

How to guide:

GETTING 'LIKES' ON YOUR FACEBOOK CAMPAIGN PAGE

Post a status

It sounds so simple, but letting the ether know you have a new page online with a status update that quickly details what it's about, is the first and easiest way to promote your page.

Design your page

Use a well-designed and instantly recognisable timeline picture and use your logo as the profile picture. The more graphics on your page that represent your business, the easier it will be to recognise and remember.



Involve related groups

Facebook pages send messages in the form of updates, however, groups send a message to their members' inboxes, triggering an email alert, which is more likely to be read and absorbed.

Contact the admins of the groups you want connected to your page. Not only can you gather relevant information on their users in order to tailor your updates, but you may also be able to contribute to their content value too.

SMS likes

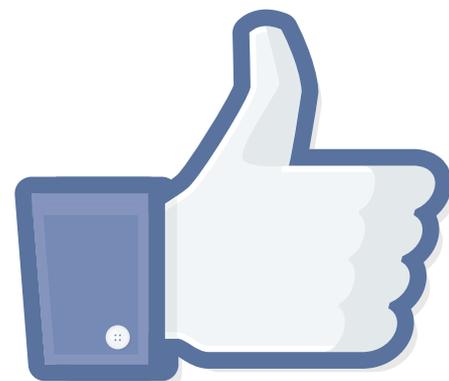
You can ask people to join your page via SMS. Ask your audience to send a text message to 32665 (FBOOK) with the words 'fan yourusername' or 'like yourusername'.

This is a great way to reach an audience that you may not otherwise be connected to on social media. This also works well at live events (healthcare conferences/workshops)

Install a Facebook page badge on your website

Badges direct a user to your Facebook page from a website or email signature. They load quicker than widgets and are an easy way to promote your page in day-to-day correspondence.

Install a Like box on your website



Run a fan only competition

There's nothing like incentives to get your Facebook fans involved. And by making it fans-only, visitors to the page will be encouraged to become fans.

Make sure your facebook URL is short and memorable

If users can find your page by simply typing in the URL, your traffic will increase. You cannot change the URL once it's created, so make sure it's catchy!

Produce interesting and original content

By creating interesting content, users will be more likely to comment, meaning your reach will increase. There's no point posting content that others will ignore, or worse - that will encourage users to unlike your page!

Want to know more? ZEST can help!

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