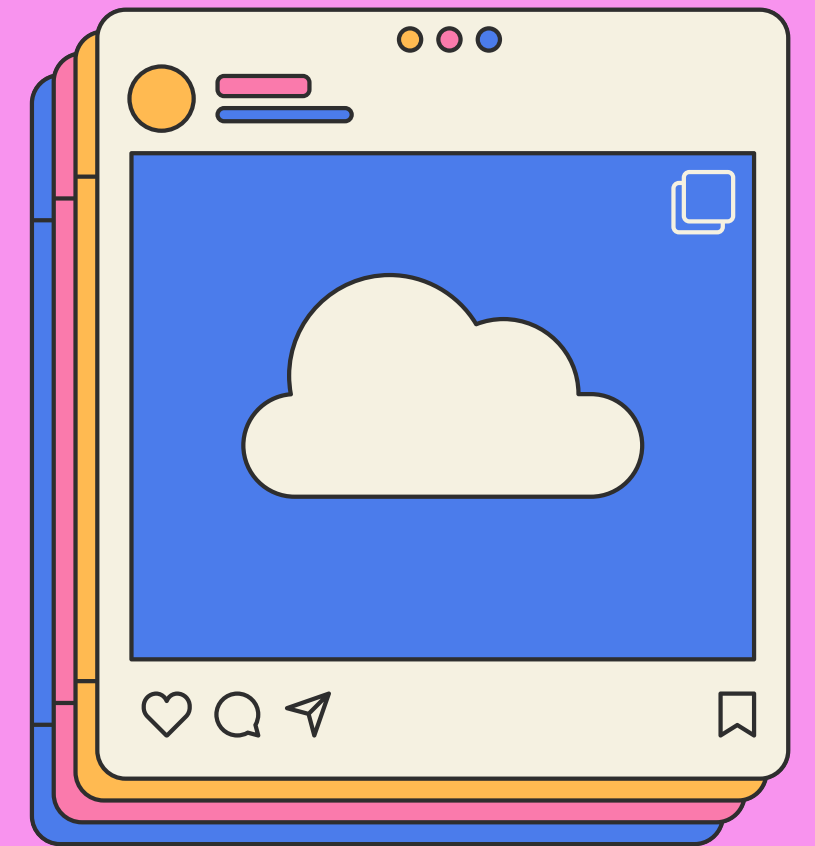
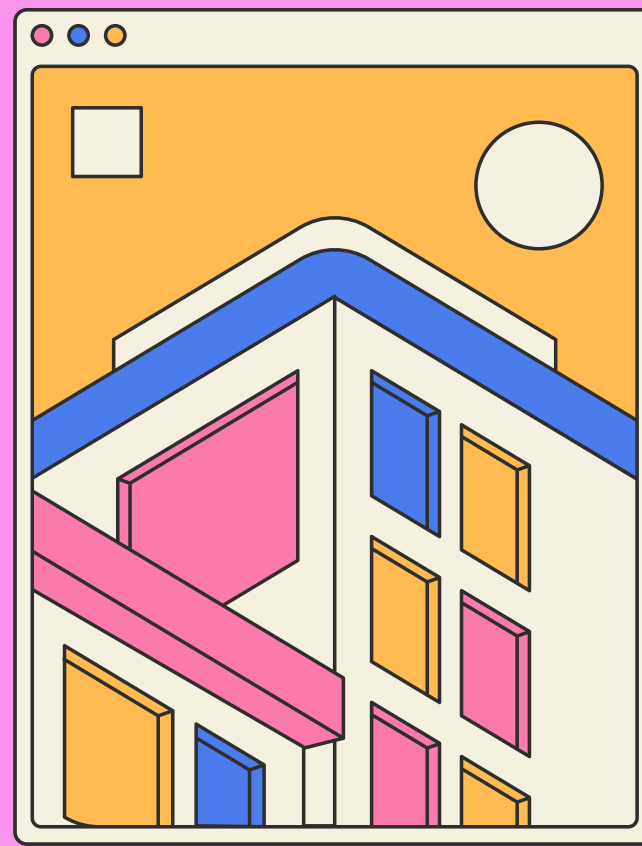
