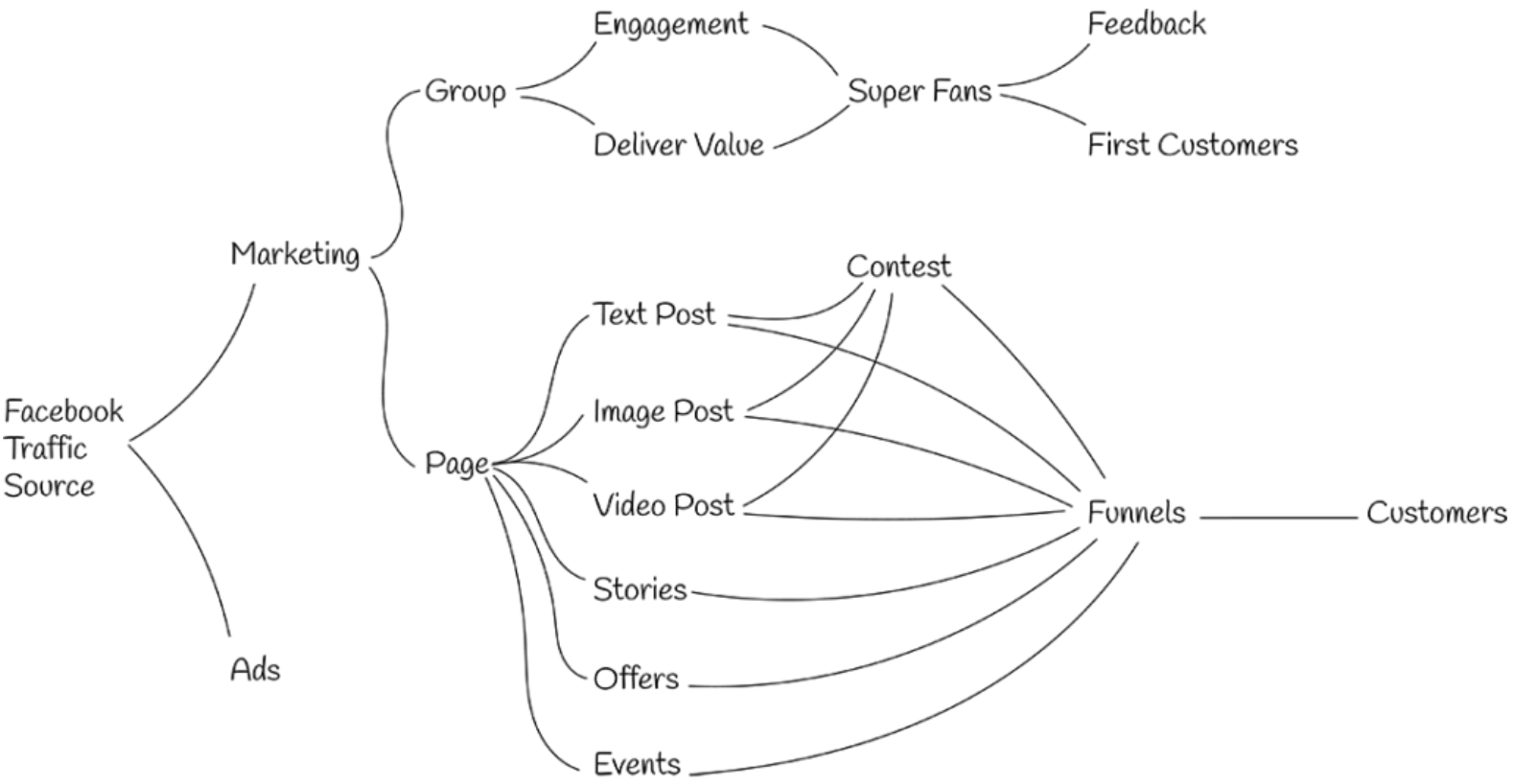
Ecommerce Facebook

During this section we will focus on how to grow our business using Facebook, find and drive the traffic toward our funnels so later on we can convert them into customers.

But before we get deeper into Facebook fundamentals and marketing, let's take a look at the Facebook traffic blueprint and understand the things we are going to do in the marketing process.

Facebook Traffic Blueprint

Below you can see a diagram of the different ways to drive traffic from inside the Facebook to your page. Inside the lecture we will talk more about each and as we go forward inside the marketing strategies section.


Facebook Traffic Source
Marketing
Ads
Group
Page
Engagement
Deliver Value
Super Fans
Feedback
First Customers
Contest
Text Post
Image Post
Video Post
Stories
Offers
Events
Funnels
Customers