



LEAD GENERATION



MARKETING



DESIGN

5 WAYS TO GET  
**MORE LIKES ON**  
**FACEBOOK**  
BUSINESS PAGE

**CORBAN CREATIVE MARKETING**

[www.corbancm.com](http://www.corbancm.com)  
[clint@corbancm.com](mailto:clint@corbancm.com)

LEAD GENERATION | MARKETING | DESIGN



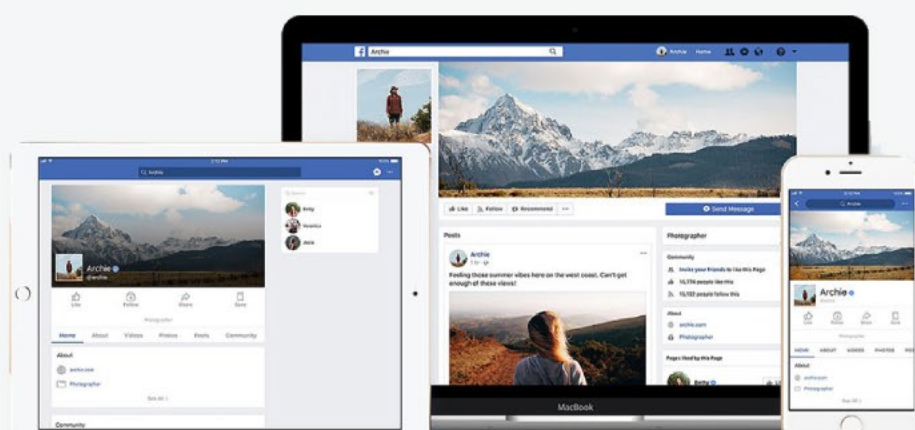
# Massive Opportunity For Reach

There are around 7.8 billion people in the world today...what a mind blowing number!

Something even more mind blowing...

Facebook has on average 2.45 billion monthly active users & about 1.62 million daily active users!

**That means, over 20% of the world's population logs into Facebook every day!**



**Facebook is on all of our devices...always available**

**We're connected to Facebook from the time we wake up until the time we go to bed.**



**That means your ideal customers are connected to it too.**

If you want to get in front of potential clients who may need your products or services, Facebook isn't a bad place to start.

In this article, I'll be showing you how to grow your following, get more attention, and get more jobs from Facebook.

