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@DraconiusGrey

#StaySocialAlways

# How Facebook Really Works

Draconius Grey

# CONTENT

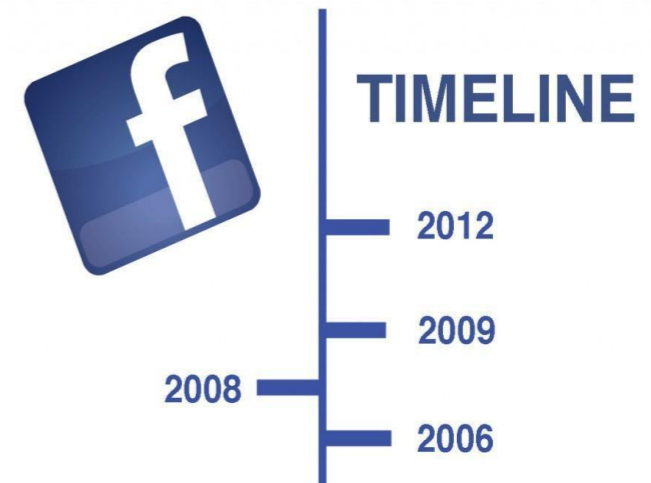
1. Why is it important??!?!?!?
2. FIREEEEEEE!!!!
3. If I see one more post...
4. 80/20 Rule
5. How much should you post?
6. How to know if your content is good
7. How to know if your content sucks

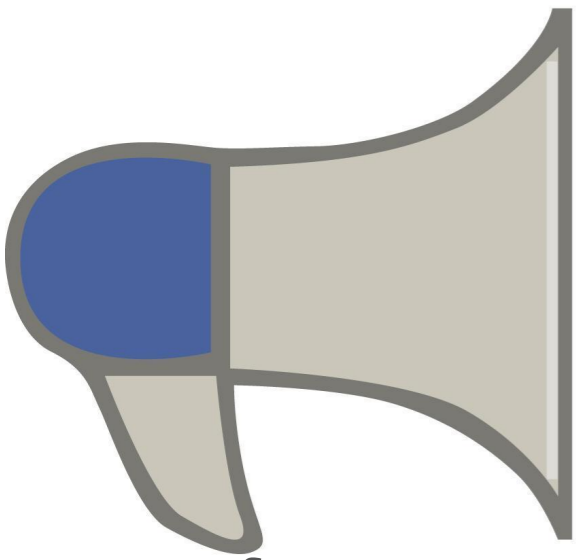
**Content is the Fire, Social Media is the Gasoline!**



# How does the timeline work!

1. How many people actually see my posts?
2. What is Edgerank?
3. Why do I keep seeing cute puppies and Sh%\$
4. How much are people are on their timeline and how many times do they check it?
5. Bad Review are a good thing?
6. Check YOUR FACEBOOK





# Facebook Ads

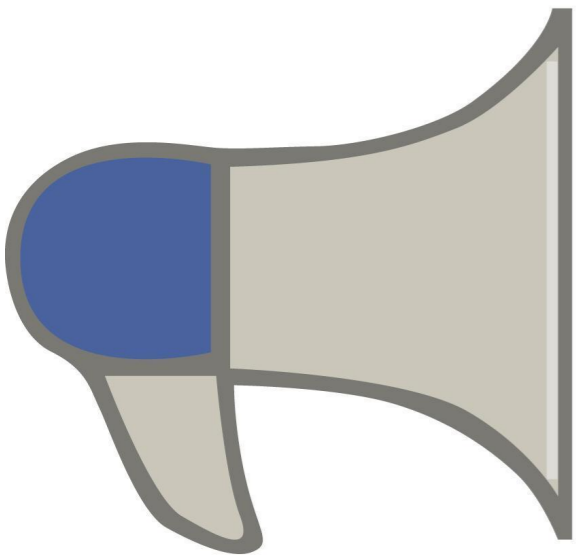
1. If you are not using power editor, get out.
2. If you don't use power editor, come back in and learn why you should.
3. Multiple Pictures (((DO IT)))
4. How to know how well your ad is doing?
5. How much \$\$\$ should I spend on Facebook ads?
6. Why is the Platform so complicated?
7. Side ads....just stop.
8. How to make something go viral?

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# Facebook Ads

9. What is an infinity Ad?
10. BOOSTING POSTS? Don't you dare.
11. What targets should I be using?
12. Mobile optimize!!!

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# Facebook Insights



1. What is the first thing I should look at?
2. What is the most important Metric?
3. How can I utilize graph search for my campaigns
4. I bet you didn't know #3 was possible
5. How many people should I be reaching
6. Roller Coaster

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