

## 5 Foolproof Ways to Get More Likes on Your Facebook Page

**Does your business have a Facebook page?** In many industries, creating a company Facebook page has become as natural as setting up your business website or hooking up a company phone line. But unlike your office phone, starting a conversation with clients on social media isn't as easy as a simple "hello". Marketing professionals know that there are a few tricks to starting a conversation with your audience online. Even the most novice social media page manager can learn what it takes to build a better relationship and generate a back and forth on any business's social media page.

*Here are 5 foolproof pieces of content that the pros use when they want to create a buzz on their business page.*

### Ask Questions

Every thoughtful question deserves a thoughtful response! One of the most mutually beneficial things that you can post on social media is a question to your fans. Not only are questions great for branding as they promote your business as one that's looking to learn from your clients, but it also serves as a selfish social media boost. How so? Well, it's social media science! Every person who engages (meaning likes, shares or comments) on a question that you post boosts the number of people who further see that piece of content. Bottom line, the more people who answer your question, the more people will see your post – which may lead to more people learning about your business.

The type of question that you pose on your social media page can range from a simple yes or no poll, a fan-favorite vote or even a short survey on your customer's perception of your latest product. **Bonus:** Show your social media fans that you truly care about what they have to say by following up and engaging with the answers submitted.

### Tips & Tricks

No one knows your industry better than you do – so why not show off your expertise by gifting your social media fans with some insider tricks of your trade. It's easier than you think, and the on-page engagement is well worth it. Here are just some examples to get you started:

- If you own a boutique, why not create a quick video or post showing how to pair the hottest item in your store.
- Do you run a restaurant? Why not share a favorite recipe or a kitchen hack to save time while cooking.

- Accountant? You can offer advice on things you didn't know you can claim as business expenses during tax season.

## Show Them Who You Really Are

As the saying goes, "people buy from people they trust and like." Your social media page is the perfect place to show off the beating heart behind your business. Posting behind the scenes photos or interviews with your staff is one way to make your Facebook audience feel like their business is a part of something bigger and can add a level of trust and familiarity to your business.

If you've got a clientele that you're proud of, consider showing them off on your social media pages as well. A happy client is your business's best asset! Testimonials aren't just for your website alone! Reach out to your favorite customers and ask if they'd mind you sharing their photo along with a few words about their experience with you.

## Inspire with a Quote

Do you ever read something that sounds like it was written just for you? Well, you're not the only one. Often times the right quote can tug at our heart strings and be just the piece of content that we needed to nod our heads at.

Business pages have long since realized the value of posting such content on their social media pages. Pick the right quote that ties in to your business and resonates with your audience and it may just spread like wildfire!

## Use Facebook Tools to Your Advantage

The Facebook universe is always changing, and smart business owners know the importance of keeping up. One of the more recent progressions on Facebook is the shift towards live video content. Facebook Live is available to both personal and business pages and is meant to give people an authentic inside look into life outside cyberspace. When it comes to marketing on Facebook, it's no secret that Facebook likes to reward people who use their new offerings by showing off content created with those tools to more newsfeeds. The more people see your content, the more they likely they are to like it.