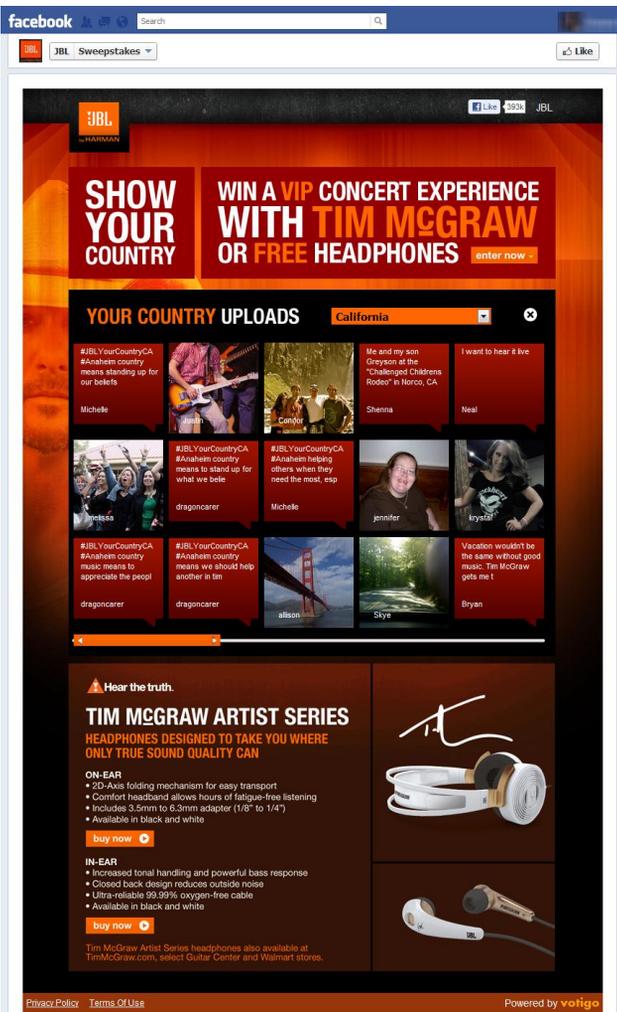


10 Ways to Get More Facebook Likes



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1) Run a Sweepstakes

Running a like-gated sweepstakes through a Facebook app is a great way to generate buzz and get fans sharing your brand with their friends.

2) Include Social Links in Emails

Always include links to your Facebook page in email newsletters to encourage your existing audience to like your page.

3) Run a Photo Contest

Photo contests encourage interaction with your page, and by allowing voting you encourage entrants to share your page with their networks. Use an app to make sure you are following Facebook guidelines.

4) Create Great Content

Create and post great content that is useful or interesting and it's sure to be shared and liked - gaining more exposure for your page.

5) Interact with Your Community

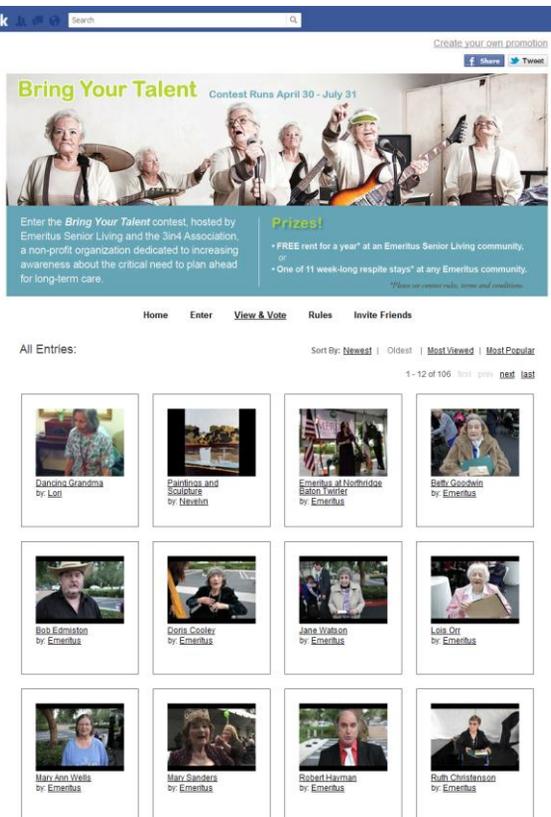
Facebook is meant to be social, so always respond when a user posts on your page or comments on a post. Increase engagement with your fans and you'll increase your likes in no time!

6) Use Sponsored Stories

Sponsored stories are a great way to reach a targeted audience through Facebook stories.



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7) Promote your content

You can promote your posts on Facebook, giving you more visibility and increasing your odds of engagement - which will help you gain more visibility and likes.

8) Run a Facebook Ad

Facebook ads can be targeted based on age, interests, location and more. Running a targeted ad that directs users to “like” your page can be an effective method for getting more likes.

9) Include Facebook offline

Including the Facebook icon (and even your url) in your marketing materials helps ensure that your fans know where to find you on Facebook and alerts them that you have a presence there. Catalogs, ads, in-store signage, packing slips and any other touch point with a customer are all good options for including the Facebook logo.

10) Run a video contest

Hosting a video contest on your Facebook page is a great way to get fans excited about your brand and sharing it with their friends. Videos are extremely engaging and encourage sharing when they include a voting component. Make sure you follow Facebook guidelines and administer your promotion through an app.