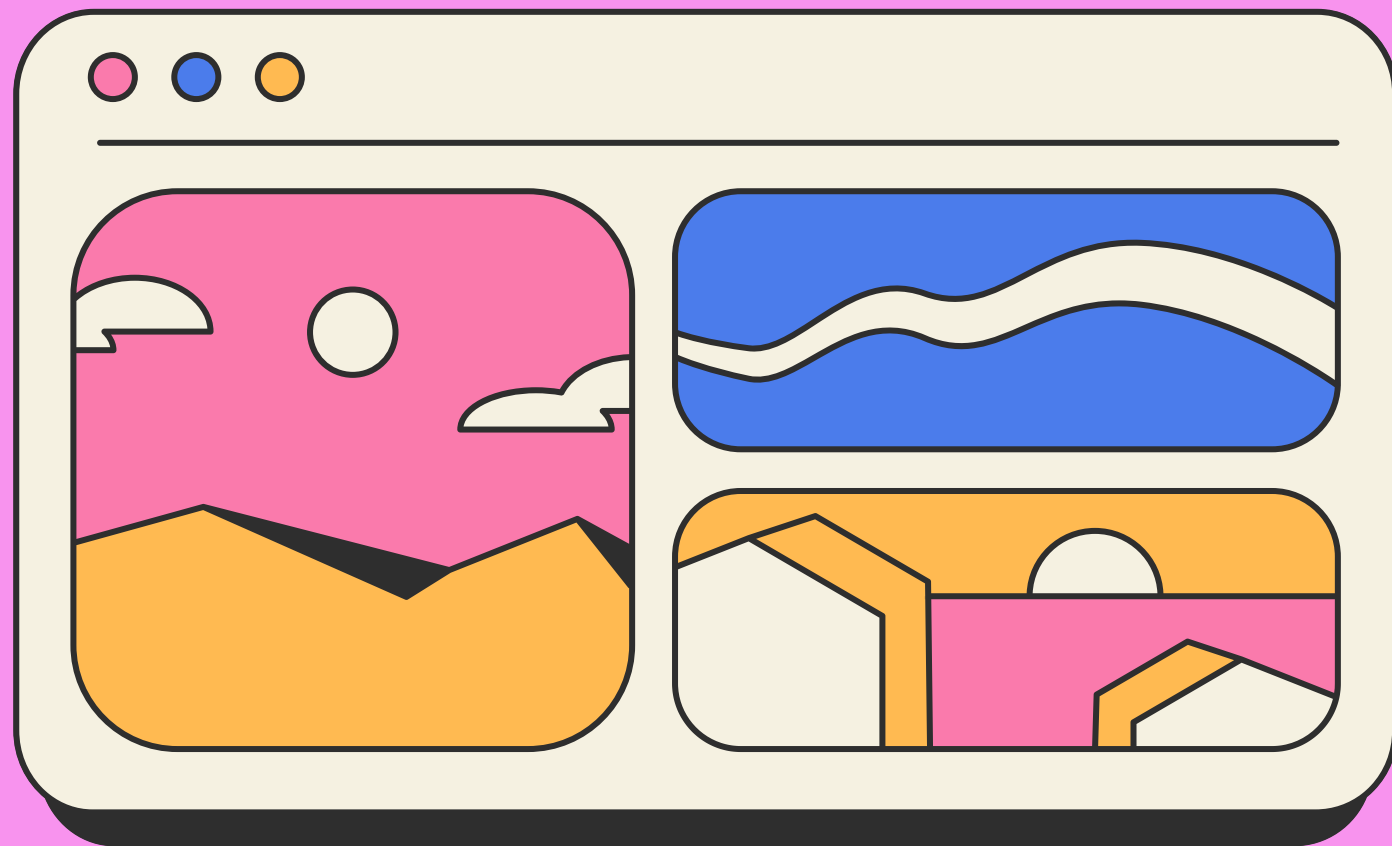


