

Thousands of Fans in 6 Months or Less: 5 Easy Steps to Get your Facebook Page off the Ground

Andrea Vahl - @AndreaVahl

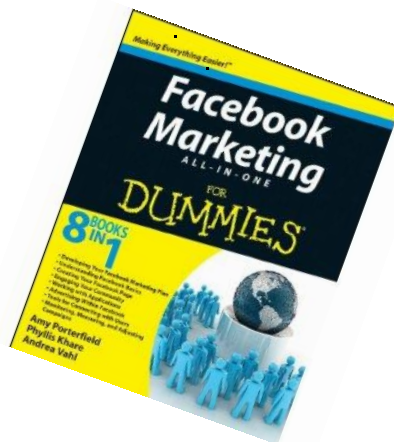
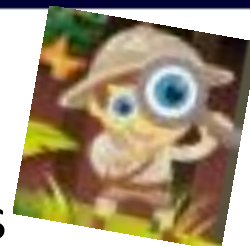
Grandma Mary - @GrandmaMaryShow

THE

MEDIA

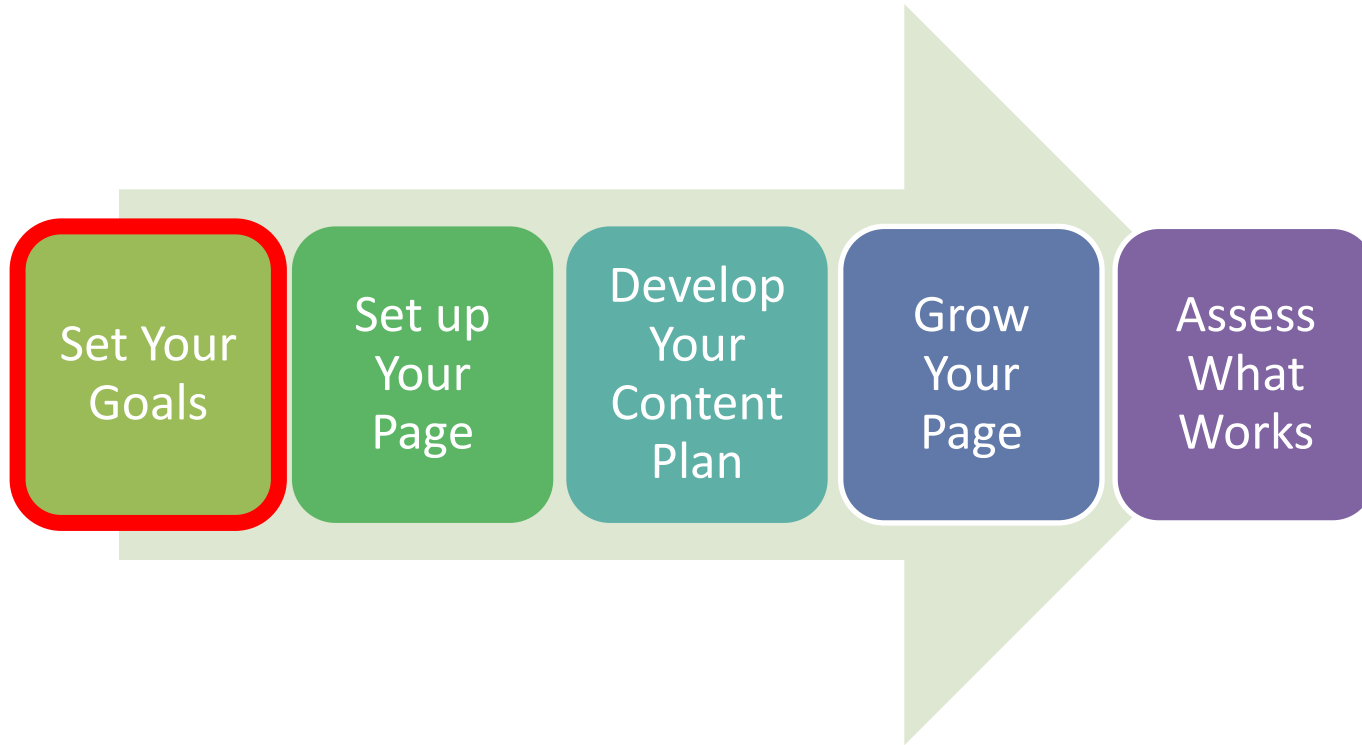
REVOLUTION

Social Media Coach, Strategist and Speaker
Co-author of Facebook Marketing All-in-One for Dummies
Community Manager for Social Media Examiner for 2 years
Grandma Mary



**Thousands of Fans in 6 Months or Less:
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Set Goals - S.M.A.R.T.

- Specific
- Measureable
- Attainable
- Realistic
- Timely



Set Goals That Make Sense

Overall growth is still good = awareness

Traffic

Subscribers

Sales



Example Goal broken down:

300 New Fans in 1 Month

- \$50 Ad spend = 100 new Fans
- Solo e-mail to customers = 100 new Fans
- Inviting targeted friends = 100 new Fans

50 New Subscribers

- Free Webinar – 25 optins
- Free Report – 25 optins



What about Organic Reach?

Facebook Admits Organic Reach Is Falling Short, Urges Marketers to Buy Ads

Did Facebook Just Put ALL Social Media Managers Out of Work?

Is Facebook Organic Reach Dead?

