



10 Takeaways From Building A Facebook Page To Almost A Million Subscribers

1. It starts with passion - When you're going to build something to those numbers, it has to be something you and your target audience are both passionate about, something you're very interested in and that you'll stick with.

2. Engagement ads - You can draw in people with easy, like-this-page \$5 ads, and you don't need to spend more than \$40 a day. Once they start liking, the algorithm will start showing your posts to them, and, as engagement increases, hooking them in their newsfeed.

3. Memes and blog posts - Memes are easy to make and great post material for grabbing people's attention. Once you have the engagement going, you can direct people to blog posts on your content site.

4. For boring markets... - To apply these techniques to less passionate, "dry" markets, it's advisable to cross-market. Think of what would interest the customers in that field. Facebook, after all, is where people typically go for entertainment, not to get problems solved.

5. It's about trust - What you can build with these techniques is a lot of trust. Over time, people will value your authority, and it becomes easier then to sell.

6. First the entree, then the meat - People go to Facebook to be entertained, so engage them with a bit of humor. Then lead the traffic to your blog where you deliver the substance with current events, news, how-tos, etc. You can do this by mentioning your blog post at the peak of traffic, perhaps with a chatbot connected to your Facebook page.

7. Getting eggs out of the basket - Look to get as much traffic as possible off Facebook onto your own platform. Gather email addresses to create a valuable database.



8. FB Live can be a game-changer - Video is powerful for engagement, so if it's a medium you're comfortable with, consider going live. When you've built up some traffic, a regular FB Live schedule can take things to a whole new level.

9. Get people reacting - An app called LiveReacting lets you run live videos with one of several templates. You can run a contest, a quiz, or a giveaway, have people leave comments. It pushes your live video to the top of the news feed when you run it, and when people comment, you can connect your chatbot to send a chatbot message. You can also publish live videos as a sort of poll or game.

10. Making it easy - It needn't take a lot of time to manage your Facebook page traffic. You can hire someone to run your like campaigns. For posting, an app called Postradam.us lets you aggregate content and schedule posting far in advance. You can then turn your energies to figuring out live content and doing follow up, answering questions and directing traffic.

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