# How to Generate leads and market your business on Facebook



And actually get seen!



by Marsha Lynn Hudson

# Meet Marsha Lynn Hudson



## What Do I Do?

Work with entrepreneurs and small business owners to get on the Path to Profits with my 4 Step Marketing System.

Help you increase your income, influence, and impact.

Teach you how to build a profitable brand and a thriving business.

Help you create your sales funnel for generating income

Work with you to package your expertise so you can build your dream business and live a life you love.

## Who Am I?

Brand & Online Marketing Strategist

Leadership Coach

Speaker, Trainer, Educator.

Retired Professor of Literature

Author of "Succeed in Life and Business by Crushing Barriers" Release this fall!

# AGENDA

## OPTIMIZING PAGES



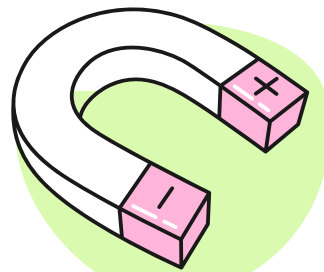
Information and banner

## CONTENT STRATEGY



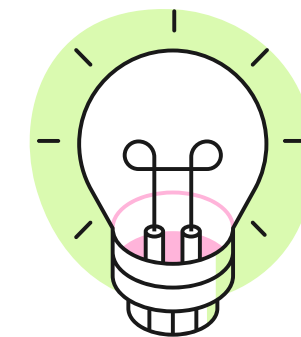
What to post

## THE POWER COMBO

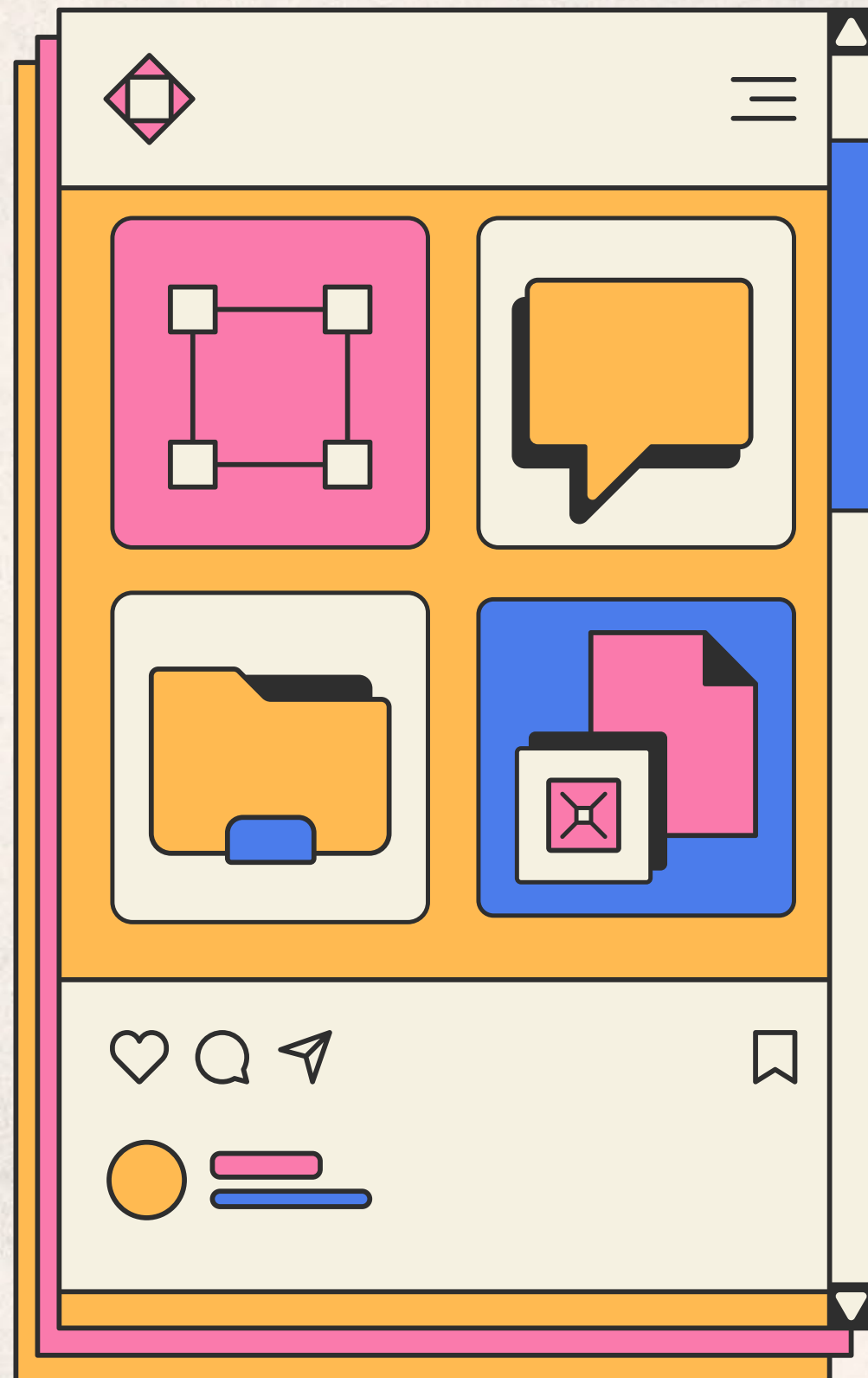


Profile, Page, Groups

## GENERATING LEADS



Using lead magnets



# The New Meta - Don't do things the old way

Facebook has changed over the years. When FB first started, you could post and all of your followers would see. You could post about an event you were having and everybody could see. Well, not anymore.