Facebook Admits: Expect Organic Reach for Pages to Continue Declining



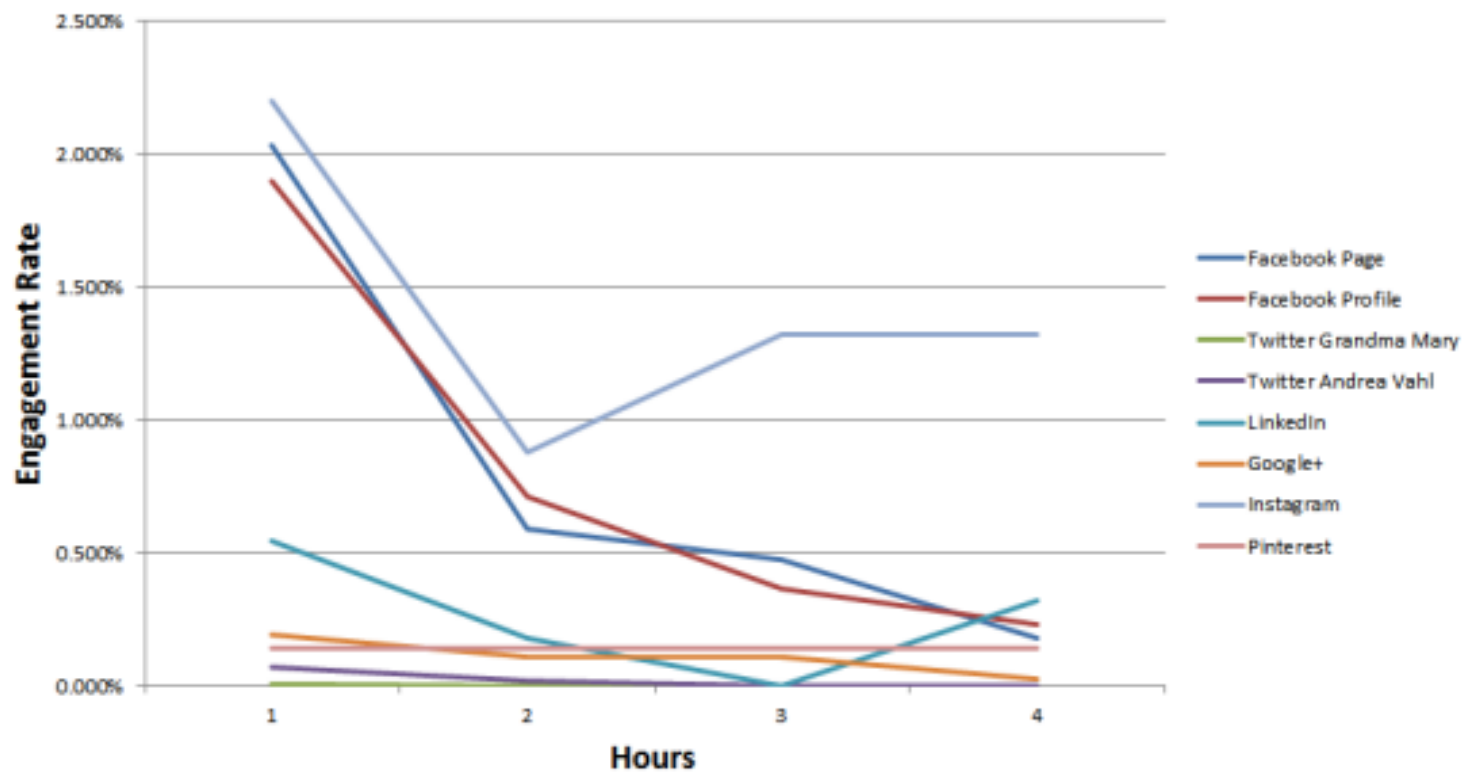
 #nmx

Originally
blogworldTM



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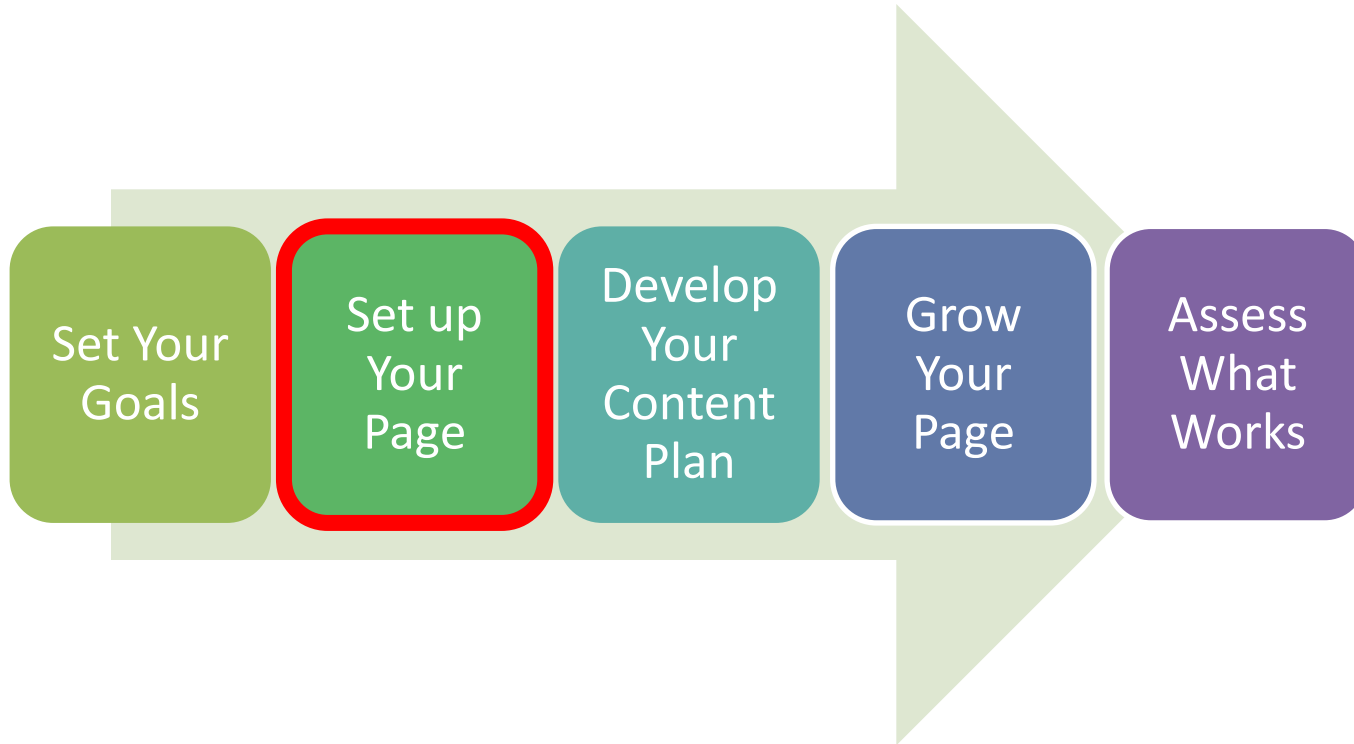
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- Facebook is becoming Pay-to-Play
- Facebook is still relevant with 1 Billion people
- Facebook is one of the cheapest targeted ad platforms
- Focus on transferring Fans to E-mail subscribers

TEST TEST TEST what is working for you





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- Engaging Profile pic 180 x 180 px
- Well-designed cover photo – 851 x 315 px
 - Mini business flyer
- Keyword rich About Page!!!
- Tab that captures e-mail
- Set your Custom URL



Grandma Mary

Social
Media
Edutainer

Learn
more
about:



Social media is waaay more fun with Grandma Mary!

Grandma Mary - Social Media Edutainer

10,568 likes · 282 talking about this

Update Page Info

✓ Liked

✓ Following



Product/Service

Grandma Mary is a slightly cranky Social Media Edutainer. Learning about social media is wayyy more fun with Grandma Mary. <http://www.andreavahl.com/grandmas->

About



Photos

FREE
Social Media
Success Report

Free Stuff!

