



How To Make Money on Facebook for FREE!

Presented by:

Brandon Snider



WILLOW BEND
MORTGAGE

Lunch Sponsor:



Giveaway!!!

Text the word **SNIDER** to 36260

Add my Mobile App

Click “More”

Then “Realtor Resources”

Meet My Team



Brandon Snider
Branch Manager



Kelly Coffey
Loan Partner

Meet My Team



Crystal Stone

Client Relations Manager



Marilyn Echols

Loan Processor

Why Facebook?



THE SOCIAL MEDIA GIANT CALLED **FACEBOOK**

- 2.20 BILLION Active Monthly Users
- 1.15 BILLION Mobile DAILY Active Users
- 240 Million People Spend 4 1/2 hours on Facebook Daily
- 300 Million Photos uploaded daily
- 76% of all females and 66% of all males are on Facebook
- 5 New Profiles are created every second

DEFINE YOUR PERFECT AUDIENCE

Who is your perfect AUDIENCE?

1. Buyers
2. Sellers
3. Builders/Developers
4. Past Clients
5. Financial Planners/CPA
6. Networking Group (BNI)
7. Investors
8. Recruits/Team Members

The Goal is to be a Rubix Cube of marketing. Be original but be able to share a message that fits the most customers.

The Game Has Changed...

- Edge Rank was outdated in 2013... But it is still being preached as the gold standard.
- **News Feed prioritizes videos (January 2017):** This new update consists of prioritizing those videos on the timeline that engage users over simple advertisements.
- **Facebook “Reactions” are valued more than “Likes” (February 2017):** Facebook will weight a Reaction more than a Like.
- **(January 2018) New emphasis on family and friend content** showing in your news feed. Facebook officially stated **they will emphasize person to person connections** over person to page connections. THIS IS HUGE FOR SMALL BUSINESSES LIKE US
- Updated algorithm to heavily favor “active” interactions. **(shares, reactions & comments)**

Instead of focusing on what makes content popular and attention-grabbing, we need to focus on what makes content personal and conversation-worthy.

breaking the FACEBOOK code

$$\left\{ \sum u_e w_e d_e \right\}$$



AFFINITY (u_e)



WEIGHT (w_e)



TIME DECAY (d_e)

Edge Rank 2.0

1. Content

Type of post: Photo / Video / Story / Interactive

2. Affinity

Facebook favors more relevant posts from friends and pages that have more affinity with the user. For example, profiles from relatives, partners, or Facebook pages that users often visit rank higher.

3. Signals

What type of engagement the post receives, how quickly it is engaged and for how long

TIP: Save your good content and have one of your Ambassadors post or comment on it later to reset the clock and re-engage people. This is called "Story Bumping".

Edge Rank 2.0: Content

Facebook “Live” (To compete against Periscope)

Did You Know... LIVE videos get 6x more interactions vs. regular videos. FACEBOOK is encouraging interactions.

Did you Know... Users spend 3x more time watching LIVE videos than Non Live videos.

Native Videos (To compete against YouTube)

Did you know... Native videos received a 109.67% higher interaction rate and 477.76% higher share rate than YouTube videos.

Long Posts/Stories with... (Facebook likes the “Continue Reading” or “See more” button)

Strong Affinity

Organic Images/GIF's

Engaging Questions

Stay Away From...



Short text posts, external links & YouTube Links (Facebook competes against YouTube)

Edge Rank 2.0: Content

 **Brandon Snider**
Tuesday at 6:42 AM · Cullman · 🌐

Without revealing your actual age, what's something you could say to a younger person and they wouldn't understand?

 21 330 Comments 3 Shares

 Like  Comment  Share

 **Brandon Snider**
March 13 · Cullman · 🌐

Rinse off the dishes before putting in the dishwasher, or just stick 'em in there like they are?

 12 73 Comments 1 Share

 Like  Comment  Share

Edge Rank 2.0: Content

 **Brandon Snider**
January 9 · 🌐

📣 CLIENT SHOUT OUT! 📣
If you're one of my current or former clients, I have a surprise for you. Comment below and let me know! 👉

 Barry Laney and 32 others 100 Comments

 Like  Comment  Share

 **Brandon Snider**
December 26 · 🌐

"My momma always said..."
What was one saying that your momma had that stuck with you?

  Ricky Cornelius and 6 others 57 Comments

 Like  Comment  Share

Edge Rank 2.0: Content

 **Brandon Snider**
February 28 · 🌐

Caption this photo 😂



  Bryan McKee and 18 others 59 Comments

 Like  Comment  Share

 **Brandon Snider**
March 26 at 12:52 PM · Cullman · 🌐

Anyone tried this yet? We're about to see how it is 🤔



   Sabrina Hill and 58 others 65 Comments

 Like  Comment  Share

Edge Rank 2.0: Content



Edge Rank 2.0: Content Ideas

So what do you post & where do you get it?