Pages

**03**

Step ONE

Fill Out All the Information on Your Page

**04**

Step TWO

Ask Family, Friends & Customers to Like Your Page

**05**

Step THREE

Share Valuable Content

**06**

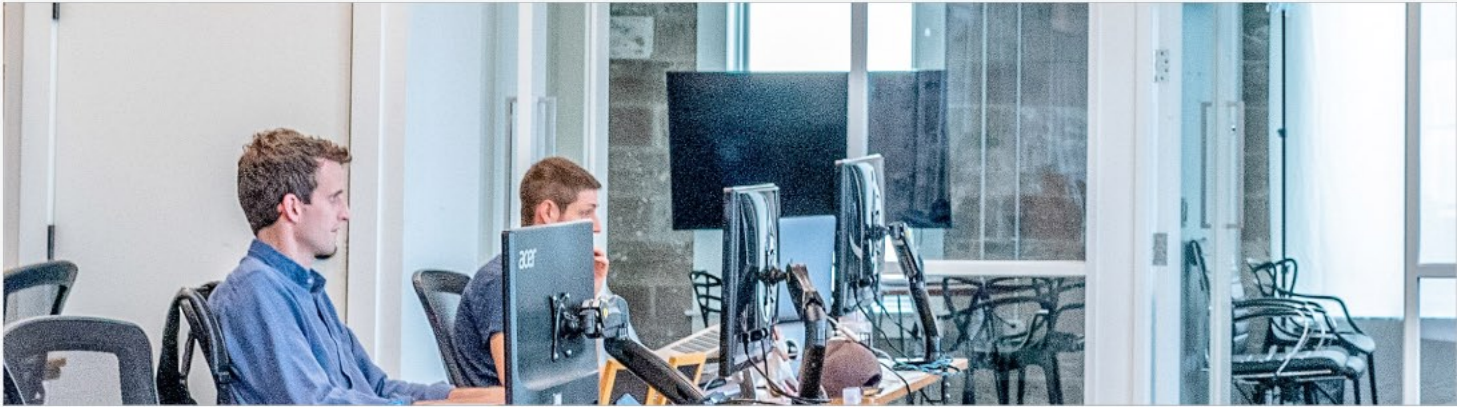
Step FOUR

Start Conversations & Ask Questions

**07**

Step FIVE

Invite People Who Like Your Post to Like Your Page



01

## First Step

FIRST STEP TO TAKE

# FILL OUT ALL THE INFORMATION ON YOUR PAGE

The first way to get more Likes on your Facebook Page is pretty straight forward. You'll want to fill in any missing information and details on your Page.

You can add a lot of info to your Facebook Page. Almost everything that's on your company's website can go right on your Page.

Content like your About Us story, the areas you serve, details about the owner, contact info, and so much more.

Fill in all relevant fields to make sure a visitor to your Page can find all the details they're looking for.



## ADD MORE PICTURES / VIDEOS

A lot of Facebook's appeal comes from the variety of photos and videos available right at your finger tips.

You can get a lot more engagement on Facebook when you share interesting photos and videos on your company's page.

A simple strategy is to post photos or videos of current projects.

- Here are some ideas of what you can post...

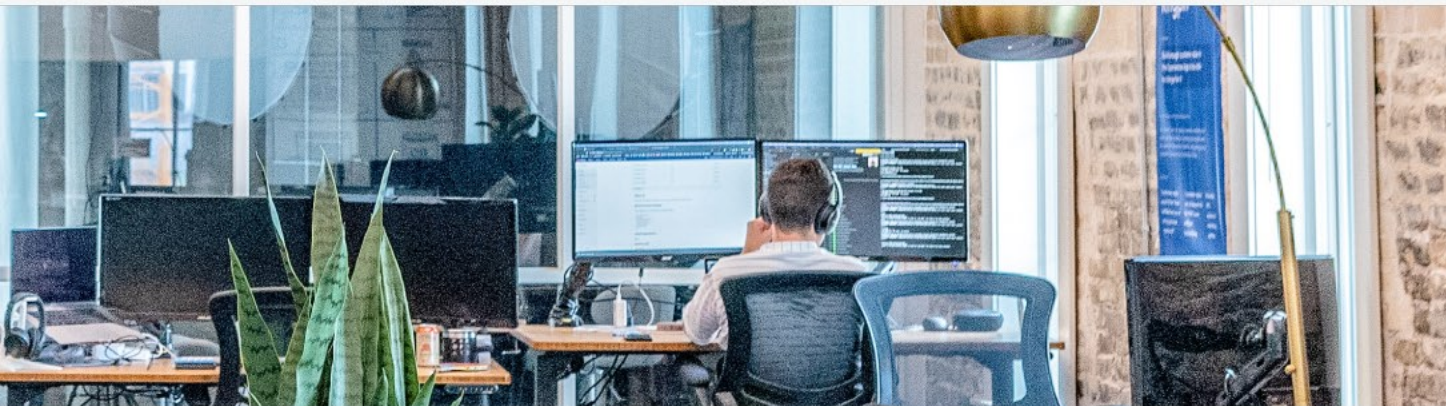
Before & After pictures

Photos and videos of your crew working

Testimonial videos (Very powerful)

03





## ASK FAMILY, FRIENDS, AND CUSTOMERS TO LIKE YOUR PAGE

SECOND STEP TO TAKE

**02**  
Second  
Step



### ASK FOR LIKES...

Asking those you know to like your page is pretty simple.