Hot
Blog Posts

Read my Blog

My
Fab Fans

Top Fans

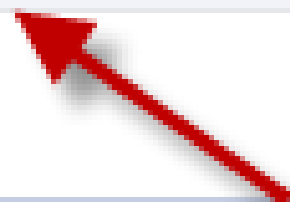
28 ▾

Home/Garden Website

Helping frustrated gardeners around the globe easily create their dream garden at

<http://www.successfulgardendesign.com/>

About



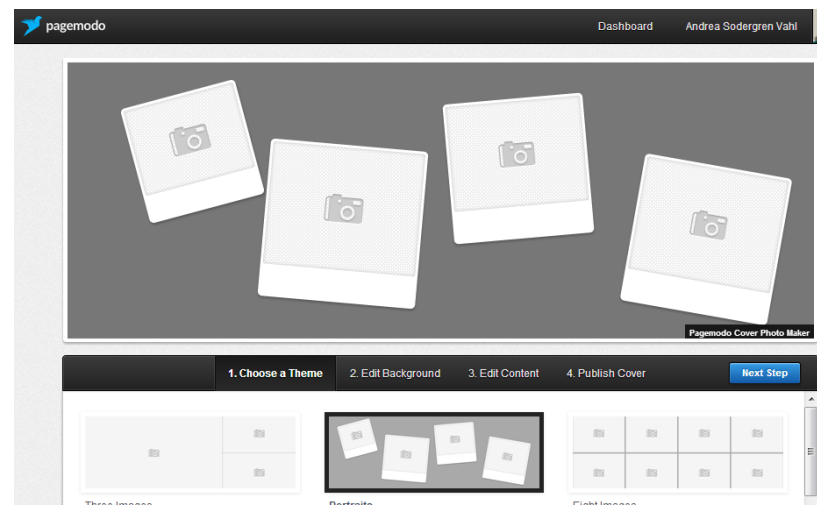
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Facebook Cover Photo Helpers

- Pagemodo.com
- Canva.com - beta
- Timelinecoverbanner.com



About Page Ideas

- Add Testimonials
- Use Milestones creatively
- Add your Facebook Page Policy

The screenshot shows the 'About' page of a Facebook profile named 'Inbound Zombie - New med...'. The page is divided into several sections: 'About', 'Description', 'Basic Info', 'Contact Info', and 'History by Year'. A red box on the right side of the page is labeled 'Testimonials and accomplishments highlighted'. Two red arrows point from this box to specific content: one points to a testimonial in the 'Description' section, and the other points to an accomplishment in the 'History by Year' section.

About

Nonprofit new media marketing, strategy and training. Website and Facebook application design and development. Content creation.

Description

What customers are saying:

"The best web developer/creative consultant we've had the pleasure to work with. John's infectious can-do attitude, enthusiastic support of our goals, and creative problem-solving make him a joy to work with. His kind consideration in teaching us the ropes as well has been nothing short of perfection!" - Julie Nation, The Ellie Fund

"John has dedicated his brain, his heart and his soul to making this world we all work in a better place by helping those who need it the most. I was thrilled to get the chance to work with him and share our knowledge, and I hope to do it again soon!" - John Lepp, Agents of Good

"What I didn't expect was someone who would invest a lot of time to really understand us, learn about our challenges and really engage at a gut level with what we were trying to do." - Jeff Wiedner, Share Our Strength

"I chose John to cultivate the community for our most significant social media undertaking to date because I believe wholeheartedly that there is no better man for the job." - Stacey Monk, Epic Change

"Four reasons for a non-profit agency to hire Inbound Zombie: 1) Creative expertise with Wordpress, 2) Contagious enthusiasm for all involved, 3) Excellent training and support, 4) Reasonable cost" - Robert Bass, New England INDEX

Basic Info

Launched October 16, 2009

Location Cambridge, Massachusetts 02138

Hours Mon - Fri: 7:00 am - 10:00 pm

Contact Info

Phone (617) 401-7887

Email john@inboundzombie.com

Website <http://johnhaydon.com>
<http://inboundzombie.com>

History by Year

2012 🏆 Community TechKnowledge increases their Facebook fans by 1000% in two weeks!
🏆 Published Facebook Marketing for Dummies

2009 🏆 Launched on October 16, 2009



No Tabfoundry logo in header? [Upgrade to Premium](#)

powered by  tabfoundry



Enter your email address to get instant access to my Social Media Success Report!

Type your email address here

SUBMIT

Grandma Mary

Social
Media
Edutainer

Set Your Facebook Web Address

Grandma Mary - Social Media Edutainer

◀ View Page

Page Info Settings Admin Roles More...

Name Grandma Mary - Social Media Edutainer Edit

Facebook Web Address You can now direct people to www.facebook.com/GrandmaMaryShow.
Change web address [\[?\]](#)



Save Changes **Cancel**

Create your Facebook web address

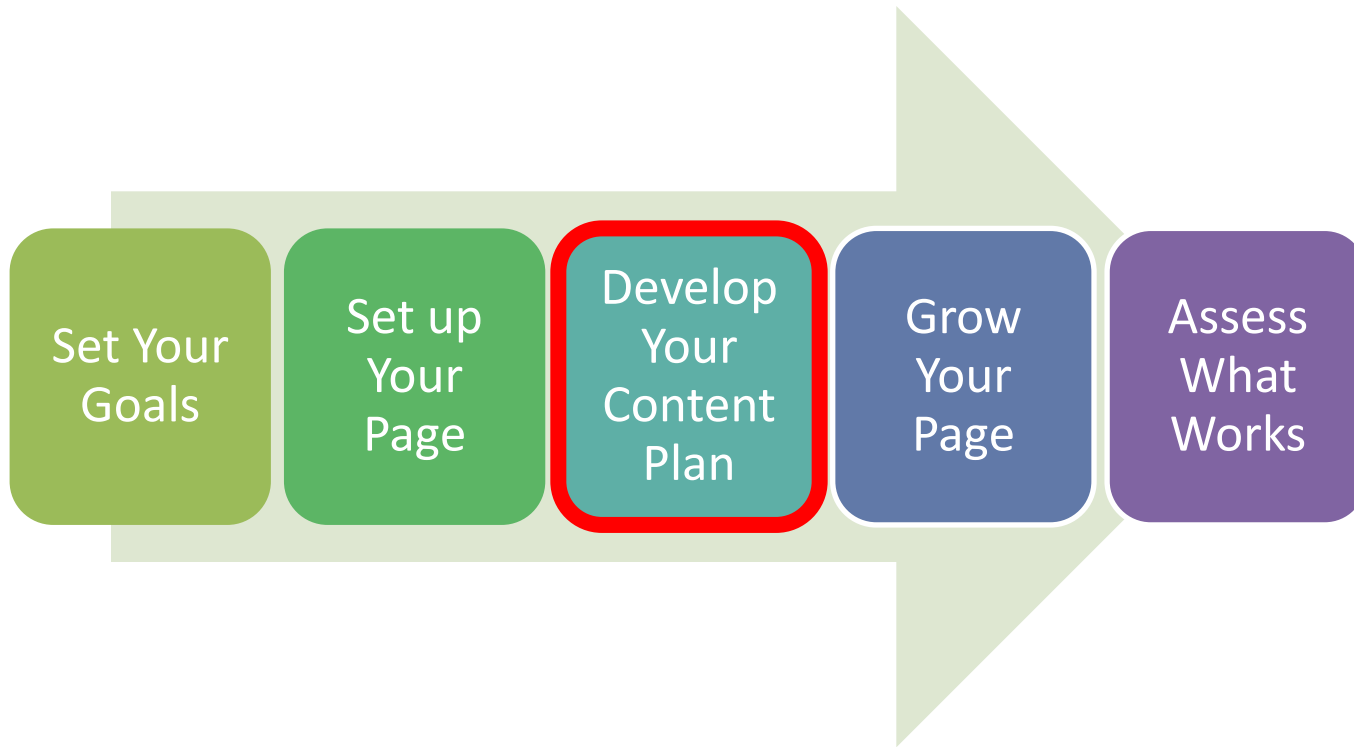
Easily direct someone to your Page by setting a username for it. After you set your username, you may only change it once.