- Relevant news topics
- Proud posts... I'm so proud of my spouse...child...
- Ask engaging questions...Everyone wants to be the expert.
- Tell stories.
- Some of the most famous bloggers, are famous for being real.
- Cheat and use these tools...

Edge Rank 2.0: Content Tools

TOOLS TO CHEAT:

- APP: wordSWAG
- APP: Life Hacks
- APP: Facts
- APP: Laugh My App Off
- APP: Motivation Quotes
- APP: Trivia
- Website: Shower Thoughts



Edge Rank 2.0: Affinity

Affinity: Connection between you and another profile (group, biz page, personal profile)

Facebook considers more relevant posts from friends and pages that have more affinity with the user. For example, profiles from relatives, partners, or Facebook pages that users often visit.

The bigger the fan, the stronger the social sphere of the other connection the greater the AFFINITY

Edge Rank 2.0: Affinity



 **Brenda King ReMax Heritage** is with **Dianne Prestridge** and **6 others**.
Wednesday at 6:16 PM · 🌐

[Who Can See This?](#)

valleymls.com/1075289
Call for an appointment today to see this beautiful home! (256) 550-2101



VALLEYMLS.COM
624 Mount Olive Church Road, Union Grove, AL 35175 | MLS#: 1075289

 Love  Comment  Share

 You, Ivan Croes and 3 others


 **Meighan R Lytle** added 3 new photos —
🥳 feeling excited with **Nick Lee**.
December 5, 2017 · 🌐

I am excited to announce that after months of hard work between Nick and I and **Richard Neese** and **Brandon Snider**, we are home owners! We are very excited and extremely nervous about this new venture in our lives and we could use a lot of prayers now and in the long term. Thank you so much for the love and support from our family and friends. And t... See More



   210



168 Comments


 **Brandon Snider** is 🥰 feeling blessed with **Caris Trawick Snider**.
February 27 · 🌐

The other night, my wife was able to speak to the girls that went to a Daddy-Daughter night. She was also asked to sing a song. She picked the song "Clean" by Natalie Grant. I record these sometimes because as a musician, I do like to go back and critique it. But when I went back to just listen, I was in awe of **his** presence of God as Caris was singing over these lit... See More



Caris Snider
Vocals

  86 37 Comments 7 Shares 1.9K Views

 Like  Comment  Share







Edge Rank 2.0: Signals

Signals: The type of response you get matters...

Active vs. Passive (New)

Engagement Types (highest to lowest value)

- Comments/Replying
- Post Shares
- Reactions

Active Interactions vs. Passive Interactions	
Active (Positive)	Passive (Neutral)
• Commenting 	• Clicking 
• Sharing 	• Watching 
• Reacting 	• Viewing / Hovering 

What Is My Plan?

- Create brand Ambassadors (co-workers, referral partners)
- 5 x 5
 - Interact with 5 people each day of your work week.
 - Post, direct message, leave comment on their wall
- Facebook Future List: Social Prospecting
- Maximize Event Exposure using Affinity
- Market to my database

HOW CAN BRAND AMBASSADORS HELP YOU?

- Promote you or your team
- Generate a buzz for events
- Recruit new staff
- Show people the “real you”
- Social proofing

STAYING TOP OF MIND ABOUT BUSINESS

Brandon Snider was live.
Monday at 6:29 AM · 🌐

📍 FREE Home Buying Seminar this Saturday!
Register here 📌📌
www.snidermortgage.com/seminar



3 Comments · 5 Shares · 288 Views

Like Comment Share

Brandon Snider
March 22 at 7:49 AM · Bailleyton · 🌐

Meanwhile, back in '85 🧑‍🦱 What was the highest interest rate you've ever had on a home? Let me know below 📌📌📌

#RatesAintThatBadFolks

Brandon Snider
March 21 at 7:43 PM · 🌐

🔥 Burning the midnight oil tonight at Willow Bend Mortgage Company. Taking apps and pre-approvals going out! #DoTheWork #NOICTSY

Daniel Frederick and 41 others · 4 Comments

Brandon Snider
March 17 · Cullman · 🌐

Have you received amended 1098 from your mortgage servicer? You may be due a larger tax refund! Check the link 📌

23 Comments · 3 Shares

Like Comment Share

Brandon Snider was live — with Red Stone and Marilyn Haynes Echols at Willow Bend Mortgage Team.
March 28 at 11:48 AM · Cullman · 🌐

Monday Mortgage Matters 📌 LIVE | 20 Tips to Prepare Your Home For Sale This Spring | MMM Vol 41 | NMLS#181033