Just send out your Facebook Page link to whoever you want by text, email, or Facebook Messenger.

We can also take it one step further and automate the process.

There are a few ways you can leverage things you're already doing to get more Facebook likes.

- Add a "Like us on Facebook" link to your email signature
- Add a "Like us on Facebook" button to each page of your website
- Include your Facebook page in all of your print advertising

Just think about where your customers are interacting with you online, and make sure that a link to your Facebook is placed in an easy to find area.



## CREATE A DIGITAL RESOURCE



A PDF Guide is just one way to deliver value to your audience. You can also...

- Write an article sharing some tips and advice
- Create a "Pre-Winter Roof Inspection Checklist"
- Create a "10 Things To Ask A [insert your specialty/niche] Before Hiring Them" e-book
- Film a quick informational video educating your potential clients

Not the best writer? No worries. You can hire a professional writer to create any kind of content you want for less than you'd think.

Upwork.com is a great place to look for talented writers who can crank out some amazing content. You can have a full guide written for less than \$100.

03

### Third Step

## THIRD STEP TO TAKE SHARE VALUABLE CONTENT

The majority of people are on Facebook for entertainment. When potential customers visit your business Facebook page, they are looking for more information about you and your business.

They are also checking to see what knowledge and experience your company has in your niche or market.

Try providing some value and entertainment to your potential customers.

A free PDF guide that your audience can download is a great way to provide value...see top of page for additional ideas.



Putting out valuable content gives you the advantage of being seen as a teacher and an authority figure in your niche.

This level of positioning will let you close deals easier and charge more per job than you otherwise could. Creating an e-book or a free guide is a great way to take your company to the next level.

## START CONVERSATIONS AND ASK QUESTIONS

Imagine for a minute... that the typical company's Facebook page was magically turned into a person. That person could only say what's been posted on the page.

He'd most likely be saying "Call us today for your free estimate" and "No job is too big or too small" over and over again.

Not the most interesting fellow to be around, is he?

It's much better to provide valuable information and have a conversation with your audience. Asking them questions is a great way to go about this.

Any thing to get your audience engaged and increase the activiy on your business page. Post educational information about what your company does. What problem do you solve in your niche.

The more engaging posts that you put out, the more likely that your potential clients will share your content with their family and friends...therefore increasing traffic to your facebook page. Which then directs additional potential clients for you that you can connect with.

A very powerful approach is to ask if anyone knows of someone that could use your



05

Fifth  
Step

FIFTH STEP TO TAKE

## INVITE PEOPLE WHO LIKE YOUR POSTS TO LIKE YOUR PAGE

The last few tips were about finding or creating content your audience will want to engage with.

Engaging content helps you increase the number of fans you have by showing your content to more people.

Each time someone likes, comments on, or shares one of your posts, Facebook shows this action to some of their friends.

And those friends may like or comment on your valuable content too.

Anytime someone likes or comments on your content, you can invite them to like your page.

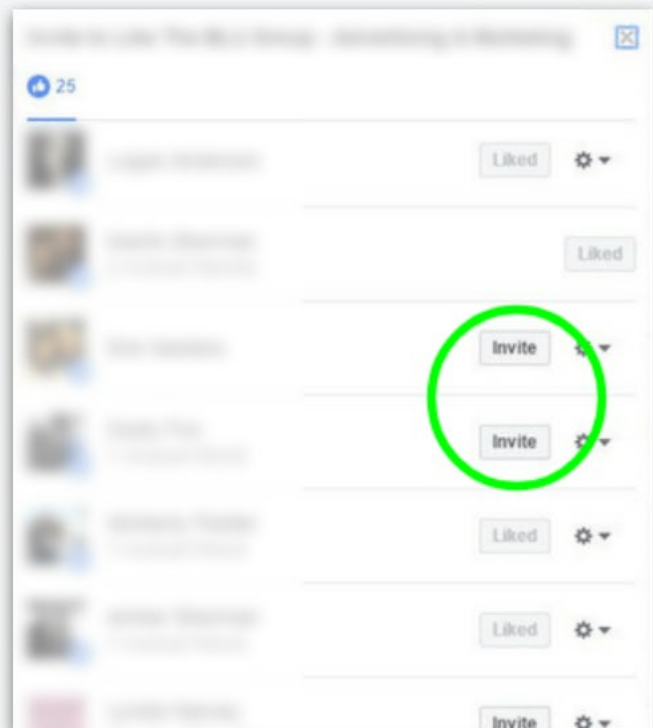
To do that, just go to a recent post with some engagement on your page.

