

# HOW TO EARN MORE FACEBOOK FOLLOWERS

## 30 Tips to Grow Your Presence and Build Brand Awareness

Facebook marketing is a major area of focus for brands in all kinds of industries, no matter their size or niche. This isn't surprising when you consider the usage of this platform.

There's a lot of opportunity to attract and engage your target audience. But people don't simply come to you, especially as competition increases in the social media world.

You need to be consistent and actively pursue building your following for your company page.

### FACEBOOK STATISTICS

- There are 2.41 billion monthly active users on Facebook.
- 74 percent of Facebook users log in every day.
- Users spend 38 minutes per day on the platform.
- 300 million people use Facebook stories every day.
- Facebook is the third most visited website.

Adopt these 30 tips to continue growing your Facebook following.

## CONTENT STRATEGY IDEAS

### MAKE THE MOST OF YOUR CONTENT.

1. Use images that are relevant to your content and captivating for your audience.
2. Provide content that speaks to your audience's pain points and addresses their needs to keep them engaged and interested.
3. Maximize engagement by keeping your content short – less than 50 characters yields the highest levels of engagement.
4. Prioritize the quality of your content by delivering unique insights and providing expert advice that stands out from your competitors.

### 5. Apply the 80/20 rule.

80 percent of your content should be educating your audience, and 20 percent can be promotional, highlighting your products or services.

6. Implement social plugins within your content. These plugins include:

- The Like button
- The Share button
- Embedded posts
- Comments boxes

7. Add video to your content strategy – it earns more than 59 percent more engagement than other post types, like questions, photos, or links.



8. Measure your Facebook content performance using Facebook Analytics, leveraging data to inform your content strategy to maximize engagement and attract more followers.

9. Tag other pages that are relevant to your audience within your content so you appear on other pages.

10. Establish a consistent publishing frequency to keep your audience engaged and meet the expectations of your new followers looking to consume your educational content.

# COMPANY PAGE OPTIMIZATION

## DISCOVER WAYS TO IMPROVE YOUR COMPANY PAGE.



**11.** Optimize all aspects of your Facebook company page for search, which you can accomplish by following SEO best practices like using relevant keywords.

**12.** Include a link to your Facebook company page within your emails. For example, add it to your email signature.

**13.** Invite your current contacts list to follow your company page by highlighting the value they'll get from your Facebook content.

**14.** Include the address to your Facebook company page on other marketing collateral, like business cards, brochures, and other printed materials.

**15.** Tag your company page when you post on other pages so people can click on your brand name and learn more about your company.

## ENGAGEMENT TIPS

### FIND WAYS TO BETTER ENGAGE YOUR AUDIENCE.

**16.** Using your company page, continue engaging with pages that are similar to yours where your target audience is spending time.

**17.** Host contests that deliver value to your target audience, encouraging people to like and follow your page as enrollment criteria to enter the contest.

**18.** Leverage your personal social media presence to link to your company page.

**19.** Create a Facebook group that focuses on your industry so you can reach your target audience and foster trust with them.

**20.** Engage with your industry by joining communities and groups and leaving insightful comments on posts you can provide your expertise on.

**21.** Cross-promote your Facebook company page on your other social media channels (e.g., your Twitter, LinkedIn, Instagram, Pinterest).

**22.** Use relevant hashtags in your Facebook content to attract people looking for topics specific to your brand's offerings.



**23.** Create incentives to encourage user-generated content, like asking event participants to tag your company in photos or encouraging customers to share photos of your products.

**24.** Host Facebook Live videos, which you can promote as a scheduled live event to increase viewers and edit afterward to distribute as clips on your company page.

# BRAND AWARENESS TIPS

## EXPLORE TECHNIQUES TO EXPAND BRAND AWARENESS AND VISIBILITY.

### 25. Collaborate with other brands.

Create a co-marketing or co-branding strategy, where you cross promote each other's company page.

26. Include Facebook specific calls to action (e.g., "like us on Facebook") on your thank you pages throughout your website.



27. Highlight your company culture to show the personal side of your business – people like to engage with other humans, not faceless corporations.



- 28. Provide exclusive discounts to your Facebook followers, which will keep your current followers engaged and earn new followers who want to save big on your offerings.
- 29. Display Facebook placards at your company's physical location to stay engaged with visitors.

### 30. Run a Facebook Ad Campaign.

Deliver value and target specific needs that you know you can fulfill for your audience.

# MASTER YOUR STRATEGY

By adopting these tips and best practices in your Facebook marketing strategy, you are going to continue building trust with your audience, developing brand recognition, and attracting new followers who are good fits for your business. The faster you build your following, the faster you can grow your revenue.

## Use Facebook to Grow Your Business



Meet with your inbound specialist to develop your own social media marketing plan that expands awareness and fills your pipeline with leads.

[Speak to a Specialist](#)

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