Only about 5 percent of your followers see your post. FB doesn't like for people to leave the platform, so when you post a link it gets low visibility. So, what is the solution? Is it still good to be on FB? Yes! But, you can't do things the old way.

# Optimize your Profile, Page and Banner

Audit your profile.  
Put your business information on your bio.  
Put your business contact and website on profile.  
Add keywords about what you do to your profile.

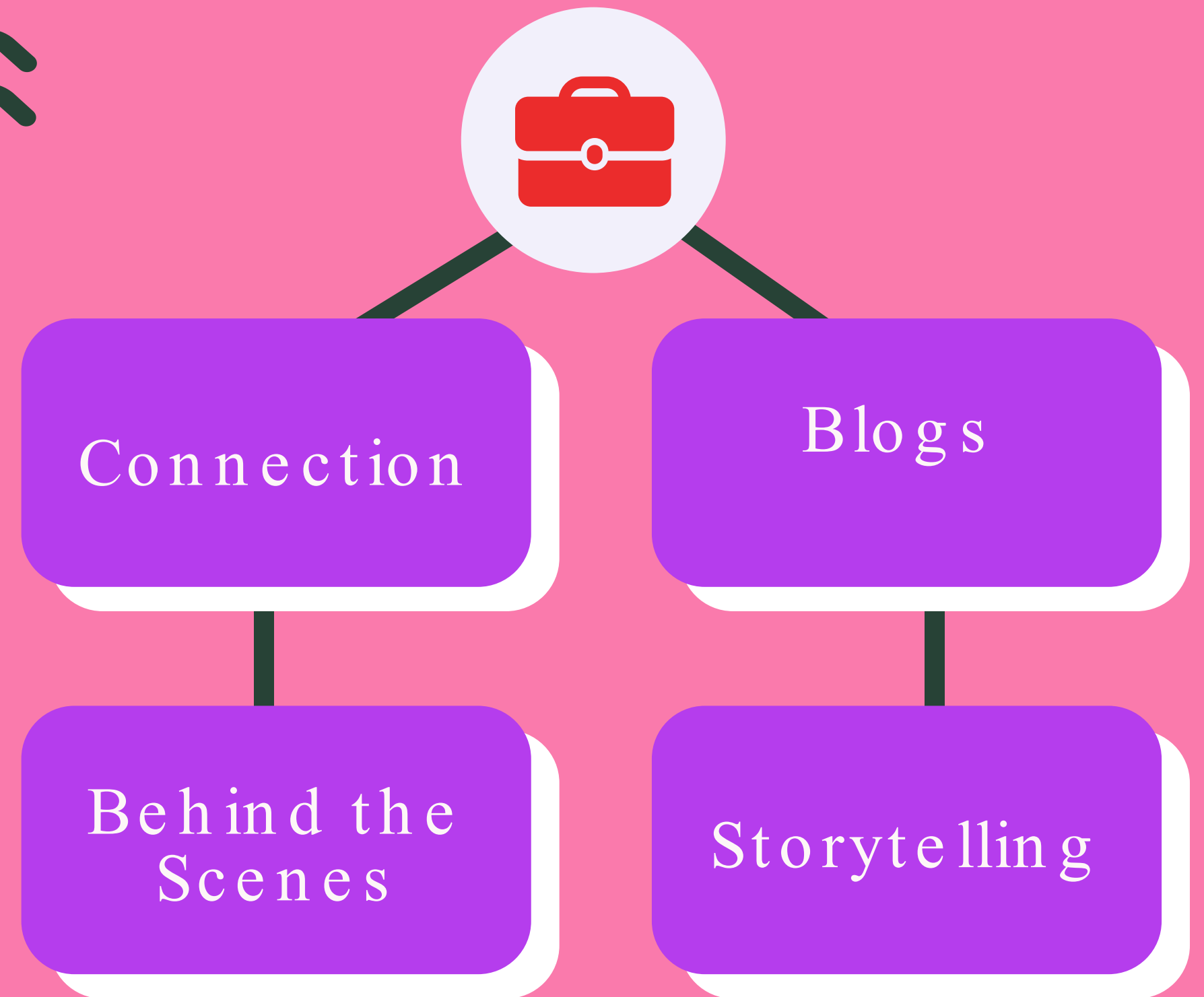
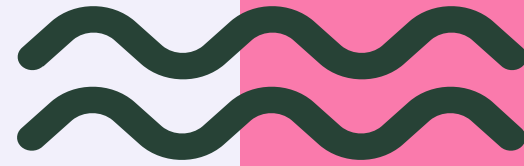
Add the same banner to your page.  
Audit your about. Make this about what you do for your client.  
Put a button to your lead magnet at the top.