Click the names who have liked the post.

### INVITE TO LIKE

You'll see a list of people who have like your post. If they don't already like your Facebook Page, you can click the Invite button.

Those people will then get an invite to like your Page. They already liked the content you shared, so they're more likely to accept your invite.







# CORBAN CREATIVE MARKETING

# LEAD GENERATION MARKETING DESIGN

## THE ULTIMATE MISSION

# To Have a Steady Stream of Leads

Our goal is to utilize our experience and knowledge as an expert marketing professional, with an emphasis on social media campaigns. I want to help you realize the potential in Facebook marketing to grow a customer base, retain those customers, and bring new ones on board.

### We Limit How Many Clients We Work With...

Our goal is to utilize our experience and knowledge as an expert marketing professional, We want to provide you with the best possible service and outcome with our lead generation. Therefore we only choose to work with a maximum of two clients per niche in a geographic location. We don't want to oversaturate our service in your market. Facebook marketing to grow a customer base, retain those customers, and bring new ones on board.

**This will be one of the best investments you make in your business.**

### How We Market On Facebook

Strategy + Action  
**Having a plan is only one piece of the puzzle...**

Facebook is much more than a social media platform. In fact, it can be a huge resource for your business if used properly. Let us show how we can do that.

### Identify The Audience

First and foremost, Corban Creative Marketing needs to know everything we can about your existing customer base. This includes what kind of habits they have in social media and elsewhere online. This information will also inform our approach to attracting new customers.

## **Figure Out The Right Approach**

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After identifying your audience, we will figure out how to most effectively communicate with them. What do they respond to and why? This will also inform future marketing ideas..

## **Scaling Your Campaign**

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There are many ways we will approach your Facebook Marketing campaign, but unless we are targeting the right audience then it will be a disaster. Here is a rundown of how we can scale your marketing on Facebook to optimize results:

I make sure that I'm bringing you your ideal target customer. You see, whenever we run advertising campaigns to generate referrals for your company, we leverage custom advertising audiences to make sure the people who see our ad are the exact target market that you're looking to do business with... People who could potentially be looking for your service in your area.

We target them by the exact geographic location, interests, demographics and other indicators that let us know they could be a potential client for you.

...So all in all, we try to bring you leads that have a higher chance of becoming high ticket sales and clients for you.

## **Twice As Nice**

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If we find that one advertisement did better than others, we will take note. That ad can be repackaged with a few modifications to look new again, and thus attract just as much attention as the first time.

## **Reporting & Monitoring**

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There is much to be gleaned from your Facebook marketing campaign. Corban Creative Marketing will measure analytics data such as advertising metrics, page-level metrics, engagement rate, total page "likes," and other metrics. Facebook marketing campaigns are an ongoing process. We respond to what works and move on fast from what doesn't work. We will compile reports and present them to you on a monthly basis.

**YOU CAN GET STARTED TODAY...**

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# **Unlock a Steady Stream of Leads**



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**Phone**

(985) 718-0922

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**Email & Web**

[clint@corbancm.com](mailto:clint@corbancm.com)  
[www.corbancm.com](http://www.corbancm.com)

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**Location**

Slidell, LA  
USA



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[www.corbancm.com](http://www.corbancm.com)