

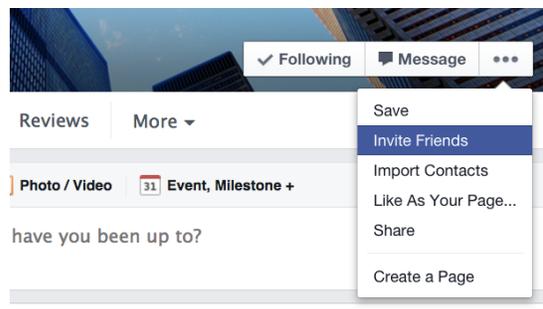
15 Ways to Get Real Facebook Likes For Free

Visit AdomasBaltagalvis.com to discover more tips about Facebook marketing and advertising.

1 Invite Friends

Use the built-in feature, **Invite Friends**, but invite only those friends that would be *truly interested in your products or services*, otherwise they will not engage and you will lose on organic reach.

Another approach: share your page on your personal profile and boost the post - friends that are interested will like the page by themselves.



2 Import Contacts

Use another built-in feature, **Import Contacts**, to invite your email contacts - perfect for anyone with a decent email list. You will find it under the 'Invite Friends' option - if it's not there, change your page category to 'Local Business' in the Settings and check again. For some reason Import Contacts is not available to all pages at the moment.

3 Add a Facebook Like Box

A compulsory step for any business that has a website, which will allow you to convert your website visitors into page followers - use the [Facebook Developers tools](#) to create a **Like Box** and add it to your site, preferably above the fold.

4 Add Pop Up or Scroll Box

The power of it lies in a single call-to-action, just make sure you clearly communicate the value people receive by following your page, so that they don't feel annoyed. Also, you can set the number of days for the pop-up not to appear after it was closed, thus, minimising visitors' negative experience. [Bored Panda](#) is doing it right.

5 Encourage Social Sharing

Now that you've established ways to capture new fans on your website, it's time to boost your content distribution. In the end, more traffic = more exposure = more opportunities to provide value = more opportunities to get new fans and clients, *right?* If you're using Wordpress, check out the [Digg Digg](#) plugin for better social sharing options.

6 Polish Your Facebook Page

6.1 Set the Facebook Web Address (vanity URL) - you can find it in the page *Settings, Page Info: Facebook Web Address*. Boom, your page now looks 374% more professional.

6.2. Create a Kick-Ass Cover Photo Design

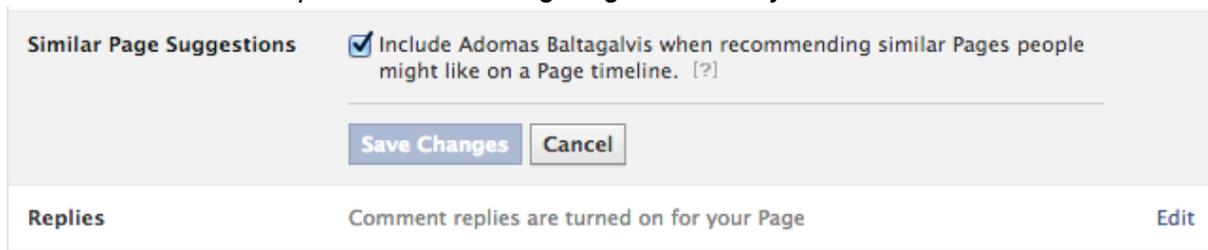
The first impression matters, so make sure you have visually powerful profile picture and cover photo. For some inspiration and a free template, visit: [How to Create a Seamless Cover Photo Design](#).

6.3. Add a “Hello” Custom Tab

Although ‘like-gating’ is officially over, you can still have a custom tab to incentivise people to follow your page (**hint**: add a clear call-to-action, or better yet, offer a freebie, a coupon or some other type of incentive).

6.4 Turn on Similar Page Suggestions

Let Facebook do the work of promoting your page. Check that Suggested Pages is on by going to the *Settings, General Info: Similar Page Suggestions*. And while you’re there, make sure that *Comment Replies* and *Post Targeting and Privacy* are also turned on:



The screenshot shows two settings panels. The top panel is for 'Similar Page Suggestions' and has a checked checkbox for 'Include Adomas Baltagalvis when recommending similar Pages people might like on a Page timeline. [?]'. Below this are 'Save Changes' and 'Cancel' buttons. The bottom panel is for 'Replies' and shows 'Comment replies are turned on for your Page' with an 'Edit' button.

7 Optimise for Search Engines

Increase your odds of appearing at the top of Google search by filling every single detail in the **About** section of your page, especially the *Long Description* - it must contain all the relevant keywords about your products or service. Also, be sure to choose the right page **Category**, if you want to appear nicely in Facebook Graph Search.

8 Cross-Promote It Online

Fully utilise any other online social media profiles that you have to promote your Facebook page - start with adding a link to your page *everywhere*.

Other actions you can take: 1) connecting your Twitter and Facebook accounts to enable auto-sharing, 2) Displaying your Facebook page as a Project on your LinkedIn profile, 3) Pinning any photos from your Facebook page to your Pinterest boards, 4) Including a link to your Facebook page in your email signature, 5) Asking people to like your Facebook page after they subscribe to your newsletter and hit the Thank You page.

9 Use Offline Promotion

Employ any offline channels that you can for your Facebook page promotion. This can be: adding the page name on any merchandise, showcasing your Facebook page on business cards, including it on the menu, adding a Facebook sticker on your store’s doors or the cash-counter, sending a flyer with the page name together with your products, leaving a flyer on each table of a restaurant or even printing it on a billboard.

10 Engage With Other Pages

Partner up with other business owners and ask for a shout-out, like other pages as your page and mention them with the @ sign, and engage as your page by liking, commenting and sharing their posts - this will help you build a relationship with other pages and also allow you to raise awareness among their fans.

11 Embed Facebook Posts

Embed your Facebook posts in your articles, like [Post Planner does](#) - so that people could engage with them directly on your website and also become fans by clicking that big fat "Like Page" button.

12 Deliver Epic Content

You can get as many likes as you want, but if your content sucks, your page will suck too. Before even publishing a page, answer these three questions: 1) *What are my **goals**?* 2) *What is my **target audience**?* 3) *How can I **provide value** to that audience?* - and develop your communication strategy accordingly. Get some ideas on high quality content by checking out [these Facebook pages](#).

13 Incorporate Storytelling

On social media, the most successful companies are those that use great storytelling. Figure out what's the unique story behind your business and push that forward. If you're not convinced about the power of stories, check out the [Humans of New York](#) page - see?

14 Provide Superstar Engagement

Social Media is not meant for broadcasting - if you want that, go buy a TV ad. But if you want to make a connection with your clients, start acting accordingly. Instead of broadcasting information, **ask questions** - give people an opportunity to respond. Once they do, treat it as gold - **answer every single comment** to make your fans feel appreciated.

15 Run the Marathon

You now have an exhaustive list of how to get real Facebook fans for your page. It won't be completely free though: you will pay, but with a different currency - *your time*. I wish there were any short-cuts, but there are none. Step after step, day after day - **just keep going!**

Thank you for downloading this checklist.

If you found it useful, feel free to share it with your friends and give me a shout on Facebook or Twitter - cheers!