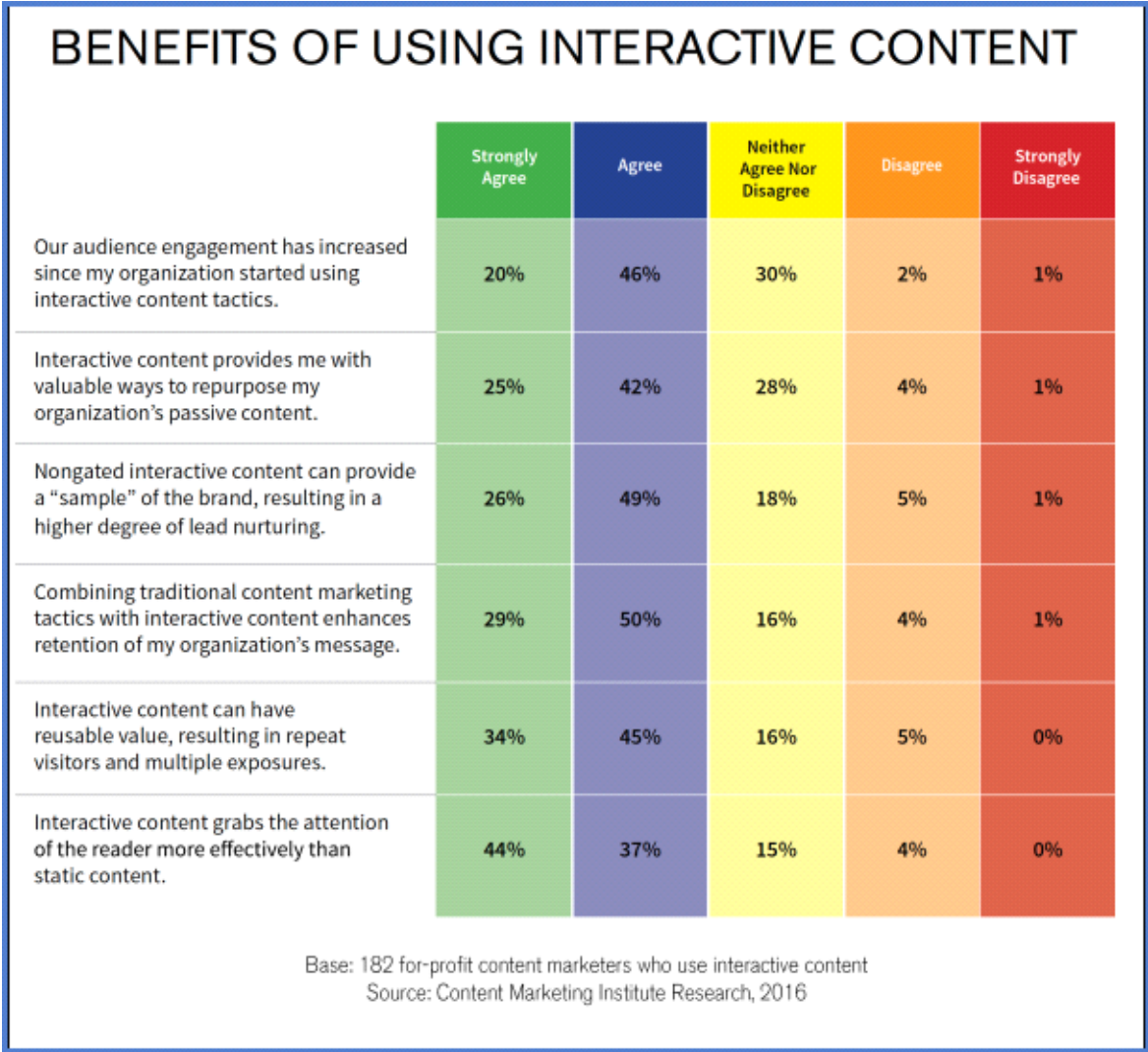
So whether you make use of moving or still visuals within or entirely as your targeted content, you can trust that they are content 'performers' in terms of providing social proof of your achievements, thereby driving *visibility that your audience can appreciate, like, comment on, and share.*

There is still, however, another form of content which is especially clever at pulling out free Facebook traffic from sources that you may normally have overlooked.

This is in the form of *interactive content*.

Interactive content can be in any format in which, as the name suggests, evokes participation or some form of response from the audience at whom it is targeted.

By using interactive content, [you can expect](#) that it will grab far more attention than static content, increase brand messaging retention, and result in multiple exposures and repeat visitors because of its reusable value.



The use of effective interactive content on Facebook consists primarily of both contests and quizzes.

