

Social Lead Freak

AliGMarketing.com

Contents

Introduction	2
Installation	2
Activation	2
Walkthrough	3
Facebook Groups and Events	3
Facebook Pages, Places, Posts, People	4
G+ activities	5
Technical Note	5
Conclusion	5

Social Lead Freak

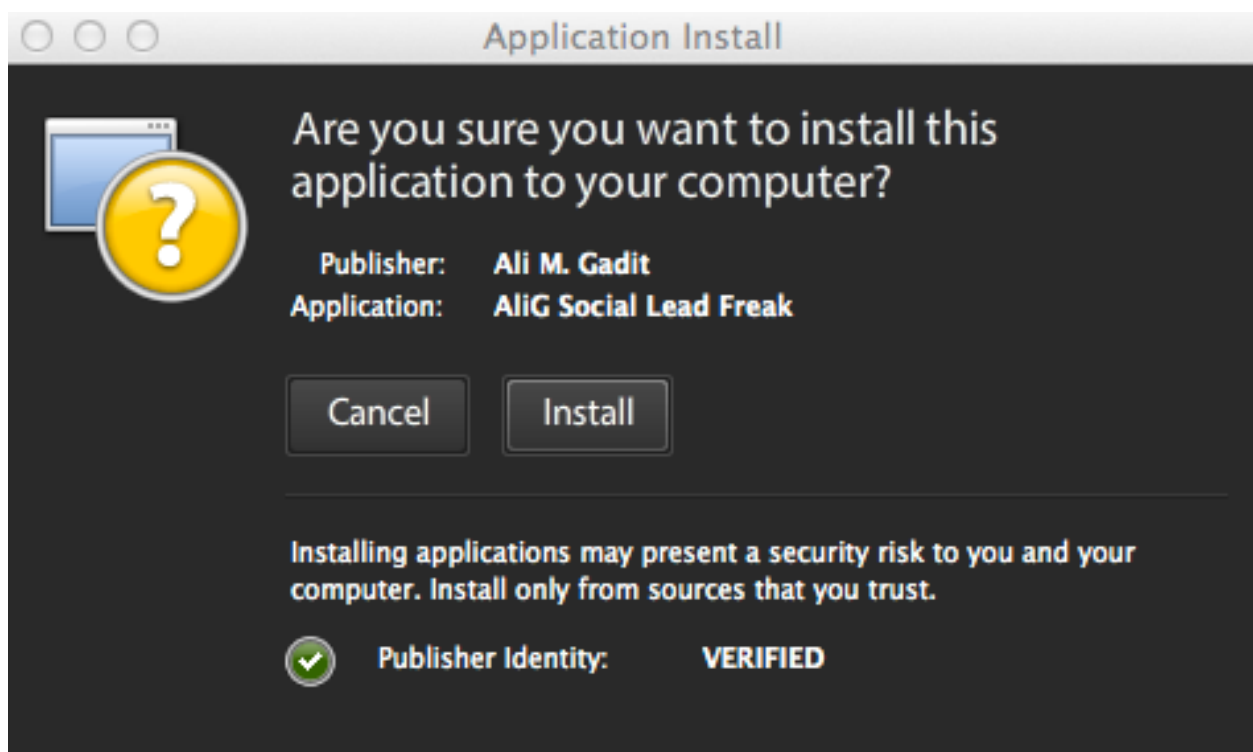
Introduction

Thank you for investing in Social Lead Freak. This Adobe AIR desktop software runs on both Windows and Mac. It is the ultimate tool to let you quickly generate leads from Facebook and G+. Search through FB groups, events, people, places, pages, posts and even G+ activities! Extract members from groups and attendees of events with one click and target these leads in your advertising campaigns. Export the data after sorting and filtering to do further analysis in programs like Excel.

And the best part? As with all of Ali G Marketing's tools, it's so easy to use. Click a few buttons, and BOOM! Instant leads that are sincerely sizzling, precisely pinpointed and ready to respond. In fact, you don't even need to read the rest of this manual to get it to work – that's how easy and straightforward it is to use. But if you would like to delve deep into all that you can do with Social Lead Freak, then keep reading!

Installation

Installation is a snap. Just double click the slf.air file, and you will be set up in no time.



Activation

The next step after install is to activate your software. To do this, you will have to supply your username and password that you obtained when you purchased.

Once activation is successful, you are ready to start using Social Lead Freak (SLF). Read on!

Walkthrough

Facebook Groups and Events

Let's step through a scenario where you need to find leads that are ready to respond to your offer.