Create your banner in Canva.  
Put your website on the banner.  
Put your slogan on the banner.  
Put an image on the banner.  
Put your lead magnet info. on the banner.

Optimize all of these 3 to help FB create more visibility for you.

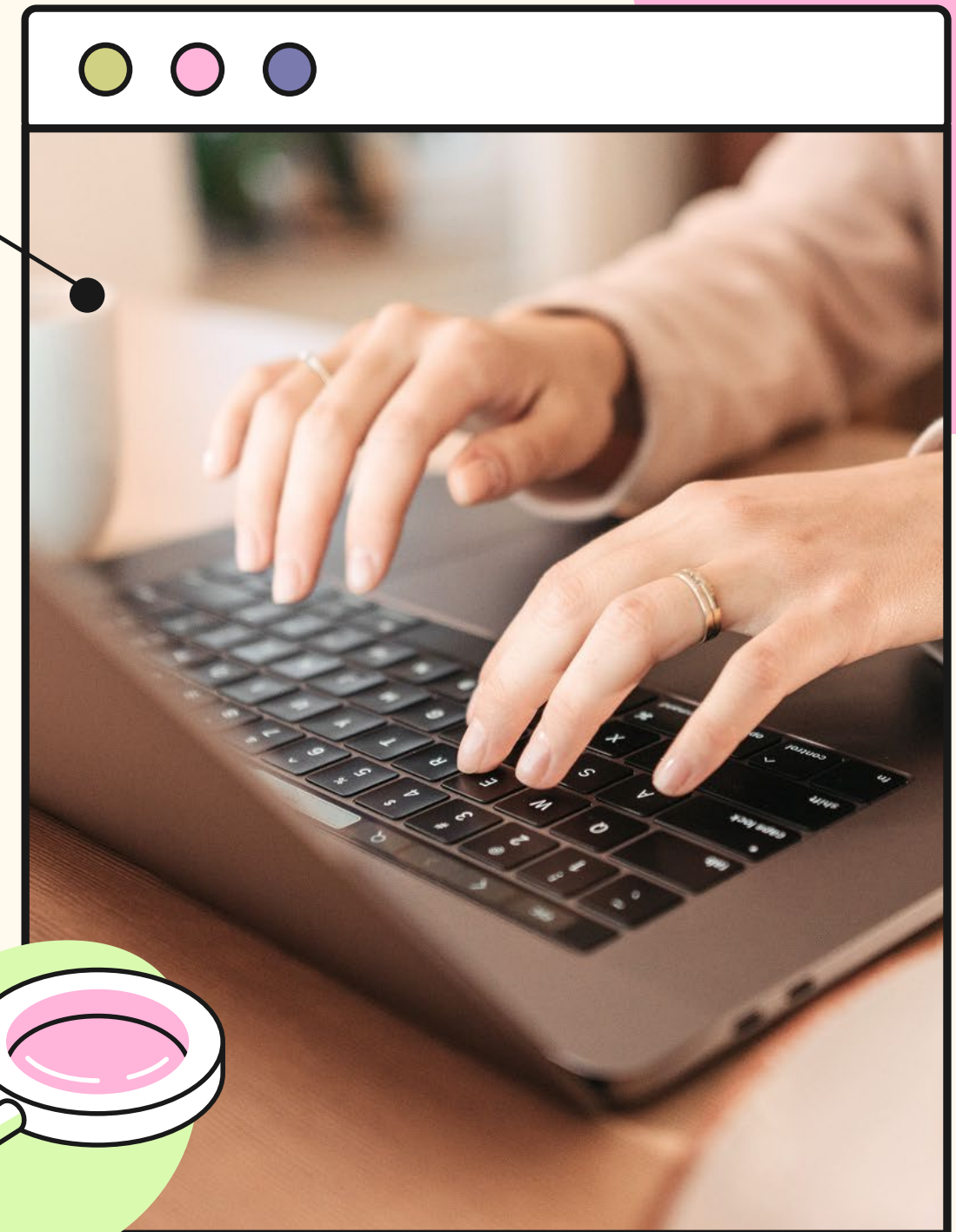
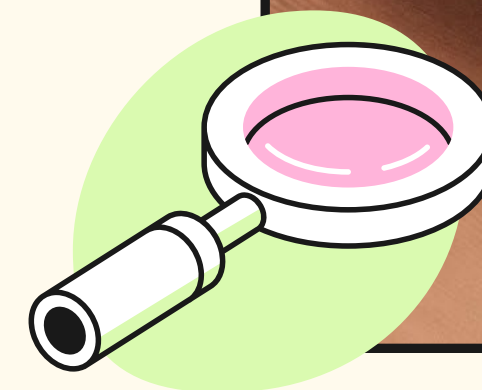


