

# 30 FUN & CREATIVE Ways to Increase Your FACEBOOK Fan Page “LIKES”





Facebook fan pages have changed dramatically in the past year. As with many new things, fan pages were the craze and everyone "liked" every fan page that someone invited them to check out. There was an easy process in place whereby you could invite your entire personal profile following to check out your fan page and they did!

People quickly became disenfranchised with the numerous fan page join requests that they got daily and they started to simply ignore them. Now that Facebook has taken away the ability to invite our personal profile friends to support our fan page, our exposure for our fan pages has decreased dramatically.

So the question becomes, "how do we get more likes?"

Here are some fun and creative tips for getting more fan page likes.

## 1. ADDING A FACEBOOK FAN BOX TO YOUR WEBSITE

This is an extremely effective tool. The fan box should be prominently displayed on your site.

If someone visits your website and notices that you are on Facebook, the chances of them clicking on your fan box and checking you out are very good. Many people stay logged into Facebook by default so it is a simple



point and click that will land them on your fan page. If you don't have a fan box, get one up as soon as possible. [Click here](#) for the link to the Facebook fan box plugin.

## □ 2. CUSTOMIZED WELCOME APPS ON YOUR FAN PAGE



Design a customized welcome app that your audience will see when they visit your fan page. Provide a compelling **free offer** to engage them and encourage them to “like” your page. This is a highly effective way to showcase your business and build your list simultaneously! Some examples of great free offers are a free report, eBook, video, etc. Anything that holds value and is something your target audience would actually want to consume.

### 3. USE A REVEAL TAB ON YOUR WELCOME APP

A reveal or fan gate will increase your “likes” by 20-30%! A reveal tab is a graphic that entices your visitor with a FREE offer but they have to “LIKE” your page to get to the free offer.

### 4. LINK YOUR PERSONAL PROFILE EMPLOYER TO YOUR FAN PAGE

The info box under our personal profile pictures has been phased out and important personal “highlights” have been moved to the top of our personal profiles. This is prime real estate so I encourage you to take advantage of this immediately. Link your employment to your fan page. Instructions on how to do this can be [found here](#). Once you have completed this, your Fan Page will appear under your name on your personal profile.

### 5. ASK QUESTIONS

Interact with your Facebook fans by asking questions, conducting polls, allowing them to tag photos and have some fun. Ask their opinions about the latest gadgets or what they expect from your blog. This is a great way to “LISTEN” to your followers; you will find out what they think, what they are looking for and need and then you can respond accordingly.

### 6. EXCHANGE LINKS

Ask your friends to invite his/her friends to your fan page using suggest all friends’ option. You can also exchange links with other blogger friends and you can invite your friends for liking his fan page and vice versa. Thereby, both blog owners get benefit from mutually inviting friends for fan pages.

## □ 7. POST A STATUS UPDATE

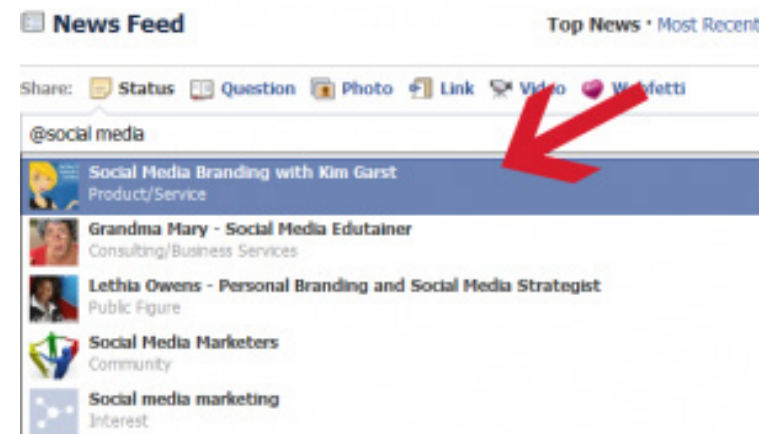
Post a status update that will invite people to check something out on your fan page; perhaps a link to a news article or something of value to your audience. Never be afraid to share your fan page with your friends; just be careful to not be abrasive with the requests. There is a lot to be said for the old adage “ask and you shall receive”.

## □ 8. INVITE PEOPLE TO YOUR PAGE USING TEXT MESSAGING

You can send a text message to 32665 (FBOOK) with the words **fan yourusername** or **like yourusername** and they will be added to your fan page. This is a great way to add fans when you are hosting a webinar or giving a presentation to a live audience.

