

# IMR INFORM:

## 5 Facebook Strategies To Increase Page Likes



# Rule # 1 - 80% Social & 20% Marketing

## Being social drives engagement.

Have you ever seen that FB page that only post when they want you to buy something? That page that always has "Come on down buy this... and you save huge here, come buy that" ... Now think of how fast you unfollowed that FB page.

People want to see fun, social content when they are on FB. They don't care about your sales, or your product (yet). They want to connect to your business on a personal level. Which is why you will see much more likes, comments and engagement on your facebook when you start posting in this manner.

## What do we mean by 80%-20%?

If your business is posting 10 times each day, 8 of those post should be social content. Now what is social content? Good social content is any content that your customer relate to. This post should NOT have logos, or any advertisements at ALL. We cannot stress this enough, adding logos or contact info into the post makes it a marketing post. Do not add any advertising words to your social post.

For an example, a Pet Clinic could post a funny picture of a cat playing with a toy, or a dog doing a funny face. These post are best if they are from other FB pages and content outlets. These post could be videos from youtube, quotes to inspire, gifs that relate to your customer, and even post just saying good morning.

Its important to pick content to share that your customers relate to. If you are a company that provides landscaping services post a gif of a flower opening up, or post a tip on how to plant a flower the correct way. Again do not pitch them your services, just give them free social content. Be an online friend now, they will become a customer when you gain their trust.



# Rule #1 Ex. - Marketing vs Social Post

## Marketing Post

**PLUMBING 911** Plumbing 911  
July 6 · 🌐

Call the plumbing experts at 911 plumbing for automatic shut off valve service, repair and installation.



Call the plumbing experts at 911 plumbing for automatic shut off valve service, repair and installation.

866-720-0911 TOLL FREE

Like Comment Share Buffer

1

Write a comment...

## Social Post

**Avalon RV Center** shared Felicia Marie Baker's video.  
Published by Justin Encite McDaniels [?] · July 21 at 10:57am · 🌐

Can you imagine being able to get this close to a wild deer?? Incredible!



3,117 people reached

Like Comment Share Buffer

👍 🗨️ 🚫 Charmaine Beish, Denise Gordon and 80 others Top Comments ·

Write a comment...

**Vanessa Peterson** Brittany look at this deer whisperer. Need to take him hunting with you  
Unlike · Reply · Message · 🌟 1 · July 21 at 11:01pm

1 Reply

Look At The Difference In Engagement!

# Rule #2 - Interact With Comments/Likes

## Interaction Turns Likes Into Friends.

This rule is very important for any FB page to grow. Interacting with your followers brings massive awareness, reach and likes to your FB page. Responding to your customers on facebook when they leave a comment not only establishes a rapport with the online lead, but it turns them into a friend.

## Online Friends Means More Shares.

As you start responding to your online customers they will start connecting with your business on a personal level. This is so important because it sets up residual shares, likes and comments for the life of your online friendship.

The increased shares, comments and likes will also expose you to each of your online friends contacts. Each time your online friend interacts with your FB page there is a chance that any of the friends that your customer has may want to also chime in. The friends of your online customers will be more likely to follow your page, drive engagement & create leads.

## Respond Like You Would In Person.

Its important that when you are interacting with your customers on Facebook that you act like a real human being. In business today people like to connect with others and build trust with a company before they will give you their business.

So make sure you respond to your customers in a polite manner, always say thank you & sorry when you have made a mistake. Transparency is huge when it comes to talking with customers online. When you show your customers that you care by communicating with them they will spread the word about your company, and that is great advertising.

