

Ways to Get Free Traffic To Your Facebook Page...

Small businesses can support their online marketing activities by creating a Facebook business page. Once you create your page and begin to build a following, you can use it to promote your business on a daily basis. But, getting your page noticed can be challenging, especially as more and more business pages are being created and the competition for "likes" is increasing.

Here are 18 ways to grow your Facebook community once you have created and customized your Facebook business page.

01 Build a Custom Welcome Page:

A custom welcome page or tab is a great way to introduce your page and your brand to your fans and guide their interaction. You can encourage them to like your page, click through to your website, share your page and more.

Why You Need a Facebook Page for Your Small Business

While Facebook began as a way for college students and other young adults to connect online, it has become a staple for businesses and community organizations. Here are exact reasons to create a Facebook page for your small business today.

Learn About Your Target Audience:

A business page on Facebook gives you a way to communicate directly with your target audience. Think of it as an ongoing focus group. Your fans are there because they are aware of your company and want to learn more. While they certainly are expecting to receive useful information from your

Facebook page, you also can be collecting useful information from them through their participation.

Facebook Insights also provide useful information about your fans and their interactions on your page. As a microcosm of your target market, your Facebook fans can tell you a lot about what they want through their interaction, comments, and feedback. Facebook groups should also be considered.

Humanize Your Company:

Social connections and genuine communication are integral parts of social media, and Facebook gives you an opportunity to attach a face, name, and personality to your brand. While your Facebook page may represent your company, it also allows you to show the human side of your business through one-on-one conversations, personal tidbits, and nonbusiness interaction.

Even if you automate parts of your social media activity, you can fit in a moderate amount of live, on-the-spot communication to create richer, more "human" relationships.

Build a Community:

Facebook pages are excellent places to gather your customers, prospects, and fans to provide reviews, share opinions, voice concerns and offer feedback. You can build a community on your Facebook page in a number of ways, including:

Posting useful, relevant and interesting links

Asking fans to contribute with comments

Organizing contests and promotions

Providing a place to leave reviews and other feedback

Offering incentives for activity on the page

If the Facebook page you create for your business successfully brings people together, you can develop a loyal following that will continue to grow.

#Facebook Is Good for Search Engine Optimization (SEO):

Facebook can be an effective way to direct traffic to your business website and blog. Your posts, links, and other actions that are contained on your public Facebook page also can give you an SEO boost if they are indexed by search engines.

With the speed of social media and new weight being added to information shared through social channels, having a Facebook page filled with rich content relevant to your business can help you boost your search engine rankings.

Your Competition Already Has One:

Doing something simply because your competition is doing it isn't a good enough reason, but when it comes to social media, not having a Facebook page or a presence on other social networks can cost you opportunities—especially if your competition is using social media and using it well.

Put Your Business in Front of Your Clients and Customers Every Day:

Most people on Facebook visit the site every day, so regular status updates, shared links and videos, and other information gives you a chance to connect with your customers daily.

With more than 2.2 billion active Facebook users, as of 2017, an increasing number of consumers are using the site to find products, services, and brands to solve their everyday problems. Facebook and other social networks make it easy for potential customers to find you. And when they

do, they often are more likely to remember your brand and share it with their own connections.

Ultimately, a branded Facebook page for your business can be a powerful way to expand your reach and increase awareness of your business online.

02 Add Photos and Videos:

Use the photo and video upload function to show off your business, products, services and more. Adding headshots or introduction videos of yourself and your staff can also be a great way to connect with your fans.

03 Ask a Question:

Use the status updates function to ask your fans questions. Try fill in the blanks or true/false questions that are easy to answer, and give your fans a quick way to participate. You can also encourage more interaction with the apps provided by engagement tools like Involver.

04 Create a Contact Form:

Creating a contact form on your Facebook page with an app like ContactMe provides your fans with a quick and easy way to contact you.

05 Add a Blog Feed:

Use an app such as NetworkedBlogs or RSS Graffiti to import blog posts from your blog right to your Facebook page as they are published. You can also add an RSS feed from someone else's blog.

06 Organize an Event:

Organize an event, or sponsor an event, and use the Facebook event features to share it on your page.

07 Add a "Like Gate":

You can grow your community by creating a "like gate," or hidden content on your page that is only revealed after someone has liked your page.

08 Monitor Your Page:

Keep track of activity on your page through email notifications so you can respond to comments or feedback, delete spam and continue to interact with your fans in a timely manner.

09 Run a Contest:

Use an app to develop a contest that rewards active members of your Facebook community.

10 Keep it Relevant:

It's good to add in some personality by posting a bit off-topic occasionally, but most of your posts should be links to timely, useful and relevant content for your audience.

11 Develop a Mini-Website:

Apps allow you to build out your page into a mini-website with multiple links, features, and interactions. You can integrate parts of your business website and blog and create a well-rounded experience for your fans.

12 Promote Your Page:

Include your Facebook page URL on your website, blog, email signature, business cards, and other marketing materials to direct people to visit your page. If you have other social network accounts, share the link to your Facebook page and ask others to do the same.

13 Be Consistent:

You don't have to be logged on and engaging all the time, but your fans need to know you are there. Set a schedule and be consistent when it comes to posting, commenting and interacting.

14 Get Involved on Other Pages:

Like other Facebook pages that are relevant in your industry, and participate in discussions on those pages (when using Facebook as your page). You can also tag pages in your status updates to help get your page noticed.

15 Blog About Your Page:

Blog about your page on your blog, explain why people should like your page and join your Facebook community, and offer an incentive for people to like it (free download, discount, etc.).

16 Advertise on Facebook:

Advertise using Facebook Ads or sponsored stories to get the word out about your page.

17 Reward Your Fans:

Thank your fans for their support by providing special offers only available on your page, featuring a member of the week or helping to promote them.

18 Encourage Sharing:

Make your page easy to share by adding icons and a "like box" to your website and blog, and asking your readers, customers, and site visitors to like your page and pass it on.