Page: ▼

Facebook Web Address:

Check Availability

[Learn more about Facebook usernames.](#)



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Posting Strategy

- Calls to action
- Text 40%, Photos 40%, Links 20%
- Shareable content
- Ask more questions



Social Media Examiner
October 23

Do you have a LinkedIn company page?

Today's article at Social Media Examiner shares: 5 LinkedIn Company Page Tips to Enhance Your Marketing. -Deb

<http://www.socialmediaexaminer.com/linkedin-company-pages-marketing-tips/>

Like · Comment · Share 56

Mike S Brooks and 108 others like this. Top Comments

Write a comment...

Kathryn Ann Interesting article with good tips. However, not so sure about the 4-1-1 rule. Might 6 tweets a day, every day, be too much--both for SM content provider and for followers? I try

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Get a Handle on Your Budget with Marketo Financial Management!

Get a first look at Marketo's newest product in our webinar on 6/11 at 10am PT! Register now: <http://bit.ly/10VUZdq>



Like · Comment · Share



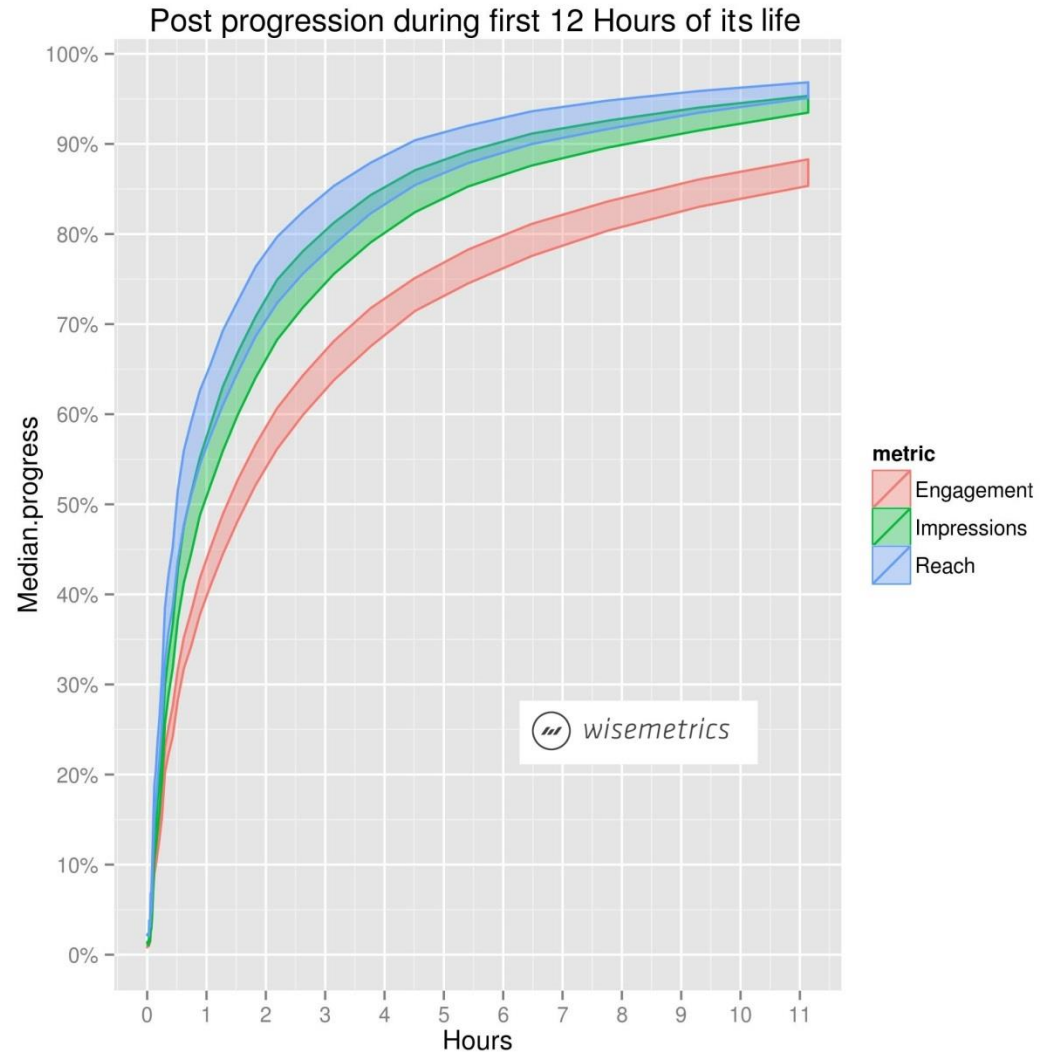
45 people like this.



Write a comment...

Post 2-5 times per day

**75% of the
engagement
occurs within
5 hours**




Set Up an Editorial Calendar

Monday	Tuesday	Wednesday	Thursday	Friday
Commuter Monday information about what is happening along 36.	Promotional information about what 36 Commuting Solutions is doing this week	Link to an interesting current article that you have seen (add a question about the article)	Funny cartoon or something from someecard.com	Quote or Commuter Tip

Facebook Schedule						
	7-9 a.m.	9-11 a.m.	11 a.m. - 1 p.m.	1 - 3 p.m.	3-5 p.m.	5-7 p.m.
Monday	Monday inspiration			3rd Party Article		Question of the Day
Tuesday		Tuesday Tip	Promotional post	3rd Party Article		Photo
Wednesday	Humor	Blog post		3rd Party Article		Question of the Day
Thursday	Question of the Day		Share old blog post	3rd Party Article		
Friday	Fan of the Week			3rd Party Article		Question of the Day
Saturday	Weekend tip					
Twitter Schedule						
	7-9 a.m.	9-11 a.m.	11 a.m. - 1 p.m.	1 - 3 p.m.	3-5 p.m.	5-7 p.m.
Monday	Monday inspiration*	Promotional post	RTs	3rd Party Article*		
Tuesday	Quote	Tuesday Tip*	RTs	3rd Party Article*		
Wednesday	Humor*	Blog post*	RTs	3rd Party Article*		
Thursday		Promotional post	Share old blog post*	3rd Party Article*		
Friday	Follow Friday		RTs	3rd Party Article*		
Saturday	Weekend tip*					
* Indicates same material as Facebook						
LinkedIn Schedule						
	7-9 a.m.	9-11 a.m.	11 a.m. - 1 p.m.	1-3 p.m.	3-5 p.m.	5-7 p.m.
Monday		Discussion question - G		3rd Party Article - P, C		
Tuesday		Promotional post - P, C		3rd Party Article - C		
Wednesday		Blog post* -P, G, C				
Thursday			Share old blog post* -P, C	3rd Party Article - C		
Friday				3rd Party Article - C		
Saturday						
P - Personal profile						
G - Group						

Share Great Content



Grandma Mary - Social Media Edutainer shared a link.  

8 hours ago 

Fantastic set of Pinterest resources from Social @ Blogging Tracker!



26+ Pinterest Tools and Tips to Enhance Your Pinning Experience
www.wchingya.com

I'm not saying tools are a must but if used properly, social media apps can be great enhancers to your social networking endeavors, especially one that

Like · Comment · Share  4

 14 people like this.