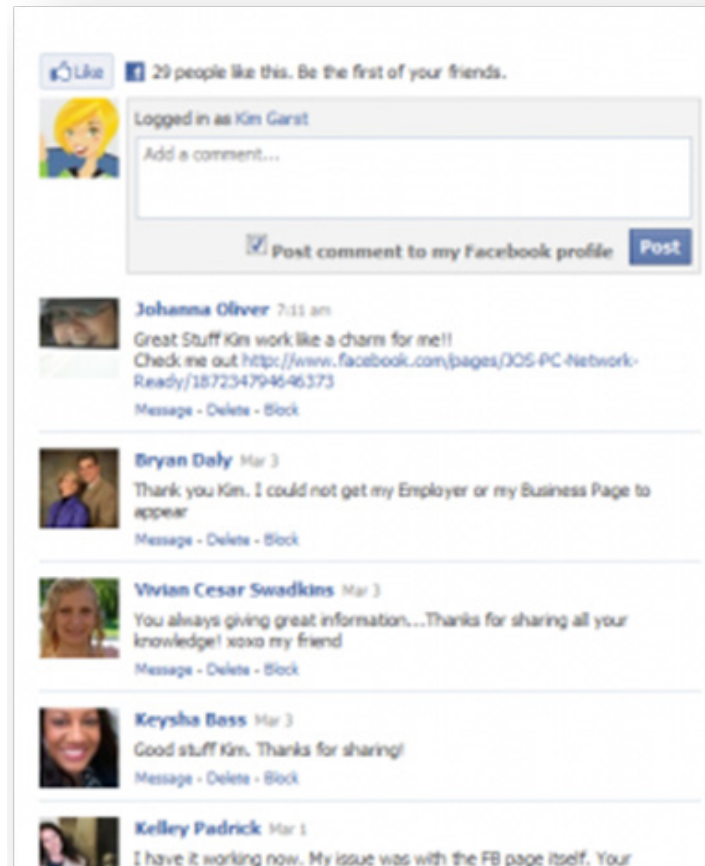
## □ 9. STATUS TAGGING

Status tagging is a great way to recognize someone and to network value. You can share valuable content and provide added publicity for the originator of the material by use the status tagging feature. Your fans can then check them out and see other valuable content they may offer. The return on this is that your fan page will also gain some visibility from the status tagging; possibly even acknowledgment from an influencer which would definitely be a win-win situation! You can tag both a person or a page by typing the @ sign and then the name of the person or page that you wish to tag. A pop-up box will appear with suggestions as you begin to type. You can choose then right one without having to continue typing the full name.



## 10. FACEBOOK COMMENT BOXES

Utilize the Facebook comment boxes to allow visitors to comment on your content even if they are not a fan. Any comments made can be seen by others and are broadcast virally through their friend network as well; driving more traffic back to your site. This does require some technical skill but I found a good tutorial [here](#).



## □ 11. CONTESTS

Contests are BIG and everyone loves them! I suggest checking out [WildFireApp](#). There are some rules and regulations on contests via Facebook so make sure you check out the rules before you started. You can find the rules [here](#).

## □ 12. LIKE BUTTON

Using Facebook “like” button on your blog site will drive traffic to your posts. I recommend the [WP FB Like plugin](#) if you are using WordPress for your blog site.



## □ 13. MAKE YOUR OWN FACEBOOK LIKE SIGN

This is a pretty cool way to promote your fan page. Note that not only is your fan page listed but so is the “text” instructions. Get yours by clicking [here](#).



## □ 14. FAN OF THE WEEK OR MONTH

Highlighting one of your fans every week or month is a great way to encourage fans to engage more because it is just human nature to want to receive recognition. It is a great way to value your fans! You could even offer prizes to give even more value to the fan of the week/month promotion.



## □ 15. EMAIL SIGNATURE

Every email that you send is an opportunity to share your Facebook fan page. Check out the email signature tool [wisestamp](#) for a creative way to link to your social profiles.

## □ 16. GET FANS TO TAG PHOTOS

If you host or attend any type of a live event, take plenty of photos. Make a folder on your fan page for all the event photos and ask your fans to tag themselves in the photos. This will push the photos out to their wall and propagate through their friend's news feeds. This can provide a TON of FREE exposure for your fan page. Pictures are always noticed more than text so people are more likely to pay attention to the photos.

## □ 17. USE A FACEBOOK BADGE

[Facebook Badges](#) are a simple and effective way to link to your Facebook profile or your fan page. Unlike widgets, badges are images and will load much faster on your site.





## □ 18. NEWSLETTER PROMOTION

Have a list that you market to weekly? Make sure that you are including links back to all your social media connections on every correspondence you send out.

## □ 19. BUSINESS CARDS

Include a link on your business cards to your fan page. You can get 250 FREE business cards from VistaPrint.com or customize 500 for \$1.99. CHEAP way to advertise your business.

