



Facebook Growth Guide

In this lesson, you will learn about:

- ★ Facebook Page Likes vs Facebook Page Followers
- ★ Using the invitation method

Before you start working on growth, you should make sure that you've set your profile up correctly (see lesson 2) and have started posting properly (see lesson 4) and know how to engage with your followers (see lesson 5).

Unlike Instagram and Twitter, Facebook business page growth does NOT adhere to the follow/unfollow method. Instead, Facebook business pages adhere to the Invitation Method and rely on boosting to help speed up the process of generating page likes and followers.

The difference between a Page Like & a Follower

- ★ Page Likes - It used to be that an individual could only 'like' a page. This meant that not only was that person counted as part of your audience but they also automatically saw some of your organic posts.
- ★ Page Followers - Page Followers - More recently, Facebook have added 'followers'. This is a slightly confusing metric, but it basically allows someone to 'follow' you but not 'like' you. (This means that they don't count as part of your audience but they still see your posts).
- ★ WHY DOES THIS MATTER? It really only matters if you want to pay to get your content directly in front of your audience (the people who 'like' your page).

There is an article in the resources which goes into the difference a bit more if you are curious: <https://boostlikes.com/blog/2019/01/likes-followers-equal-numbers>

Invitation Method

With Facebook business pages, you must rely on the invitation method to grow your page likes and following which involves:

- ★ This method involves inviting friends and family to 'like' your business page. (This helps you get your first 100 followers which enables you to see your analytics).
- ★ You can invite individuals who react to posts on your business page. (Once you have engaging content, this method works really well for connecting with people you don't know).



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5 Top Tips for using the Invitation Method

1. Invite friends and family to like your page.
2. Add a like/follow plugin or button to your website.
3. Include a Facebook page link to all your digital communication.
4. Invite people, who react to your posts, to like your page.
5. Speed up growth by boosting content.

TOP TIPS IN MORE DEPTH

Invite your friends and family

- ★ This is the best method to reach your first 100 likes/followers which you need in order to see analytics aka insights (more on this later).
- ★ It is the easiest way to increase your number of followers BUT make sure you aren't asking people for the sake of asking them. You want to have engaged followers remember!?! Only invite friends and family that fit the profile of your ideal customer.

Add a Like/Follow Plugin or Button to your website

- ★ This is a less effective method, but you should do it nonetheless
- ★ By putting a plugin or button on your website, people can easily find your Facebook page and start following and liking it

Promote the Facebook Business Page in all digital communication

- ★ By linking the Facebook logo to your Facebook page in all digital communication you also encourage people to like or follow you. (i.e. In your email signature or at the bottom of your MailChimp newsletter).
- ★ Like the website button, this method isn't as effective, but you should still do it.

Invite people who react to your posts to like your page

- ★ To do this, click on the number of reactions on the bottom left of your posts and a pop up will appear to show whether individuals have already 'liked' your page.
- ★ People that haven't already 'liked' your page will have a bold 'Invite' button next to their name. Clicking on this will send them an invitation to 'like' your page.
- ★ Check your post reactions regularly as this is a good way to grow your following.

You can speed up growth by Boosting Content

- ★ Boosted content should result in an increased number of people reacting to your posts. You can then invite these people to 'like' your business page.
- ★ We will cover this, in more depth, during the Paid Advertising Workshop in the Strategy Module.



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And just remember... If you aren't doing Joy's 6 Bs, focusing on growth is irrelevant!

1. Be on brand and professional
2. Be relevant with your content
3. Be on when your followers are on
4. Be consistent
5. Be engaged
6. Be aware of your analytics

Kay Takeaways

- ★ Posts that elicit a reaction will encourage growth - The invitation method relies on inviting people who react to your posts. So if you want to grow your page likes, you need to post stuff that people will react to.
- ★ You can use paid advertising to boost posts that are doing well organically, or run a campaign optimised for page likes and therefore increase your chances of people liking your page.
- ★ Engage in Facebook groups and like or comment on relevant page's posts (these can be found in See Pages Feed).

You can learn more about Facebook Groups with our ★ BONUS ★ Quick Start Guide to Facebook Groups