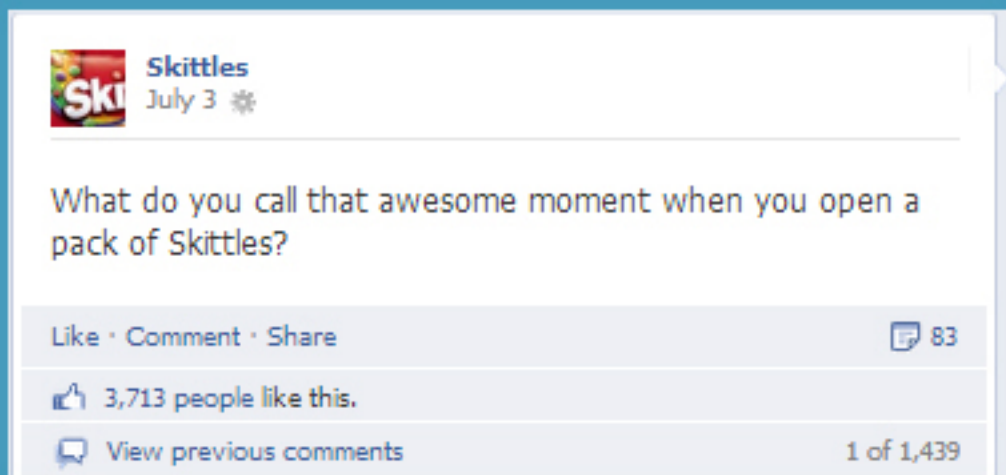


# Rule #2 Ex. - Post To Increase Interaction

## Fill In The Blank Posts Work Great.



## Get Them To Talk With A Question.



## Rule #3 - Share Others Content

### Sharing Others Content Creates Community

There is nothing worse than a Facebook page that only posts about themselves. It's kind of like that kid that always thought he was the best at everything. Only talking about how great they were, how easy everything is and so on. Do you remember how much you liked that person? Welcome to the FB page that only posts their own content.

Just as that particular person probably didn't have very many friends, your FB page will follow suite. Again people hate being advertised to and if you are one of the FB pages that does this, stop ASAP. The best way to build friends online is to share their content. If you see content that is awesome, share it!

Follow Facebook pages that post great content all the time so it shows up in your timeline. Now everytime you see something that applies to your customer base you can share it! Sharing content from other pages and people on Facebook is the best way to an online community.

### The Community Will Share Your Content

Now that you have built an online community you will start to see your friends share your content. Just think, an online community all sharing each others content, sounds like euphoric right?

Building an online community has many advantages to building your Facebook page.

- Your community will share your content, giving you more views, reach and interaction.
- The online friends you build will give you social proof, allowing new customers to easily trust you and increase your brand
- Having a community that is looking for your content allows your page to create buzz when the time is right.



## Rule #3 Ex. - Places To Find Content

### Finding Awesome Content Is Easy!

# Buzzsumo



Buzzsumo is a great place to find awesome content in your niche. Just type in any keyword or website and Buzzsumo gives you the most shared content in the category. Allowing you to find the content that your customers would share.

Reddit is an amazing place to find content in any niche. Just follow a "subreddit" and you will find the newest content being shown all over the web. Each post will also be ranked by popularity. So the best content is easy to find.

# Pinterest

# Instagram

Pinterest makes it easy to find great content by following boards that your customers could relate to. When you follow great boards each time content is added to it you will be notified.

Instagram is one of our favorite places to find great content. Whether you're looking for pictures of any place, or great videos you can find awesome content to post just by using the Instagram search bar.

# Rule #4 - Add FB Like Boxes To Your Site

## Facebook Will Build Trust On Your Site

One great way to build the likes on your FB page is to have Like Boxes on your website. These like boxes will not only drive organic FB likes, but it will allow customers to associate your website, with a real FB page, building trust with your online customers.

## Integrating FB Helps SEO

Not only does integrating FB like boxes help you with building your Facebook page, but it also helps your organic search rank. When you connect your website and facebook together search engines like google know that you are a legit business. This will help increase your organic search placement, and when your page starts getting a massive amount of likes it will establish authority for both your site and FB page.

## People Are More Likely To Follow You

These Facebook like boxes will also make it more likely for people to follow you from your website. Its proven that when people see others already following a page they are more likely to like the page as well.

