



Day 3: How to get more organic (Free) likes on Facebook

Today we are going to cover building up likes on your Fan Page and some really simple techniques you can use to drive people to your page and get them to like it.

First rule of thumb in this program is to accept you are the expert in your industry!! It is funny how many business owners I speak to that are too scared to admit this! So stand up and be noticed and own that YOU know what you are talking about when it comes to your industry!!!

Ok now that we have that out of the way, lets introduce you to your market – the people that need your product and service and want to deal with someone who knows what they are talking about.... That is YOU!

Ok here are 7 tips to getting more free likes to your business:

1: Invite people to like your page. There are several ways you can do this either inside or outside of your Facebook Page.

- Email out to your database that you have a Facebook Page
 - Invite friends via the invite link in the admin area of Facebook
 - Invite via a personal message to your friends on Facebook
- (See Example of Templates)

2: Put a link on your Website:

Here is the link for information on adding the like button:

<https://developers.facebook.com/docs/reference/plugins/like/>

Here is information on the link for adding the comment box which allows people to comment on your Facebook page from your website:

<https://developers.facebook.com/docs/reference/plugins/comments/>

3: Join other pages in your Industry or who have your target audience.

- Follow their posts and comment and like and support (don't every sell)
- Invite the page owner to collaborate
- Find out what your target audience likes, what is popular

4: Run a contest on your Facebook Page:

- On a basic level you can run a contest on your page to get more likes via spreading the word
 - Or run a contest using contest apps like www.wildfireapp.com
 - Sweepstakes
 - Coupons
 - User-Generated Photo, Essay, and Video Contests
 - Quizzes
 - Trivia

However my word of caution when running contest, make sure you put in the T&C that they can't get votes from voting pages and say it is monitored! Yes there are pages out there where people can go and say they are in a competition and get votes.. you don't want these! Genuine votes and likes Please!

5: Use Promotional Material:

- Put your Facebook address (Vanity URL) on your business cards, email signatures, posters around the store.. any type of promotional material.

6: Give People a reason to Click Like:

- Offer something of high perceived value, low cost of delivery so it could be:
 - Click like for a \$20 discount
 - Click like for a bonus
 - Click like for free information (PLR's)

7: Create inspiring posts that people want to share

Great content goes viral... people love to share good content to their friends and friends of friends and so on. If you are posting great content then people will come and like your page and stay engaged... this is very important. It is no point in collecting a whole heap of fans if they are not engaged!!

Here are some tips on creating posts that will have impact:

- Post Consistently at least 6 days a week.
- Post Images eg motivational images, funny images, images on products/ services
- Keep your post short between 100 to 150 characters (especially if you are looking at boosting a post)

- Stay on Topic – Remember people are on your page because they are interested in something you have to offer... keep it relevant
- Call to Action – don't be afraid to ask them to like, comment and or share
- Ask Questions: Make it so people have to give a response.. this also works well for product or service feedback and product development/ R and D.
- Offer Value – Ask them what they want and give it to them

Bonus Tip: Never Ever, Never, Never buy likes! Simple!! There are a whole heap of reasons not to do this but just be warned if you do it will put all your stats out on your page and will drive advertising costs up and make Facebook not rank any of your posts.... Just to name a few! So your posts will not be shown to the people that matter the most!

Now it is your turn:

- 1: Invite people to like your page via the link on the page
- 2: Send out an email to your database and tell them about your page
- 3: Sent a message to your "friends" on your personal profile
- 4: Join other pages and contact page owner .
- 5: Start thinking about the value you can offer people who like your page
- 6: Let us know on Facebook when you are all done 😊

Day Three: Action Plan

1. Download PDF document
2. Watch Video 1: Intro How to get Organic (Free) Likes on your Facebook Page
3. Watch Video 2: How to get Organic (Free) Likes on your Page
4. Post on Facebook Business Page you have completed
5. Any questions on our Group Page

[Link to Social Media Chix Facebook Page](#)