With contests, while you do have some [Facebook adherence](#) to consider, you do have a [myriad of ways](#) in which you can present them to increase engagement levels, receive new contacts and boost the reach of your content exposure.

With quizzes, there are two ways in particular that you can engage Facebook traffic. You can use Facebook's own [quizzes app](#) to create your interactive content or, alternatively, you can embed a quiz on your blog and encourage your audience to share it with their own Facebook connections. In this way, you ensure that you receive free targeted Facebook traffic back to your blog from which you can expose this motivated niche-specific audience to your offers and products.

And now that your Facebook free traffic targeting content is on track, you will need to know when you should actually be publishing your enticements in order to reach the highest number of intended visitors that are available to view it.

The latest [evidence from Hootsuite](#) shows that in order to receive the highest levels of engagement and traffic from your posts, you should publish your Facebook content between 12pm and 3pm on weekdays, and between 12pm and 1pm on weekends.

Of course, you should always rely on your Insights data to provide you with the most relevant periods that you should be posting to receive the greatest traffic spikes from your targeted audience.

### *3) Optimizing for that 'stay and share' factor*

This is where you simplify your regular traffic's ability to share your quality content.

For you, this quickens the rate at which you receive promoted traffic from other sources, and it clears the way for your popular posts to become viral.

On your Facebook page, ask your followers to select the 'see first' option from the dropdown in the 'Following' tab which will ensure that they all receive notifications every time that you post new content.

From this content-driven free traffic, you should then include a link on your Page's 'About' section that takes them directly back to your blog or website.

This also works just as well when you create a page 'Milestone' in which you highlight significant events occurring in your business.

You should ensure that you have an expressive title and an image that represents you or your brand. In the 'Story' box, your description will include keyword-relevant information about a free offer, followed by a link back to your site.

Now, every time a referred visitor clicks your 'About' page, they will see your Milestone and your offer, and then have the opportunity to click-through to learn more from your blog content.

*As you can see, it's all about keeping the traffic within the circle of your online assets.*

To this effect, your blog can be integrated further with your social sharing sites through the [use of plugins that creates a bridge](#) between these assets.

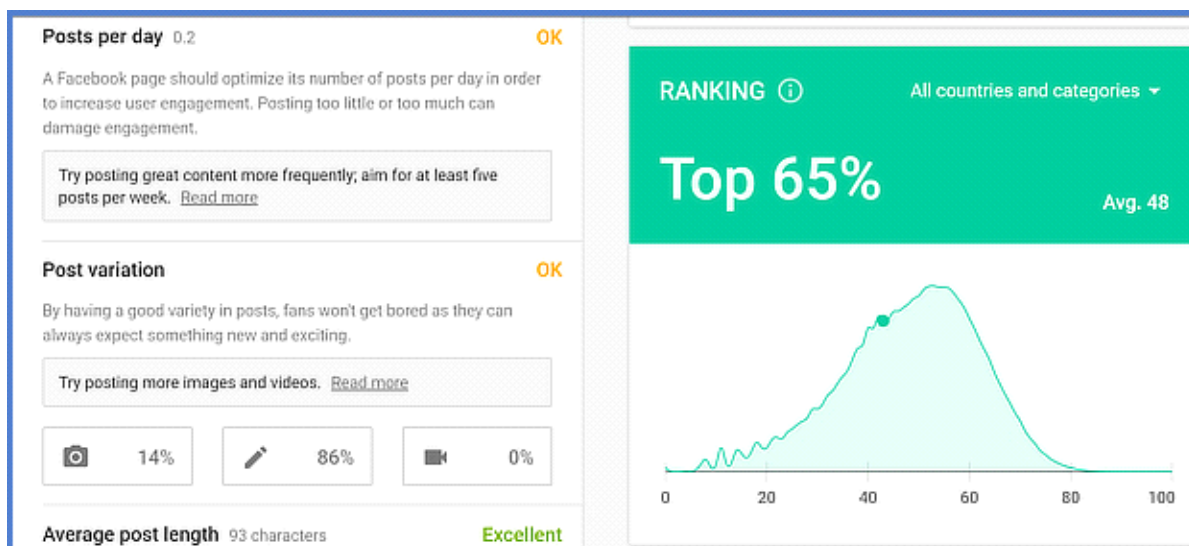
Then, when your traffic directs from your blog to your Facebook page, they need to be impressed enough in order to recommend you to new followers; first images are important so use an

inspiring profile picture and engaging photo or multimedia cover to attract and maintain viewers' attention.

Of course, you can always [get help with your page's performance](#) from which you can learn;

- How your page compares with others in your niche
- The mix of your content and what this means for you
- What aspects of your page is on-point and in which areas you need to improve.