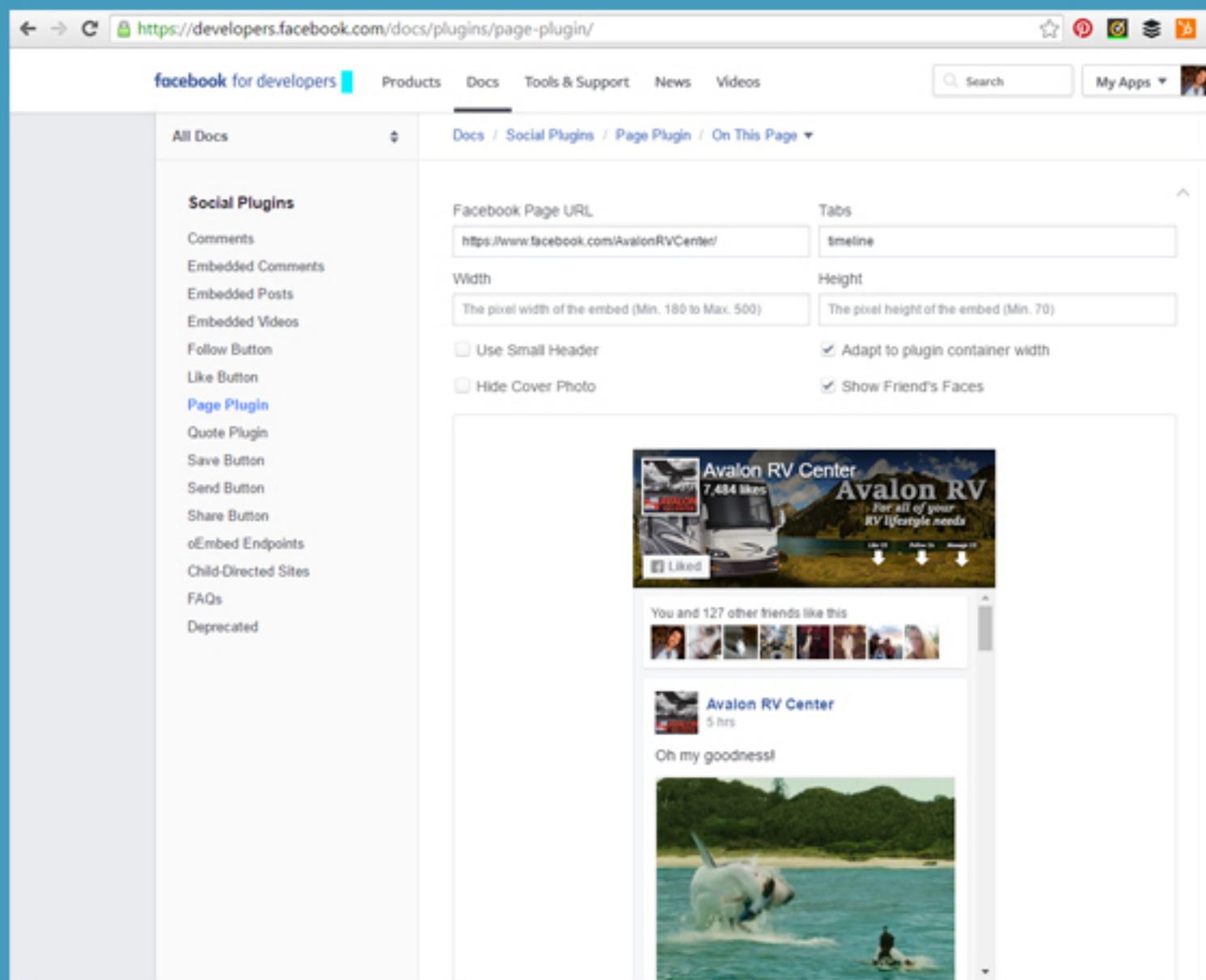
When someone comes to your website and they see a bunch of faces on a FB like box it automatically makes them connect with your page. If this person happens to see one of their friends like your page, or that they have many mutual friends that like your page it is a much higher chance that you get a page like from that person. This social proof alone is a huge reason to add a like box to your website.



