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Facebook’s Move to Rule the World

**IT ALL STARTED IN A COLLEGE DORM ROOM, AND WHY IT MATTERS TO YOU**

Facebook was founded in Mark Zuckerberg’s Harvard University dorm room by Zuck, his roommates, and friends. It was not built for you, the advertiser. They did not have you in mind. They were not trying to meet your needs. They were not interested in providing you “clicks.”

Instead, they were simply making a cool, digital place for Harvard students to see and connect to other Harvard students. Real connections. Real names, real people, real pictures, and real Harvard email addresses required to register.

It was a place to connect with the college version of “friends”—the studious guy sitting next to you in physics or the slender girl in calculus. A place to really connect, without anonymous, fake user names that had come to dominate most use of the internet. A place to meet without the expectation of committing to a “date.”

It grew.

---

“When you give everyone a voice and give people power, the system usually ends up in a really good place. So, what we view our role as, is giving people that power.”

—Mark Zuckerberg
Within 30 days, more than half of Harvard’s undergrads had become members. It grew some more.

First to other Boston colleges, the Ivy League, and Stanford. Then to other universities across the country and around the world. Then to high school networks and a few select companies.

Two and a half years after it was launched, in September 2006, Facebook finally opened the floodgates when it opened service to anyone over the age of 13 with a valid email address. Facebook has far surpassed its original goal of one billion members, and the company is valued at over a hundred billion dollars.

The founders of Facebook created history. They redefined what it means to interact on a global scale. They created a massive social graph of how the world is connected: whose friends, parents, brothers, cousins are friends with whom, and on and on.

Facebook knows what its members look like, think, enjoy, and visit because they are the world’s largest:

- Photo-sharing site;
- Thought-sharing site;
- Liking site;
- Linking site.

Even with Google’s gargantuan lead, Facebook possibly will become the world’s largest advertising site, especially as the internet continues its trajectory toward easy mobile device access.

**FACEBOOK IS THE ONLY COMPANY THAT OWNS THE MOBILE PHONE!**

The majority of internet use is now via smartphones and tablets. This is bad news for all the old-school internet companies. But it’s good news for Facebook. Why?

Because Facebook is the only company that is putting FULL-SCREEN DISPLAY ADS in front of mobile phones users and getting away with it on a daily basis.

All the other online ads are either in apps or tiny, inconsequential banner ads. Facebook puts display ads and videos right in the middle of the news feed, and many people see dozens every day. *Plus, many times those ads don’t really seem like ads.* Above the ad, the post says “Suzy Smith likes ACME corporation” so the ad has implied endorsement.

This *works.* On a massive scale.

As exciting as all this is, it is important for advertisers to remember that Facebook did not build the site for us, the advertisers. They built it for themselves.

The hottest young college grads Facebook hires from the world’s top universities don’t say, “I want to work at Facebook to help them maximize ad revenue.” Please know
that even despite Facebook’s massive gains in the ad department, the company doesn’t exist simply to send you customers.

Regardless of why Zuckerberg built Facebook or what high ideals his staffers may hold, the personal demographic information Facebook collects is tremendously valuable to us advertisers.

Facebook is not stupid.

It is more closely connected with its advertisers than any other platform on the planet. Facebook visionaries already have years’ worth of additional ideas to implement. How do we know this? We see the ideas publicly volunteered every day on Facebook pages by Facebook advertisers.

Adult supervision at Facebook is minimal, which is probably why it is so absolutely brilliant. The company almost exclusively hires fresh, college graduates. The brightest college grads on the planet, but still fresh, college graduates.

These are the smart kids, smarter than you, smarter than us. They have never had a “real” job outside of Facebook.

They have never tried to live off revenue generated by an ad. They do not feel your pain. Remember that. It is really important.

To use Facebook’s paid advertising tools effectively, it is important to understand just how much its creators and designers are not really trying to help you. Fortunately, they do need cash, and we do need clicks, so we can get some great work done together. We focus on the clicks, and they focus on changing the world.

Facebook has the potential, the real potential, to be highly relevant for decades to come. Our rule of thumb is the founder’s rule: When you have a dynamic and visionary founder running a business, better to bet on that business continuing to be a success for as long as you see that founder at the helm.

We suggest that as long as you see Mark Zuckerberg engaged at Facebook, you should plan on Facebook being a dynamic and growing, competitive place to advertise.

Oh, Mark was born in 1984.

He will probably be around for a long, long time.

1984? It turns out that Little Brother is the one who’s watching you.