Elizabeth Becker I ❤️ you Grandma Mary. Thank you for being the best every day of the week!
8 hours ago · Unlike ·  1



Bonnie Rauwerdink Is there anything you don't know?
7 hours ago · Unlike ·  1



Grandma Mary - Social Media Edutainer Aww love you guys!
a few seconds ago · Like



Write a comment...

Find Great Content

- News sites – Huffpost, NYT, WSJ
- Aggregators – Alltop, PopURLS, SmartBrief
- Social sites – LinkedIn Pulse, Twitter Search, Facebook Interests Lists
- Blogs and Web – Feedly, Google Alerts
- Tools – Post Planner, BuzzSpice

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Schedule your Posts

The screenshot shows a social media scheduling interface. At the top, there are three tabs: "Status" (selected), "Photo / Video", and "Offer, Event +". Below the tabs is a text input field containing the text: "Great post about making the buyers decision simple! Make it easy for people to buy from you!".

Below the text is a preview of a post. The preview includes a thumbnail image of a person on a golf course, the title "7 Sales Steps to Making Your Buyer's Decision Simple", and a URL: "http://blogs.salesforce.com/company/2013...". The preview also shows a snippet of text: "Kyle Porter is the CEO of SalesLoft, Sales Intelligence One glance at your inbox and you'll understand how today's buyer has more on their plate than ever before. They can hardly bear to add more complexity to their world, especially the challenges that come along with buying and implementing your....".

Below the preview is a "Choose a Thumbnail" section with left and right arrow buttons, the text "1 of 3 Choose a Thumbnail", and a "No Thumbnail" checkbox.

At the bottom, there is a date and time selector with dropdown menus for "2013", "March", and "15", followed by a "+ Add hour" button. Below the date selector are three icons: a downward arrow, a target icon (highlighted with a red arrow), and a location pin icon. To the right of these icons is a "Promote" dropdown menu and a blue "Schedule" button.

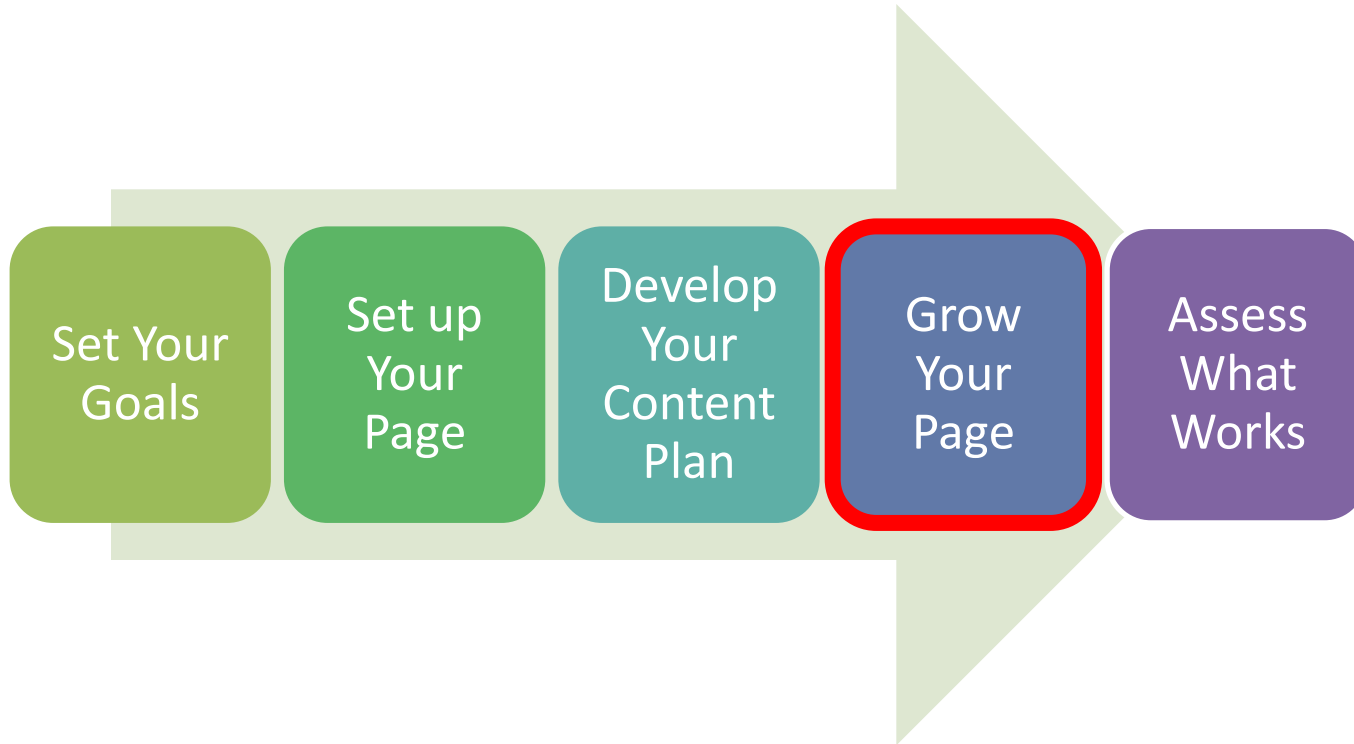
Activity Plan

Facebook Daily Activity

Task	Time Alloted	Time Scheduled	Assigned to	Completed
Delete Spam from Page	2 minutes	As notifications are e-mailed		
Schedule Anchor post for day	3 minutes	8:00 a.m.		
Comment on threads	3 minutes	1 p.m.		
Comment on other Pages posts	2 minutes	1 p.m.		

Facebook Weekly Activity

Task	Time Alloted	Time Scheduled	Assigned to	Completed
Create 1-2 new images to share	25 minutes	Monday's at 4 p.m.		
Schedule 4-5 posts from trusted sources	15 minutes	Monday's at 4 p.m.		
Schedule a few engagement questions	5 minutes	Monday's at 4 p.m.		
Review Insights	5 minutes	Friday's at 4 p.m.		

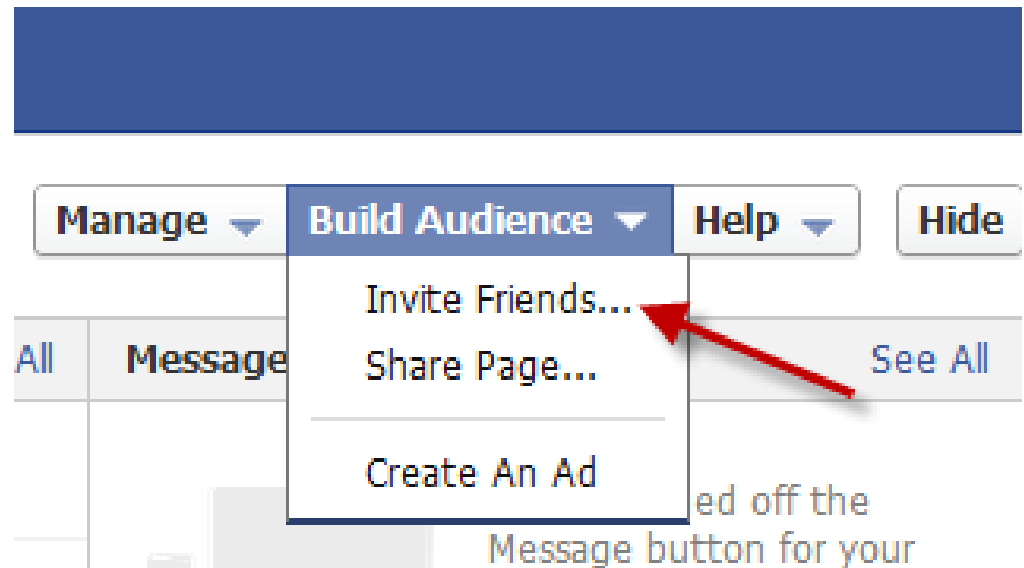


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#1 Invite your Warm Market

- Invite Friends
- Invite Customers via e-mail
- Post to Facebook profile



#2 Participate as your Page

- Target complementary Pages
- Comment on posts as your Page
- Watch Local Pages
- 5-10 minutes/week