# What to post on Facebook?



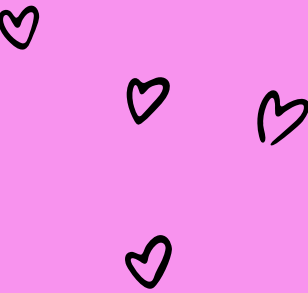
# LET'S PRACTICE

Connection post  
Storytelling post  
Blog type post





# Connect with your Dream Client



1

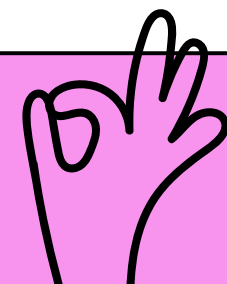
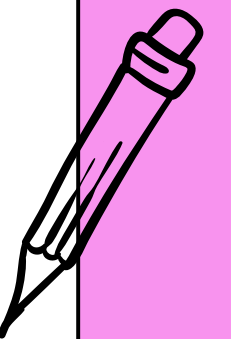
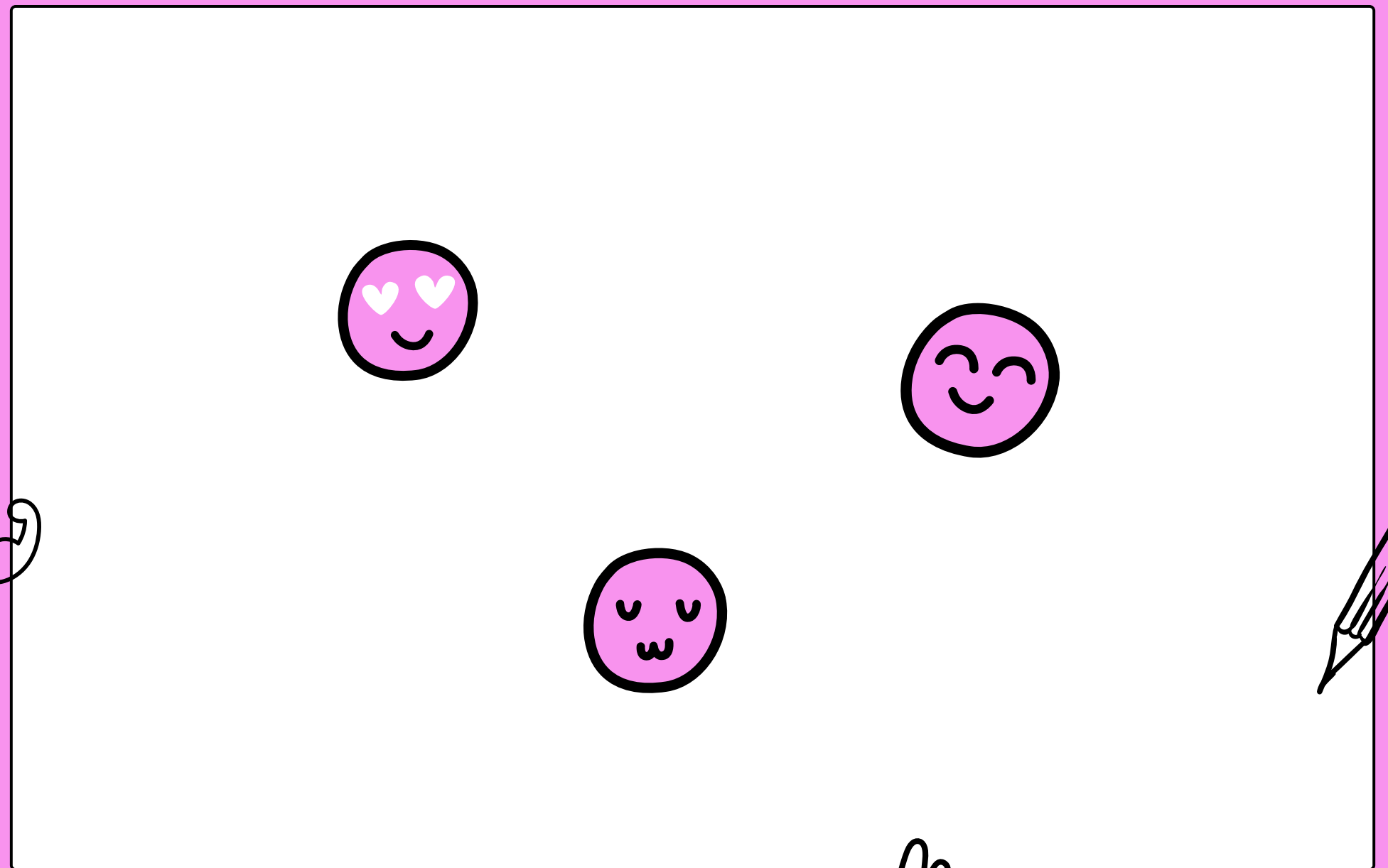
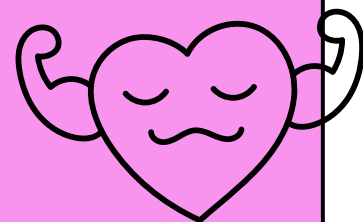
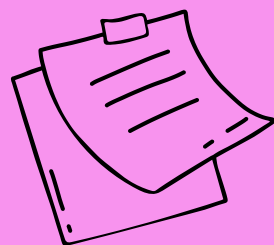
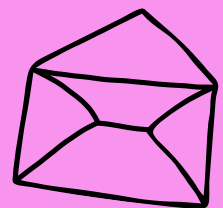
How can you? Q & A