ONE TOOL TO RULE THEM ALL, AND IN THE FACEBOOK BIND THEM

One Tool to rule them all,
One Tool to find them,
One Tool to bring them all
And in the Facebook bind them.
The poem should haunt Google. Facebook is actively creating one tool to bind the entire internet together. And Facebook, not Google, is in charge.

But wait, there’s more!

Facebook built Facebook Mobile and smartphone users log in an average of 14 times a day. These users are connected to Facebook nearly 24/7. The Guardian reports that four out of five users log in via mobile. Facebook reports that mobile users are more than twice as active as non-mobile users. No one owns the phone like Facebook. Facebook is the only way to reach some of your customers. “Come on over for a 10 percent special discount. Good for the next 30 minutes!”

Facebook Places lets Facebook users announce where they are and see where their friends are. Friday nights in the big city need never be lonely again. Friends share where they have been, what they have liked, and where they will be, so you can meet up while the night is young.

But wait, there’s more.

Facebook is extending the social graph even deeper into their partners’ websites, so your website pages can be “liked” like a Facebook page. These likes automatically enter the news feed of your Facebook community.

Not at all obvious to most people is the fact that Facebook is now a major source of search engine optimization (SEO). Social media likes and tweets are a major influence on search engine rankings.

One tool to rule them all, and in the Facebook bind them.

YOUR MISSION, SHOULD YOU CHOOSE TO ACCEPT IT, MOVES TO FACEBOOK

So what do you do with all of this information about Facebook? Simple. Your mission is to buy a click for $1, turn it into $2, and then make more profit than your competitors from your $2. This is your mission, and it has moved to Facebook. It is a new platform but a very old mission.

The rest is just strategy and tactics. Many existing strategies and tactics that we have taught to over 100,000 Google advertisers work directly in Facebook. You need to understand your sales funnel, craft a compelling ad, have a focused goal for your landing page, and track and follow up with your leads and your customers. More important, you want to do this automatically.

We will teach you the strategy and tactics required to fulfill your mission: to get those clicks, and to turn them into customers.

Some tactics, especially those built around keywords and bidding strategies, have changed dramatically for Facebook. Don’t worry, we will show you the secrets we have found to be successful in Facebook.
Your Mission, a Penny at a Time

Those who like numbers will appreciate how powerful your fundamental mission is. Depending on the size of your market, your mission may also be stated as, “Your mission is to buy a click for $1 and to reliably and repeatedly turn it into $.01 worth of pure profit.”

This is how pro gamblers think. If they can find a game where betting a dollar nets them a penny, they are in heaven. They sit there for hours and hours playing round after round trying to bet as much as possible to earn that 1 percent net.

They even have a name for it. They call it “grinding.” The best part about grinding when you’re a digital marketer is that you do not have to actually sit at a table in a smoke-filled room. Digital grinding happens in that area of the web now called the “cloud,” and clouds are much nicer than smoke-filled rooms.

Also, you do not have to live in Vegas. In the online world, the game comes to you.

Think about this for a moment: a 1 percent net ROI that may be achieved within a matter of minutes from when the investment was made. What is the return on a dollar, on an annual basis, that can bring 1 percent every three minutes? The figure is so large it makes even Goldman Sachs blush. A penny, if enough clicks are available, is a fortune. Empires are built on a 1 percent net profit.

Don’t despise making a penny, especially if you can make it reliably and repeatedly. Instead, focus on how to make a lot more pennies. Focus on how to get a lot more clicks.

Perhaps it is on Facebook?

For your sake, we hope so. Because advertising on Facebook is actually a lot of fun.

For some advertisers, using Facebook paid advertising to find new customers is also stunningly easy. Take the quiz in Chapter 2 to find out if you are one of the lucky ones. Facebook advertising may be a great fit that will cause new customers to fall into your lap.

Go to www.perrymarshall.com/fbtools for the latest updates and to get valuable resources for more clicks from Facebook for less money.
Free Facebook Tools Online

Get a stream of updates and valuable resources (conservatively valued at $79) that will help you get more clicks from Facebook for less money, convert more visitors to buyers, and make your online business more effective than ever before: Go to www.perrymarshall.com/fbtools

- Free instructional videos bring the Facebook interface to life.

- The lost chapter. An amazing bonus chapter on writing better ads. You need to read this!

- A special guide to “Personality Marketing”—why it sells better than the corporate approach, and how to pull it off with style.

- Free membership in the Facebook Club. Special updates keep you on the cutting edge of Facebook Advertising theory and practice.

www.perrymarshall.com/fbtools