Like the Pages as Your Page

The image shows a screenshot of a Facebook page for "Louisville Colorado". At the top, the Facebook logo and search bar are visible. The page header includes the name "Louisville Colorado" and a cover photo of a street scene. A white text box with red text is overlaid on the cover photo, with two red arrows pointing from it to the "Like" button on the right. Below the cover photo, the page name "Louisville Colorado" is displayed, along with "3,146 likes · 68 talking about this · 415 were here". A "Like" button is visible to the right of the page name. Below the main content area, there are several tabs: "About", "Photos", "Likes", "Map", and "Notes 1". The "About" tab is selected, showing a description of the page as the official page of the City of Louisville, Colorado, with a link to the city's website. The "Likes" tab shows a thumbs-up icon and the number "3,146". The "Map" tab shows a map of the area around Louisville, Colorado, with a red location pin. The "Notes 1" tab shows a link to "City of Louisville & Media Guidelines f".

facebook Search for people, places and things Superior CO - Chamber of Co...

To Like a Page as your Page, first Log in as your Page, navigate to the other Page, and Click Like. Now you will have that Page in your Home Feed of your Page.

Louisville Colorado
3,146 likes · 68 talking about this · 415 were here

Like

Government Organization
This is the official page of the City of Louisville, Colorado. If you are looking for more the City of Louisville, please visit www.LouisvilleCO.gov.

About Photos Likes Map Notes 1

Highlights

City of Louisville & Media Guidelines f
The City of Louisville of external social me

Page Home Feed

facebook 4 Search Superior CO - Chamber of Co... Home

Superior CO - Chamber of Commerce

FAVORITES

- News Feed
- Insights
- Events

APPS

- Photos
- Notes
- Questions
- Links

Share: Status Photo Link Video Question

What's on your mind?

Labragirl Pictures
Check out Labragirl's new Images Shaping History Blog Post!

Re-Elect President David Palmer!
labragirlpictures.wordpress.com

A few years ago I was sitting in my living room with my trusted MacBook Pro on my lap prepping for classes at Cal State Long Beach when I came across an intriguing Associated Press article. Like ...

Like · Comment · Share · 1 · 28 minutes ago

1 share

Write a comment...
Press Enter to post your comment.

Daily Camera
Boulder's police chief says he's not sure the information is useful, while the councilman who made the request is seeking to expand the study.

Boulder police complete alcohol study around LA'AU's Taco Shop on Uni Hill - Boulder Daily Camera
www.dailycamera.com

Boulder police officials have completed an assessment of violent crimes that involved alcohol use within a five-block area of a University Hill taco shop that wants to stay open later.

Like · Comment · Share · 2 · 30 minutes ago

ited Way
Volunteers needed to help decide how United Way dollars are used in our community. <http://t.co/MpPDVVDv>

Like · Comment · @FoothillsUW on Twitter · 42 minutes ago via Twitter

Insights Summary See All

- 1 New Likes
- 9 Talking About This
- 96 Weekly Total Reach

Insights are visible to page admins only.

Recommended Pages See All

- Rock Creek Buzz**
27 of your fans like this.
Like
- Restoration Fitness, LLC**
6 of your fans like this.
Like
- Louisville Chamber of Commerce**
15 of your fans like this.
Like
- Character Clubs**
5 of your fans like this.
Like
- Superior, Colorado**
14 of your fans like this.
Like

Comment on Posts



Superior CO - Chamber of Commerce

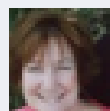
Heather here - having a great time in Dallas learning about more Chamber benefits that we can bring home to you. Always looking to enhance those memberships! Enjoy your long weekend and stay tuned for exciting upgrades and new marketing opportunities.

46 People Reached · 6 People Talking About This

[Unlike](#) · [Comment](#) · [Share](#) · February 17 at 11:50am

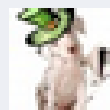
 You and 4 others like this.

 [View all 4 comments](#)



Linda Boyd I'm sure you'll bring back lots of great ideas!

February 17 at 6:32pm · [Like](#)



Professional Carpet Systems of N. Denver Can't wait!

February 17 at 9:10pm · [Like](#)

Write a comment...

#3 Use ALL areas of Facebook

Facebook Page

Facebook Personal Profile

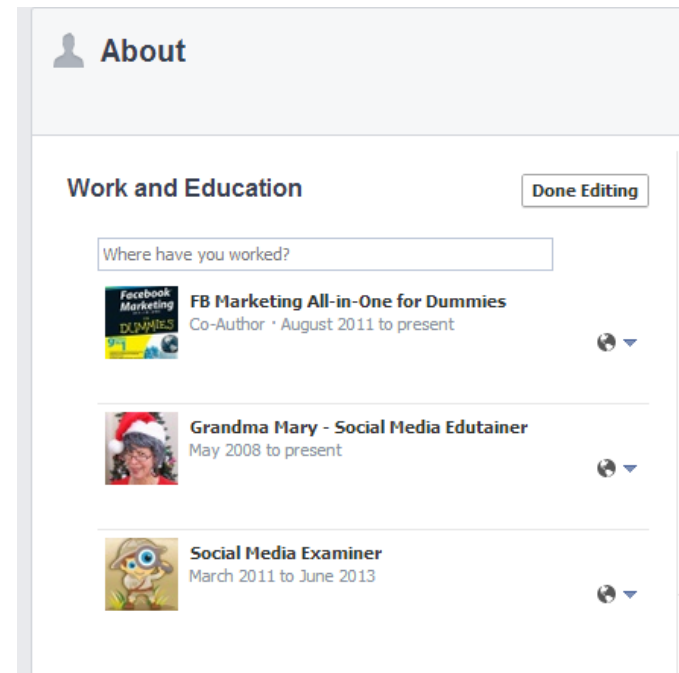
Can Friend or open Subscribe/Follow button

Facebook Groups

Natural groups

Local groups

Private groups as a “forum”