**MAJOR TIP:** Did you know that you can shorten your Facebook url by using fb.me or fb.com? For example; <http://www.fb.me/socialmediabrandinggal> or <http://www.fb.com/socialmediabrandinggal>. Use the shortened version to save space on your business card!

## □ 20. USE YOUR FAN PAGE LINK WHEN COMMENTING ON BLOGS

When you leave comments on other people's blogs always use a link to your fan page. This is especially helpful if you have a catchy Facebook userid that is descriptive of your business. It will definitely catch people's attention and lead them back to your fan page!

## □ 21. CHOOSE A CATCHY VANITY NAME FOR YOUR PAGE

To get detailed instructions on how to obtain your Facebook fan page vanity name, click [here](#).

I would like to request that you share this page with others who might be interested.

## □ 22. CONNECT YOUR PAGE TO TWITTER

Connecting your fan page to your Twitter is one strategy that can be used to convert your Twitter followers into Facebook "likes". Using this strategy will send whatever you post on Facebook to your Twitter account with a "link" back to your Facebook fan page. To implement this strategy click on this link <https://www.facebook.com/twitter/>

## □ 23. WATERMARK YOUR VIDEOS

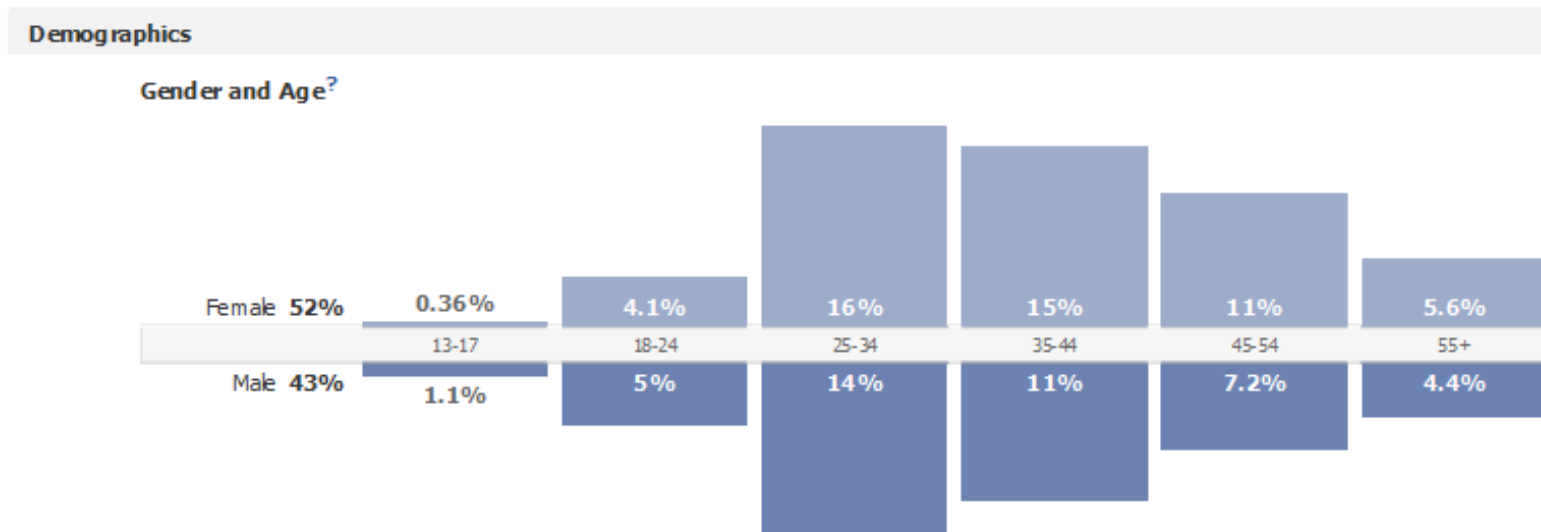
Always provide a watermarked link on all your videos with a link to your Facebook fan page. Video is a very powerful marketing tool and people that see your videos on YouTube or other places that you might have uploaded them, may follow the link back to your fan page.

## □ 24. USE FACEBOOK INSIGHTS TO TRACK RESULTS

Facebook Insights offer a tremendous amount of analytics that you can use to see what is working and where your traffic is coming from. Obviously, once you see what is working, you can focus more in that area to continue to build your “likes”.