(256) 734-6012

15 Likes · 30 Comments · 8 Shares · 604 Views

Like Comment Share

Brandon Snider
April 5 at 12:53 PM · 🌐

If you're currently renting, you'll likely pay over \$35,000 in the next 5 years if you don't purchase a home! 🤯 I can help! 📌📌

30 Likes · 10 Comments · 5 Shares

BRANDON'S FACEBOOK RULES

- Post three times a day (9am, Noon, 4pm)
- Join groups and put out free content and engage with the group
- Create your TOP 25
- Create Custom Friends Lists
- ABP: **A**lways **B**e **P**ositive

KEEP IN MIND

THE “NEW” FEED

Mark Zuckerberg stated, “I’m changing the goal I give our product teams from focusing on helping you find relevant content to helping you have more meaningful social interactions.” His statement coincides with this new update that will diminish posts from brands, publishers, marketers, and news stories. Facebook is concerned about providing a quality experience that will promote a user’s well-being. Their studies have shown that genuine interactions between friends is what promotes a strong well-being. Publishers and marketers should look to create posts that will generate back-and-forth discussion among Facebook.

KEEP IN MIND

VIDEO

In an effort to improve the prioritization of video in the News Feed, Facebook analyzes the “percent completion” rate for every video the user watches. If the user watches all or most of a video, then Facebook will prioritize similar videos in the user’s future News Feed. This is a benefit for Pages and People that produce longer videos that captivate their audience. A longer, more engaging video may see a boost in News Feed prioritization if the user watches most of that video. Videos, both long and short, that do not have high completion rates will likely see a dip in distribution and prioritization.

KEEP IN MIND

REACTIONS

Facebook has learned that any Reaction left on a post is a strong indicator that the user was more interested in that post than any other “liked” posts. Currently, any Reaction is weighed the same as a Like; however, Facebook is revamping the News Feed to weigh Reactions more than Likes. If a user selects a Reaction on a post, even an “Angry” Reaction, Facebook will begin showing similar stories in the News Feed. If you wish to see less posts of a certain variety, then it’s best to do nothing; don’t Like or React to that post. For marketers, you’ll want to create posts that elicit a Reaction over a Like.

KEEP IN MIND

YOUR WEBSITE

Facebook now prioritizes websites with faster loading times in the News Feed. Users have expressed frustration after clicking on a link in Facebook only to find themselves waiting for a site or page to properly load. Studies show that as many as 40% of users abandon the website after a three-second delay. Companies, businesses, and content sites would be wise to invest in faster loading pages on their sites. Google and Facebook now penalize you if your site is slow.

THINGS FACEBOOK LOVES...

- ❖ Posts with lots of Likes, comments, and shares
- ❖ Posts that receive a high volume of Likes, comments, or shares in a short time
- ❖ Posts that are Liked, commented on, or shared by one's friends
- ❖ Post types that one interacts with often
- ❖ Post types that users seem to prefer more than others (e.g., photo, video, or status update)
- ❖ Videos uploaded to Facebook that receive a large number of views or extended viewing duration
- ❖ Posts that are timely or reference a trending topic
- ❖ Posts from Pages that one interacts with often
- ❖ Posts from Pages with complete profile information
- ❖ Posts from Pages where the fan base overlaps with the fan base of other pages

THINGS FACEBOOK HATES...

- ❖ Clickbait (posting a fictitious article with a hook to click a link)
- ❖ Engagement-baiting (asking for likes/shares EX: Like if you are a cat person)
- ❖ Posts that include spammy links
- ❖ Frequently circulated content and repeated posts (not being original)
- ❖ Text-only status updates from Facebook Pages
- ❖ Posts that are frequently hidden or reported (a sign of low quality)
- ❖ Posts with unusual engagement patterns (a like-baiting signal)
- ❖ Overly promotional content from Pages—pushing people to buy an app or service, pushing people to enter a contest or sweepstakes, posts that reuse the same text from ads.

FACEBOOK TIPS

- Get to 1500 Friends
- Be Intentional - New friends see next 5 posts
- Don't post things that ask people to leave Facebook (i.e. links to listings to a site other than Facebook) **Let's do a test**
- WHIP Effect (1:5 Ratio)
 - Kids, dogs, food; trending topics; something you're passionate about; hobby; Lucky 7
- Use Facebook's Tools (Weight)
- Take time to Comment **Continuous Engagement Trick**

FACEBOOK TIPS

- Do you use Instagram? Is it connected?
- Share “non-boosted” business page posts to your personal page
- Check your membership in Facebook Group
 - Leave any of them that you’re not interested in
 - Join ones with interests similar to yours
- Use Facebook Messenger with your top prospects and lead sources

QUESTIONS?