#4 Use Facebook Ads



Focus on News Feed ads

Reach mobile users

Best CTR

Use Sponsored Stories for social proof

All Except Deleted ▾ Select rows to edit Full Report 5 results < >

<input type="checkbox"/>	Name	Status ?	Conversion Value ?	Objective ?	Results ?	Cost ?	Ad Reach ?	Freq. ?	Clicks ?	Click-Through Rate ?	Avg. Price ?	Total Spent ?
<input type="checkbox"/>	Grandma Mary - Social Media Edutainer - Likes - Free Report	▾	\$0.00	Page Likes	24 Page Likes	\$3.07 Per Page Like	18,911	3.7	55	0.078%	\$1.04 Optimized CPM	\$73.58
<input type="checkbox"/>	Grandma Mary - Social Media Edutainer - Likes - Sponsored Stories	▾	\$0.00	Page Likes	294 Page Likes	\$0.51 Per Page Like	17,565	1.7	436	1.450%	\$4.97 Optimized CPM	\$149.40
<input type="checkbox"/>	Grandma Mary - Social Media Edutainer - Likes - Timeline	▾	\$0.00	Page Likes	165 Page Likes	\$0.64 Per Page Like	34,970	3.4	232	0.194%	\$0.89 Optimized CPM	\$106.11

Remove

Edit Text and Links

Help: Editing Ads

Boosted Page Post

Your ad will boost this Page post. You can preview your ad on the right.

Sponsored Stories

- Help people discover your business through their friends. No increase in budget is required.

Hide Advanced Options ▲

URL Tags ⓘ

1024

Ad Placements

- News Feed
- Right Column

✓ News Feed Remove

✓ Right Column Remove



FB Marketing All-in-One for Dummies

Need to customize your Facebook Page? Check out these 8 apps to help you create a custom tab from my post today on Social Media Examiner - Andrea

Contact Form

Coupon

Free apps

- Static HTML
- Image
- Website
- Image Plus
- Paypal
- Youtube
- Form
- Location

Use a page from your website. Includes resizing functionality.

Website App Setup

Website App Setup

Standard pagey State (1/1/16)

8 Facebook Apps to Enhance Your Facebook Page

www.socialmediaexaminer.com

Facebook custom tabs: review the top third-party Facebook apps for adding custom functionality to your Facebook page.

Like · Comment · Share · October 21 at 3:16pm · 🌐

Create Your Audience

Help: Choose Your Audience

Likes and Interests

Choose Your Audience

[Learn More About Targeting](#)

Location: [?]

Country
 State/Province
 City
 Zip Code

Age: [?] - Require exact age match [?]

Gender: [?] All
 Men
 Women

Precise Interests: [?]

- Suggested Likes and Interests:**
- | | |
|--|--|
| <input type="checkbox"/> #Lean Startup
Audience: 198,000 | <input type="checkbox"/> #Haute couture
Audience: 9,800,000 |
| <input type="checkbox"/> #Laissez-faire
Audience: 133,000 | <input type="checkbox"/> #Vaudeville
Audience: 198,000 |
| <input type="checkbox"/> #Art Nouveau
Audience: 296,000 | <input type="checkbox"/> #Portmanteau
Audience: 400,000 |
| <input type="checkbox"/> #Renaissance
Audience: 1,900,000 | <input type="checkbox"/> entrepreneur magazine |
| <input type="checkbox"/> #Lieutenant
Audience: 729,000 | <input type="checkbox"/> #Coup d'état
Audience: 890,000 |
| | <input type="checkbox"/> red mango |

- Broad Categories:** [?]
- | | |
|------------------------|---|
| Activities | <input type="checkbox"/> Cooking |
| Business/Technology | <input type="checkbox"/> Dancing |
| Ethnic | <input type="checkbox"/> DIY/Crafts |
| Events | <input type="checkbox"/> Event Planning |
| Family Status | <input type="checkbox"/> Fast Food Diners/QSR |
| Interests | <input type="checkbox"/> Food & Dining |
| Mobile Users (All) | <input type="checkbox"/> Frequent Casual Diner |
| Mobile Users (Android) | <input type="checkbox"/> Gaming (Console) |
| Mobile Users (iOS) | <input type="checkbox"/> Gaming (Social/Online) |

Audience

20,640 people

- who live in the United States
- who live in Colorado
- age 25 and older
- who like #Entrepreneur
- who are not already connected to Andrea's Widgets

Suggested Bid

\$0.52–\$1.42 USD

I try to keep the Audience size at 200,000 or more if possible

How to get Cheaper Clicks

Split test your Ads!

Headline

Copy

Photo

Audience/Targeting

Bid High

Get more clicks – CTR

News Feed Ads: 0.5 - 2.0%

Right Column Ads: 0.07 – 0.10 %

Stop Ads that underperform



#5 Add a Facebook Like Box

The image shows the Facebook Like Box configuration interface. On the left is a sidebar menu with categories: Payments, Ads for Apps, Social Plugins (with sub-items: Like Button, Share Button, Send Button, Embedded Posts, Follow Button, Comments, Activity Feed, Recommendations Feed, Recommendations Bar, Like Box, Facepile), SDKs, iOS, and Android. The 'Like Box' option is highlighted in blue. The main configuration area includes: 'Facebook Page URL' (http://www.facebook.com/grandmamaryshow), 'Width' (The pixel width of the plugin), 'Height' (The pixel height of the plugin), 'Color Scheme' (light), and checkboxes for 'Show Friends' Faces' (checked), 'Show Posts' (unchecked), 'Show Header' (checked), and 'Show Border' (checked). A preview window shows a Facebook Like Box for 'Grandma Mary - Social Media Edutainer' with a 'Like' button and a grid of profile pictures. A 'Get Code' button is at the bottom.

<https://developers.facebook.com/docs/plugins/>

#6 Run a Facebook Contest

- Showcase your product or service
- Gather e-mails of leads
- Fun for community
- Shared
- People like to win



