

Creating Articles for Usage on Facebook Advertising

This action plan allows you to ensure you setup your article for full effectiveness when using it for relevancy hacking.

1 Brainstorm 10 Article Ideas

Ensure these are beginner articles and have a specific idea and ideology that can be given action. Opinion articles don't work that well, but rather "Top 3, 7, etc." articles.

We want to present a specific piece of knowledge that leads the visitor to our lead magnet and qualifies them as a potential lead.

2 Narrow to Top Article

After you've written 10 ideas (you'll use these as you build your funnel more and more), you'll want pick the article that has the impact and value and the lowest amount of obligation to the end user.

3 Setting Titles and Subtitles

It's extremely important that the title and subtitle for your article qualifies the person clicking on the article.

Remember, the article IS our qualifier. If we bring the wrong audience, our lead generation in the sidewalk lead magnet won't work.

Questions to ask yourself:

1. Would you find it on Buzz Feed? (the title, I mean)
 2. Does it describe exactly what it is?
 3. Does it leave enough 'tease' to get someone to click the article?
 4. Is it descriptive enough?
 5. Does it use numbers? (# increase Click Through Rates)
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Write your Article

- Ensure the article is broken into smaller 'paragraphs.'
 - It shouldn't be any more than 500-700 words as it's a sidewalk article.
 - It must be as actionable as possible.
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Setup your Article in your Blog or Landing Page



If you already have a blog, set it up on your site. If you're using a landing page, use our Unbounce tutorial and use this link as inspiration on how to set up the page:

learn.goinfinitus.com/ssfmethod/

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Styling Rules



- Ensure the font size is larger than typical styles.
 - You need to have some type of style break every 2-3 paragraphs (such as a quote, image or larger text).
 - You need to have some links to other pieces of your website or other articles (if possible), it's best to use these in at least 3 paragraphs in the article.
 - Use at least 3 images in the article that are not linked to anything else.
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Setting your SEO Settings and Open Graph Image



Ensure that you set your Title and Description properly. If not, people won't be able to share your article and this will decrease the awareness and reach of your article.

The Open Graph image is also important. Typically setting your 'featured image' will allow this to automatically show-up within the Facebook platform.



8 Publish your Article