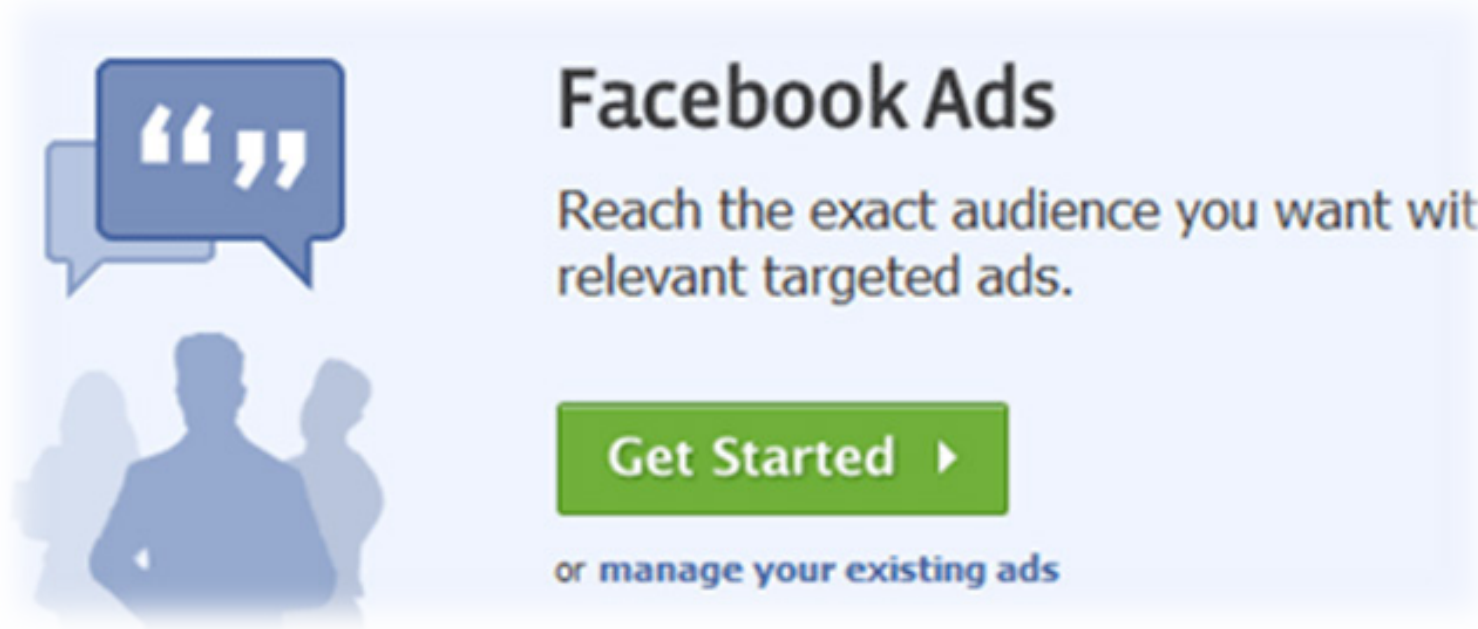
## □ 25. ANALYZE THE DEMOGRAPHICS PROVIDED BY FACEBOOK INSIGHTS

Demographics will show you the gender and age of your fan base. This will allow you to target your marketing so that it appeals to the demographics of your fans.



## □ 26. TARGETED FACEBOOK AD CAMPAIGNS

Facebook Ads are extremely powerful, fairly inexpensive compared to PPC and VERY targeted. You can target who sees your ad based on age, location, interests, etc. To get started with a Facebook Ads Campaign [click here](#).

A promotional graphic for Facebook Ads. On the left, there is a blue speech bubble icon containing white quotation marks, positioned above a blue silhouette of three people. On the right, the text "Facebook Ads" is displayed in a large, bold, black font. Below this, the text "Reach the exact audience you want with relevant targeted ads." is written in a smaller, blue font. At the bottom right, there is a green rectangular button with the white text "Get Started" and a white right-pointing arrow. Below the button, the text "or manage your existing ads" is written in a smaller, blue font.

**Facebook Ads**

Reach the exact audience you want with relevant targeted ads.

**Get Started** ▶

or manage your existing ads

## □ 27. INVITE YOUR CUSTOMERS TO YOUR FAN PAGE

Chances are, if they have bought something from you, they are willing to follow you on Facebook. Make sure you include a Facebook "like" box on your thank you page in order to catch those that purchase from you in the sales process.

## 28. CONSISTENCY

Being consistent on your fan page will make you more “likeable”. If someone is checking your page out and you haven’t posted there in months, guess what? They are going bye-bye! Make sure you post and interact with your fans regularly.

## 29. GREAT CONTENT

Quality content is obviously a great first and, most importantly, lasting impression. Providing great content that is of value to your fan base is going to keep people coming back, engaged and SHARING your page with others.

## 30. INVITE YOUR TWITTER FANS TO YOUR FAN PAGE

A great way to entice people to share your content is by giving them an opportunity for added exposure by offering them something in return. For example;



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<http://socialmediabranding.com>

Edit your profile →

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It is BLOG SHARING day! Come and share your blog URL on my fan page @ <http://www.fb.com/socialmediabranninggal>  
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