



LOCAL EATS

FACEBOOK

Growing Your
Facebook For Free.



Facebook

GROWING YOUR FACEBOOK FOR FREE

The guide will explain a highly effective way of gaining recommendations of your business page from local people. From what we have seen so far not only is this a free method to grow your Facebook page both pre and post-launch it's also something that should be utilised as much as you can at all stages of your business to maximise engagement.

What we are going to walk you through in this guide is how to add someone as an "analyst" on your page and then how to ask them to recommend that all of their friends like your page. When you add someone as an analyst, they can analyse your page, they can't make any changes or edits, so there is no risk to your page here - the key element for you though is that they will now be able to invite all of their friends at the click of a button - as opposed to having to do it on an individual basis which is much more time consuming for them.

In terms of engagement it is naturally much more effective when an independent third-party is recommending your page to others rather than that recommendation coming directly from the business itself.

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Who should you make analyst?

Friends and Family – Speak to all of your friends and family and ask them to do this for you, then ask them to ask their friends and family - every additional share helps and as it is something that is so quick and simple to action it is not much to ask either!

Takeaway owners & staff – When you sign a takeaway either pre or post-launch just ask them to do it for you there and then. Explain how it will help grow your online presence which will allow you to promote their restaurant to more people and convert more of their customers across from other more expensive platforms. This does not have to stop with the owner of the shop though, in most circumstances there will also be a number of staff members working, so ask them too, every share is incredibly powerful.

Friends of Friends – Tell your friends to speak to their friends about it, ask in What's App groups or Messenger groups etc. At this point you can offer whoever does it a small amount if they do it for you (£20) or say you will send them a free takeaway - the results are great in comparison to a £20 sponsored post, so it really is money well spent.

Current Facebook Followers – Post for a voucher giveaway / free takeaway on your Facebook page and handpick the people with the most friends. E.G. "We are looking for people to take part in a quick local Facebook analysis, it will only take you a couple of minutes and everyone who takes part will get a free takeaway on the house from us. Comment In on this post and we will get in touch with you." You could potentially do this with just 10 people who have 500 friends each and you are gaining 5000 page invites and growing your organic reach exponentially

How to add someone as analyst

- Go to —> 'Page settings' and select 'page roles'
- Enter the persons page URL you wish to add in the 'assign a page role' field
- Select 'analyst' from the drop down and click 'add' (you may be asked for your password)
- The person will then be sent an invitation to be an analyst that they will need to accept.

How do they invite all friends?

- Instruct them to go onto your page
- Click on 'community' tab (first click 'more', then the 'community' tab on desktop)
- Click the 'invite friends' button
- Tap 'select all'
- Press the 'send invitations' button
- Each of their friends will then get a notification to like your page
- Once they have done this you can (after a few days) then remove them as analyst



Have any questions?

Feel free to get in touch



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