# Rule #4 Ex. - Facebook Makes It Easy

## Type Your URL, Copy & Paste, Done.

Putting Facebook like boxes on your website is easier than you may think. Just go to <https://developers.facebook.com/docs/plugins> and then select Page Plugin on the left of the page. After, just type the URL of your Facebook page in and it will give you the code you need. Once you have the code, its just copy and paste!



The screenshot shows the Facebook Developers website at <https://developers.facebook.com/docs/plugins/page-plugin/>. The page is titled "Page Plugin" and is part of the "Social Plugins" section. The left sidebar lists various social plugins, with "Page Plugin" selected. The main content area shows the configuration options for the Page Plugin, including:

- Facebook Page URL:**
- Width:**
- Height:**
- Use Small Header:**
- Hide Cover Photo:**
- Adapt to plugin container width:**
- Show Friend's Faces:**

The preview area shows a Facebook post from "Avalon RV Center" (7,484 likes) with a photo of an RV and a video of a shark. The post text says "Oh my goodness!" and features a video of a shark jumping out of the water.

# Rule #5 - Organize & Run Contest

## Contest Build Page Likes Quickly.

Organizing a Facebook contest is one of the fastest ways to get likes to your page. When you hold a contest make sure to put in the rules that the person must like your page in order to win the prize. This will ensure max FB page likes.

## Some Tips For Your Contest.

1. Read The Facebook Terms of Service
2. Set a reasonable goal for your contest
3. Sweepstake contest are the easiest to enter.
4. Driving the most entries requires an awesome prize.
5. Small weekly Giveaways are great to drive likes, even if its just a gas card, or maybe store credit.
6. Create good rules for your contest. Make sure you challenge your contestants to Like, Comment & Share for more reach.
7. Feature an visually appealing photo for your contest picture.
8. Show the prize in your contest photo.
9. Create your own contest Hashtag.
10. Interact with the comments you get from contestants.
11. Keep your page up to date with the contest.
12. Thank people for entering your contest.
13. Announce the winner on your FB page.
14. Show a picture of the prize being shipped to the winner and tag the winner in the photo.
15. Sometimes the first person you pick to win will not respond to you. Make sure you get a winner and Always send the prize.



# Rule #5 Ex. - Contest Post Examples



**Palm Tree Charters, St John USVI**  
Like This Page · Yesterday

Palm Tree Charters contest time.. Fill in the blank.

This was the sight of the very first \_\_\_\_\_ on St. John.

Like · Comment · Share

43 people like this. [Top Comments](#)

2 shares

-  **Carole Overmyer** prison  
Like · Reply · 4 hours ago
-  **Noel Sofia** painkiller!!!!  
Like · Reply · 1 · 13 hours ago
-  **Ginny Fields** Church!  
Like · Reply · 13 hours ago via mobile
-  **Dooda Day** Bakery?  
Like · Reply · 13 hours ago via mobile
-  **Linda Halleman** Hollingsworth Church  
Like · Reply · 13 hours ago
-  **David Purcell** Bar.  
Like · Reply · 1 · 14 hours ago

[View 36 more comments](#)

**Dubai Dolphinarium**  
August 26 near Dubai, United Arab Emirates

Good Morning guys; we are giving away 1 voucher for sea-plane experience from Seawings!!! Simply answer the question:


What can the Seawings aircraft land on?


- a) Land
- b) Water
- c) Both

The lucky winner will be chosen tomorrow; good luck to all !

Like · Comment · Share 91

290 people like this. [Top Comments](#)

 **Reby Ahmed** Both 😊  
Like · Reply · 2 · August 26 at 2:39pm via mobile

 **Dubai Dolphinarium** replied · 2 Replies

 **Dee Mc Mahon** (C) Both good luck everyone  
Like · Reply · August 26 at 11:22pm

[View more comments](#) 2 of 588

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about 9 months ago

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32K 7.8K 2.2K