2

A few days ago, I...

3

Here are three things that could be...



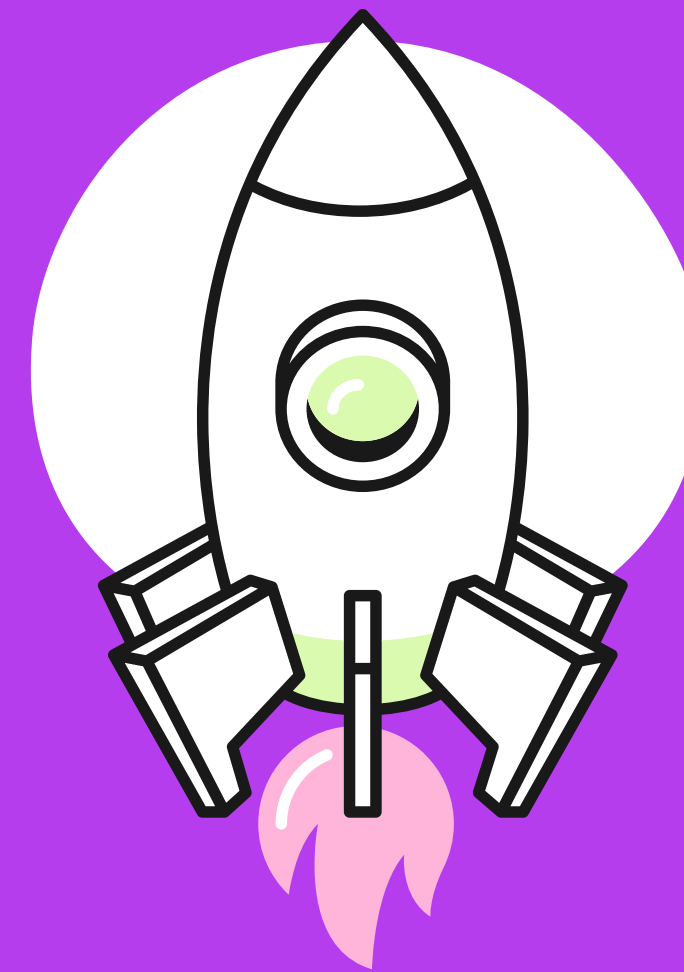


# FACEBOOK CONTENT TRENDS FOR 2023

Lives

Video

Stream



Reels

Stories

AUTHENTICITY

# THE POWER OF THE COMBO

PROFILE

Post relevant content to your profile. Change the tone.

PAGE

Post this content to your page. Change the tone.

GROUPS

Post the same information to 2 groups where your ideal client may be

STRATEGY



# BEST LEAD MAGNETS FOR GENERATING LEADS

PDF



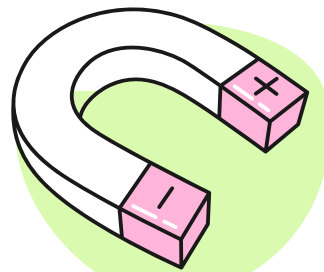
What could you create?

VIDEO/ AUDIO



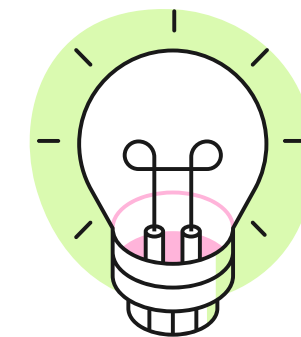
How can you create audio?

WEBINAR



What could you teach?

CHALLENGE

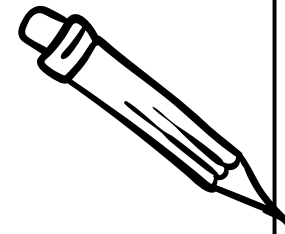


Try a 3 or 5 day challenge

