

How To Start Increasing Your Facebook Page Likes

1. Set Up Your Page Timeline :

The first thing you need to do once you have created your Facebook page is to upload a proper profile picture and cover image on your page.

Then go to the **About** section of your page and fill up all the details with relevant information so that people will be able to find your page easily.

- **Category:** Choose the category that best describes your page.
- **Page Name:** If you page has less than 200 likes, then you will be able to change the name of your page.
- **Topics:** In this section, add up to 3 words that best describes your page. This will help people discover your page easily.
- **Facebook Web Address:** It is self-explanatory.
- **Start Date:** You can specify the date you created your Facebook page.
- **Short Description:** This is a really important section. Consider this as the meta description of your Facebook page. Add a short but relevant description of your page describing all the updates and topics that you are going to post on it.
- **Impressum:** Unless you stay in countries like Switzerland, Austria or Germany, you don't need to worry about this.
- **Long Description:** Here you can describe your Facebook page in as many words as you like. Utilize this space properly.
- **Website:** Add your website address associated with the page, in you have one.
- **Official Page:** If your page is an official page about a celebrity, brand or an organization, then specify the brand's name.
- **Facebook Page ID:** Your page's identity.

2. Invite Your Friends:

The first thing you need to do to gain likes is to use this option. You need to invite your friends to like your page by sending them invite messages.

You can do this automatically from your Facebook page.

Go to your Facebook page and on the left-hand side, below your page's profile picture, you will see a small box like in the image below. Click on the **"Invite Friends to Like This Page"** option.

You will see a complete list of all your friends. On the right side of your friends' name, there will be an **"Invite"** button. Click on it to send an invite. This is a simple method to gain the initial likes but you can use it at any time to inform your new friends that you have Facebook page and you will appreciate it if they could like it.

You can also invite your email contacts to like your Fb page by sending them an invite via email

3. Ask Friends To Invite Their Friends:

You can also ask your friends to go to your page and use the **"Invite Friends to like this page"** option to send an invite to their friends list. When they visit your Facebook page, they will see the option as well.

However, I would recommend you to ask only those friends who will really help you. And only ask them once, don't keep on nagging. If someone repeatedly asked you to like their page, then you will get irritated. The same thing can happen to them as well.

So ask them politely once and if you are lucky, then will oblige and help you out in getting more likes on your Facebook page.

4. Prepare A Posting Schedule and Stick to It

If you think that by posting 10-15 times a day, you are going to get a lot of likes and engagement, then you are wrong. Unless you have a memes page, celebrity gossip page or news page, posting multiple times a day won't do you any good.

When you engage more people in your status updates, chances of getting more shares increases and as a result, the chances of attracting more likes increases as well.

According to Me, pages that post 1-2 times a day gets 40% more user engagement than pages with 3+ posts a day.

This doesn't mean that you will get higher user engagement on any update you post. Unless you write something meaningful and useful, you are not going to see any user engagement. Remember that quality always wins over quantity.

5. Add Facebook Like Box on your Website

You can add a Facebook Like box on your website to convert your new blog readers into regular readers. You can add a widget in the sidebar or use a pop-up box to attract more likes.

6. Use Facebook as your Page:

You can click on the top-right drop down menu to choose your Facebook page as user and then like or comment on other popular pages to get other people's attention. This is not a solid way to get long-lasting followers but is a really great way to get more exposure.

7. Use Share for Share (S4S):

***Note:** This method works only when you have a considerable amount of likes on your Facebook page.*

There may be more than a billion pages on Facebook and it's highly possible that you will find a lot of pages sharing the same type of content that you do.

When you reach a point where you don't know how to increase the Facebook likes, you need to take the help of your competitors.

Find the same pages as yours and message them to know if they are interested in sharing your page link on their page. Tell them; in return you will do the same. (Share for Share or shout-out-for-shout-out method)

You can use this technique from www.like4like.org

Increase your facebook page likes using S4S Technique

8. Try to Post at the Best time:

When I say that try to publish a post at the best time, I mean to say that utilize the time when people are most likely to click on your post.

There are both, best days to post an update as well as best time in a day to post an update, for maximum exposure.

The best time to post an update on Facebook is around **noon to 1:00 pm** and if you want to get more clicks, then you should post an update at **3:00 pm**.

Similarly, the best days are Thursdays and Fridays for better engagement and Saturdays for more shares. Combines these timings to create a perfect posting schedule and stick to it.

9. Use Giveaways and Organize Contests

You can organize a contest on your Facebook fan page and give something away for free to your readers. This will help you in getting more followers because the people that already like your page are going to invite their friends as well to take part in your contest.

You can add a rule that all the participants must like your page in order to be eligible to win the prize.

Here's an article that explains how you can run a Facebook contest successfully and check out this post to know more about contest ideas to get more likes.

10. Create At Least 2 Pages:

having 2 pages with the same topic and most of the times, the same content can actually increase your Facebook page likes.

share the same links on both pages most of the time and you can clearly see the number of likes they have.

This happens because just like Google, Facebook too gives more weight to something that has been shared by more than one source. In this case, the same link being shared by 2 pages.

So if you are serious about any niche, then you should try this method out because if it's working for someone else, then it can work for you too.

11. Post Valuable Content:

I should not even say this, but still there are people that posts crappy updates on their Facebook pages. You should not post an update just because you haven't done it in days.

If you don't have anything to say, then why not share some useful article that you read with your readers. You are sending your readers to some other website, but in doing so you are not going to lose the people that follow you. Instead, they are going to thank you for recommending an informative article.

If you don't have any ideas to share on your Facebook pages, then you should search for some valuable content on other sites and update it on your page.

12. Use Images and Memes:

If you really want to increase Facebook likes along with increasing the user engagement, then consider using relevant images in your posts.

An update containing a photo can get 53% more likes, 104% more comments and 83% more click-through.

If you are going to use the images, then don't just use any image – obviously no general stock photos. You should use photos based on the topic of your Facebook page.

If you share updates on how to do things, then posting a collage mentioning the steps will get the best results while, on some pages, hand-drawn cartoon and comics attract more likes.

13. Use Facebook Ads to Get More Likes

Facebook ads are an awesome way to reach hundreds of thousands of people who are looking to follow pages and people that shares important content. So if you use Facebook ads to promote your page, then you can get a lot of likes for a very cheap price.

However, when you use ads to promote your Facebook page or posts, make sure that you target the right audience and use proper images to get high CTR.

It would require an article to tell you how to set up Facebook Ads that gives you cheap likes, but I am going to share some points that you need to keep in mind when setting up ad campaigns.

- **Images:** Use at least 3 images on your ad copy. The ads will show you which image gets the highest CTR and reaches more people, so you can stop the ads with images that are not performing well.
- **Age Group:** Every niche has a group of people of a particular age that can become the best customers. For example, if you have a page for "woodworking" then the best person to target would be in the age group of 35-50 because when you reach that age, you try out new things. So do some research and find the right age of your audience.

- **Gender:** Choose the gender of the people you are targeting properly. You can't target males for fashion related page, and similarly you can't target females for a beard related page.
- **Interests:** This is probably the best and the most important thing which if used properly will give you the best results. You can add various interests of people and also the name of your competitors' pages to target your ads to their followers.
- **Location:** Target the right audience by choosing the right countries. If you have a Facebook page related to cricket, then target USA would be a really bad choice.
- **Other Demographics:** You can also target people based on the language they speak, their relationship status, their education, their work status etc.