Let's say you are in the golf niche. Let's go ahead and find members of golf-related groups on Facebook. So firstly in SLF, you need to log into Facebook. If this is your first time using SLF, you will get a dialog prompt asking for permission to let SLF access some of your basic FB information. Click Allow to proceed.

Let's go ahead and type in 'golf' in the keyword field under the groups tab.

The screenshot displays the Ali G. Marketing interface. At the top, there are login buttons for Facebook and G+. Below these is a search bar with the keyword 'golf' entered. A red arrow points to the search bar with the text 'type in your keyword here'. The search results are displayed in a grid. On the left, there is a sidebar with various search results. The main area shows a group named 'Golf' with a description and a list of members. A red box highlights the 'Group Members' section, and a red arrow points to the 'Extract' button with the text 'Extract all member ids with one click'. The 'Group Members' section shows a grid of 2892 member profile pictures.

You will immediately see golf-related group results on the left column. Click on any of them and you'll bring up the details for the particular group selected.

The really powerful section is at the bottom right, where you can see thumbnail pictures of every single group member. Hover over each of them to display their names. You can right click to view their profiles on your web browser if you wish. But for our purposes, what we want to do is to extract all these members into a csv file that we then upload to FB ads power editor. To do this, simply click the extract button, then specify a name and location for the csv file.

Social Lead Freak

And just like that, you've got in your hands, hot leads that are super-targeted, in this case for the golf niche.

Similarly you can do the same for events. The idea is that people who have attended or are attending an event in your niche area are highly highly qualified prospects who will take action on your offer, since they have already shown initiative in attending an event. So you can easily find these members and extract them with one click.

Facebook Pages, Places, Posts, People

This is straightforward. Search for pages, places, posts, people by specifying a keyword.

All of these categories let you sort the data, and also re-order the columns in whatever way you wish.

For pages and posts, you can even filter by the number of likes. Say you want to retrieve only pages that have a minimum of 1000 likes, simple set likes > 1000. Or perhaps you want to find out all pages that have fewer than 1000 likes, so you can go ahead and offer a service that brings them more likes. Well simply set likes < 1000.

FB Login

Log in to Facebook

Log out of Facebook

G+ Login

Log in to G+

Log out of G+



GroupsEventsPlacesPagesPostsPeopleActivities

Keyword:

Likes > 100000

Name	Picture	Likes
Golf		6385253
Nike Golf		1863289
Mini Golf MatchUp		111383
Lacoste Golf		411025
World Golf Tour		352802
Golf Channel		268105
Golf Digest Magazi		148354
TaylorMade Golf		348781
Nike Golf Malaysia		135091

Only show pages that have > 100000 likes

These columns can be easily re-ordered

For posts, you can also filter by number of likes. This lets you very easily work out what hot topics are being talked about on Facebook, so you can engage in the conversation.

Social Lead Freak

Once you've sorted and filtered the data, you can easily export all of it into a csv file by simply clicking the export button. This is true 'WYSIWYG' export – what you see in the table is exactly what will get exported into the file. This file can then be imported into a spreadsheet application like Excel for further analysis by yourself or an outsourcer.

G+ activities

Other than Facebook, you can also use SLF to search for activities in G+. Just type in a keyword to get a list of all sorts of posts on G+, along with the number of plus ones, reshares, comments, all of which you can use to sort the results. This allows you to quickly identify the top activities in G+ so you can potentially engage in the conversation or perhaps do a curated version of the content. The possibilities are endless!

FB Login

Log in to Facebook

Log out of Facebook

G+ Login

Log in to G+

Log out of G+



Groups Events Places Pages Posts People **Activities**

Keyword: Plus Ones

Title	Published	Plus Ones ▼	Replies	Resharers	Name	Content	Type
In a clash between	2013-04-21T23:02	22	1	2		Screen shot 2013-04-21T23:02:00	photo
It's been just over	2013-04-22T10:35	9	1	2		Muirfield Clubhouse	photo
However there's...							
Family fun and gar	2013-04-22T03:04	6	0	0			

Technical Note

You do not need to know any of the information in this section to be able to use the software successfully. However, it is here for the sake of completeness, in case you are curious to know about the underlying implementation of the software.

Social Lead Freak is built on the Adobe Air Platform, which is cross-platform, so it will run on both Windows and Mac out of the box. The communication with FB and G+ happens via FB graph API and G+ API respectively, both of which are completely free to use.

Conclusion

That's it! With SLF, you now have in your fingertips the power to instantly generate super-targeted leads in no time at all! Now go out and be a social lead freak!