The simple recommendations made by this tool effectively show you how to make your Facebook page better through increasing engagement levels and driving traffic to your page and back to your site.



Finally, don't forget to test your site's load times, particularly for mobile.

Facebook's quality of experience algorithm rewards fast-loading web pages in their News Feed, especially those that are optimized for mobile devices. On Facebook, 'lightning fast' equals maximum organic reach and exposure.

#### 4) Make use of Live Video



Facebook Live streaming is the feature that allows you as the 'host' of the video to broadcast a live video stream right into your Facebook News Feed.

*Let that sink in for a minute...*

Facebook actually gives more exposure to live videos than it does to any other form of content.

The reason for this is because Live streaming is video content and audience engagement all happening together right now and 'in the moment'.

## Going Live with Facebook

1. Tap "What's on your mind" at the top of News Feed.  

2. Select "Live Video" from the dropdown menu.  

3. Add a description and choose your audience before hitting "Go Live."

In fact, as engaging as regular videos are for enticing the sharing of recorded content, [live streaming generates as much as 6 times the interaction](#) and engagement by comparison.

This is because, if you embrace it correctly, it means that your audience has immediate access to you, so you can encourage them to interact through comments and questions to which you can provide instant answers.

This kind of interaction of course increases your relevancy score, thereby propelling you into others' News Feeds. And the more that you are able to motivate your streaming viewers, the more that they are compelled to like, share and leave even more comments for you to benefit from.

So what exactly would you talk about during your live video stream?

Well, when you know your targeted niche audience and what it is that they desire to know then you can use it for anything including;

- real-time tutorials
- Q&A sessions
- events that you or other influencers are hosting
- to hype a promotion of upcoming launches and your own product releases
- call to actions to join your other social media outlets

Initially, however, you have to get the word out about your livestream, and you can alert traffic to it before you go live by methods that include;

- creating a Facebook event so that people can RSVP
- invite viewers to tag their friends about the video
- make it known on your other social networking sites



- make it a feature in your blog posts and email broadcasts
- encourage influencers within your niche to promote it to their own list of followers
- pre-schedule the live streaming so that your audience can plan their time to be present for it.

During the livestreaming video presents a very unique opportunity for you to encourage your viewers to visit your blog. Not only should you verbally request it, you should also show your site's URL so that it is visible throughout your presentation.

And with the live streaming video itself, aim to run it for about 20 minutes – the longer the run time you give it, the more that it will be seen by a wider ranging audience.

Then, once the live stream has finished, you will want to update the video description with your blog post links, email it your subscribers, share with your other online social assets, Facebook profile and groups, as well as embed it directly onto your site.

The key with Facebook Live video is to use the feature on a very regular basis. The more consistent you are with it, the more you will be seen, the more your audience will anticipate in them, and the more views that will be driven to your various online channels as a result.

### *5) Cross-promotion collaboration*

A simple search on Facebook will reveal what at first glance may seem like an alarming number of niche page and group competitors who are all vying for the same free traffic as you.

So what you need to do in this instance is change the way that you think about these other players who are active within your marketing space.

That's right – you are now going to view them as 'partners' rather than as opponents.

This is such a simple means by which to gain organic traffic for free on Facebook, but is employed only by those who can see the strategic benefits in 'joining forces' with previously considered rivals.

This will require you to reach out to another page, group or influencer within your own niche or even a complimentary niche and which shares a similar audience to the traffic that you both target and receive.

To make this work, you will run agreed promotions with these partners for non-competing products that will benefit the targeted audience on both sides 'of the turf'.

To get this started, you can of course simply ask for a reciprocal arrangement with the other provider who has a similar size audience to that of your own.

The most productive way to approach this method however is to simply begin promoting that other person's content in good faith to your own followers and community.

Then, once the other party becomes aware of your interest in them and that you have been sending new traffic freely to their content and offers, engage with them personally, get comfortable with them, and then ask them for that important reciprocal arrangement.

There is no better targeted free Facebook traffic than that sent directly to you from others within your niche!

## *Now you need to make it happen*

Regardless of how many ways in which you seek to gain free traffic from the Facebook platform, the ultimate 'sticking point' for that traffic is that your content needs to be of a very high quality.

Of course, you want that traffic in as large a number as you can possibly obtain it and with consistent and growing regularity, however it's in converting that traffic into a loyal follower base where you will benefit from it the most.

The methods presented to you will genuinely enable you to become a free Facebook traffic titan – they only require you to actually implement them to be rewarded with the results.

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**Follow On Facebook : [Contact Me Here](#)**

**Like My Facebook Page : [Click Here](#)**

**Subscribe To My YouTube Channel : [Click Here](#)**

Thanking You.....

Your Friend,

Adarsha A N