Everything you do should be to lead people to your brand /business.

# Action Items

Write down  
your action  
items for the  
week



Action 1

Audit your page

Action 3

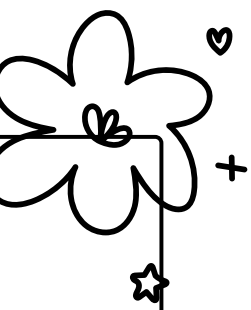
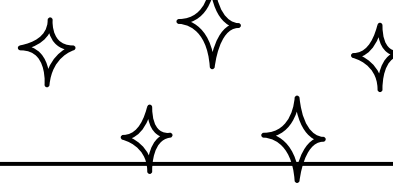
Use Fb features 2-3  
times a week

Action 2

Develop a content  
strategy

Action 4

Join 2 groups and  
show up



Get free resources at my website.

## LET'S CONNECT.

Facebook

LinkedIn

Instagram

Youtube

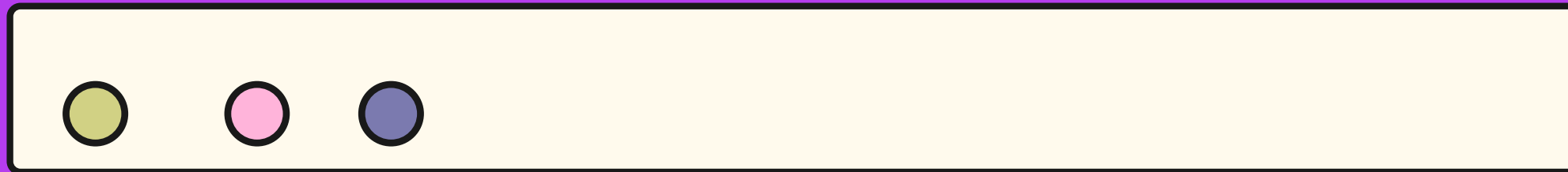
Podcast

[www.marshalynnhudson.com](http://www.marshalynnhudson.com)

Need a discovery call? Email me at  
[marsha@marshalynnhudson.com](mailto:marsha@marshalynnhudson.com)



The Secret Sauce to Your  
Success is YOU!



THANK YOU FOR COMING  
TODAY. SEE YOU NEXT  
MONDAY  
FOR THE  
EMAIL MARKETING  
WEBINAR