

## Lesson no. 7: Increasing fans on fan page

### ***I. INCREASING FANS ON FAN PAGE***

#### ***i. ENGAGING CONTENT***

Make sure all posts add value in some way, either through entertaining or providing solutions to problems for your visitors. Just as the actual copy should engage, so should photos. Also, make sure a photo is used in every post

This all leads to your current page followers sharing your content on their personal pages, which helps attract new page likes. Remember, content truly is king across all online marketing channels. In regards to promoting yourself in posts, the standard practice across various verticals is 20% promotional and 80% non-promotional.

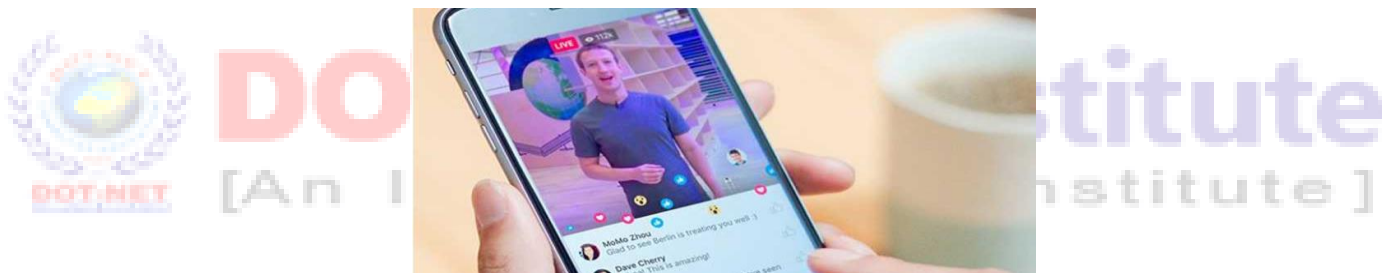


#### ***ii. LIVE VIDEOS***

Last summer, Facebook said that users spent 3x more time watching Live Video over traditional video. This trend continues, and all the top companies are using them, from Dunkin Donuts to

Airbnb. Live video engages by nature and helps others share, which will assist in reaching a new audience and bolstering likes. A great example is a BuzzFeed live video from last summer. The live video showed two employees trying to explode a watermelon with rubber bands, something you'd expect from the masters of click bait material.

The results? Facebook reported that during the 45-minute video's peak, over 800,000 viewers were watching. Talk about going viral, and many of those watchers joined the page because of the traction the video was receiving.



### iii. POST REGULARLY

This is simple — have a routine for posting. If you have many divisions, post X amount of engaging content for each division at scheduled times during the week.

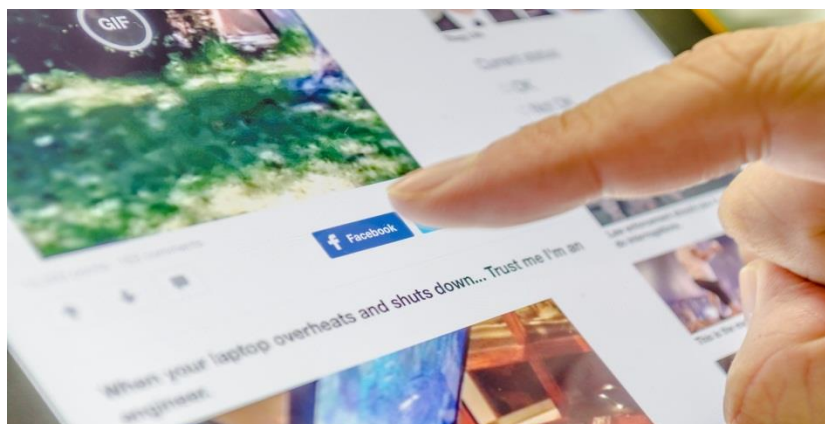
For example, in the digital marketing world, content marketing posts may run once a day around noon, whereas technical SEO related content may run every day around 3 pm. Also, make sure experts are helping create the posts for their respective divisions.

Capture an audience and make the feed consistent, week-by-week, day-by-day. Humans crave consistency, and it will help your online social media presence.



#### iv. PROMOTE PAGE ON OTHER SOCIAL MEDIA CHANNELS

Cross-channel marketing in social media is vital for new Facebook page likes. Have Instagram, Twitter, LinkedIn, or Snapchat accounts? Promote your Facebook page across all of those channels. A good rule is to promote your Facebook page on these channels at least bi-weekly to capture the most amount of likes to your Facebook page from new viewers.



#### v. CONTESTS

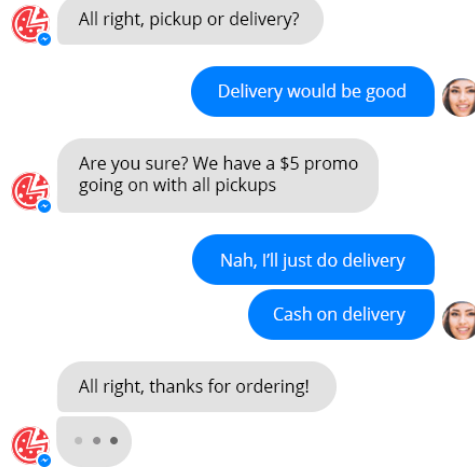
Who doesn't like a contest, or anything free for that matter? Be creative and create a few contests every month, and give away free swag or services. Make sure the content engages, which will help your audience share your page, and attract their friends.



### vi. ENGAGE: MAKE RESPONSE A PRIORITY

Although over 60 million businesses are on Facebook, only 87% of posts are responded to by business page owners. Be part of the 13% that actually responds, and witness more traction in current page like interaction, which will lead to more shares and new likes.

The size of the business shouldn't matter; if you're larger, you'll have your own social media people who take care of all this work. But for smaller companies, recruit — don't appoint — team members who display a passion for Facebook outreach. Divide the workflow of each of these social responders by expertise for the subject of engagement.



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