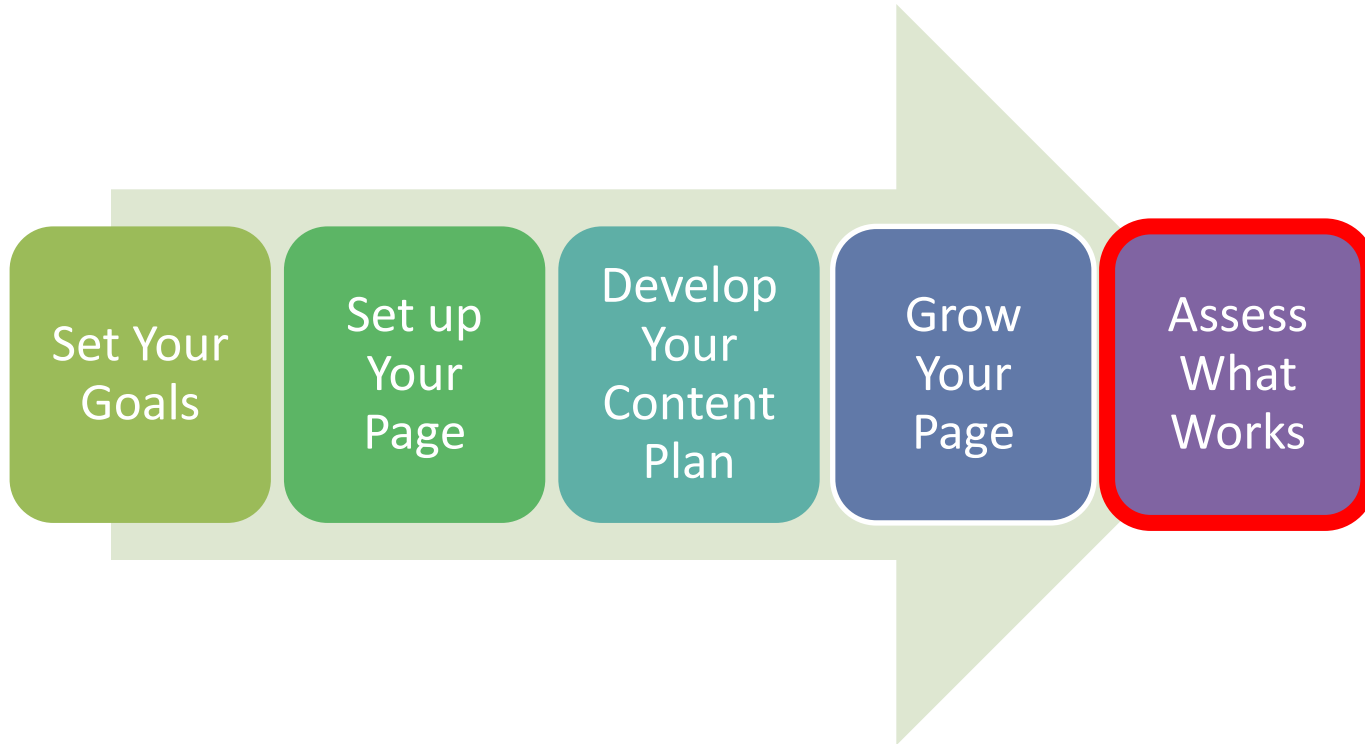


Win 20 sessions of our Small Group Personal Training (Pack) and participate in the 6 Week Weight Loss Challenge!



Contest Applications

- Offerpop – lots of options
- North Social – large graphics
- Woobox – easy setup
- Tabsite – easy templates
- Contest Domination – connects with Aweber
- ShortStack – drag and drop, configurable
- Strutta – photo, video, essay contest



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






Facebook Insights: What's working

All Posts Published
May 16, 2013 to August 13, 2013

Engagement rate shows you your most interesting posts.

Reach Engagement Rate

Published	Post	Type	Targeting	Reach	Engagement	Promote
08/13/2013 9:00 am	 Fantastic tips in here! And a nice tip from Andrea as well - which reminds me that we need to have another			661	3%	Boost
08/13/2013 6:57 am	Woeee back in the saddle after a 2-week vacation! I think it to ok me 1/2 the day yesterday just to catch up on e-mail! Did an			2.1K	2%	Boost
08/12/2013 9:14 am	 Happy Birthday Mari Smith! She's having a party today and everyone is invited! Woohoo!			199	9%	Boost
08/09/2013 9:50 am	 A fantastic collection of Facebook posts today on Agor aPulse's blog! Check it out!			829	3%	Boost
08/08/2013 1:00 pm	 Check out Andrea's guest post on the Engage Mexico - Social Media Conference blog: Four Ways to Maximi			689	3%	Boost
08/08/2013 10:32 am	 Great post on Social Media Examiner today about why you should attend the Social Media Success Summit!			694	2%	Boost
08/07/2013 4:15 pm	 Great post from Jon Loomer Digital on the latest announcements from Facebook - check it out!			336	7%	Boost
08/07/2013 8:49 am	Grandma Tip: Read your own Facebook posts or Twitter stream. Are you interesting? Are you even someone you would w			2.3K	3%	Boost

All Posts

When Your Fans Are Online

Best Post Types

Best Post Types

The success of different post types based on average reach and engagement.

Reach Post Clicks Likes, Comments & Shares

Type	Average Reach	Average Engagement
Status	3.3K	180 77
Video	1.6K	84 25
Photo	1.4K	129 34
Link	1.4K	80 18

Best in Clicks and Engagement



Page

Activity 26

Insights

Edit Page

Ads Manager

Help



Grandma Mary - Social Media Edutainer

Ads Manager

Export Data



Overview

Likes

Reach

Visits

Posts

People

Daily data is recorded in the Pacific time zone.

1W 1M 1Q



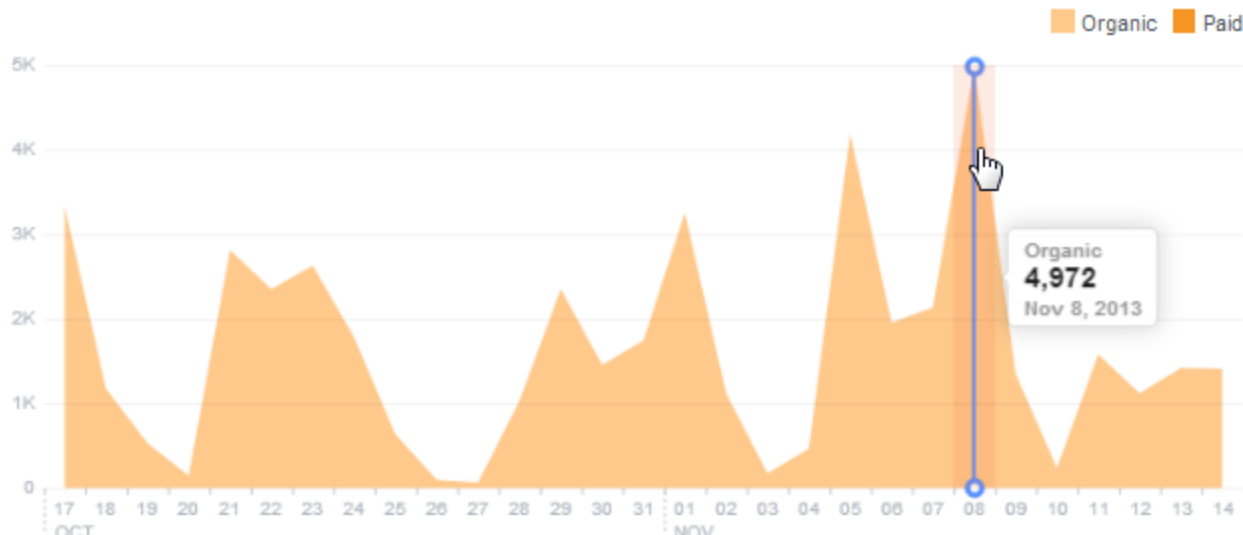
Start: 10/17/2013

End: 11/14/2013

Can change the dates

Post Reach

The number of people who saw your posts.



BENCHMARK

Compare your average performance over time.

Organic

Paid

Net Likes: What Changed

Likes - unlikes = net likes



BENCHMARK

Compare your average performance over time.

Unlikes

Organic Likes

Paid Likes

Net Likes

WANT MORE LIKES?

Create an ad to get more people to like your Page.

[Boost Page](#)

Have FUN!

When you are having fun, your Page is fun

Mix it up

Try new things

Be social



Thank you! Connect with me

www.AndreaVahl.com

www.facebook.com/andreavahl

www.fb.com/GrandmaMaryShow



THE

MEDIA

REVOLUTION