

Lilach Bullock

10 ways to drive Facebook engagement without advertising



One of the most common questions we get asked at Comms Axis is how to drive more **engagement** on Facebook, particularly as Facebook's algorithms change frequently and of late have resulted in less of your fans seeing your posts. Frustrating indeed!

Facebook is always trying to improve the news feed so their recent changes that they **announced** on the 12th June, "Taking Into Account Time Spent on Stories" come as no surprise. Simply put, newsfeeds will now show your content that matters to you. Not just by your actions i.e. clicks, likes and shares but also by your inaction – from how you view content and how long you spend reading it. It does sound slightly Big Brother-esque. So bear that in mind when you hover over something for too long!

The good news here of course is that by improving what we see in our newsfeed, it should therefore be more relevant and targeted. This could be a welcome addition for brands and SMEs and in theory should help increase engagement levels, although it is very early days and time will tell!

But as always with Facebook it's best not to rely solely on their algorithms and there are lots of things you can do which can help increase your engagement.



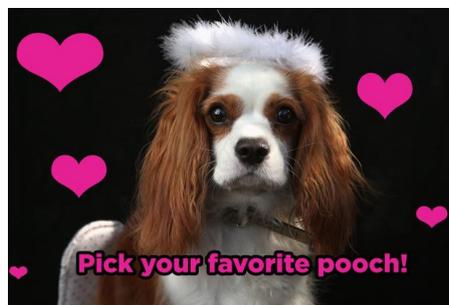
10 WAYS TO DRIVE FACEBOOK ENGAGEMENT WITHOUT ADVERTISING



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Below are some of our favourite tips:

1. Quizzes



Getty Images / John Moore



Ever been tempted to do the latest quiz on BuzzFeed? BuzzFeed provides daily quizzes and it's transformed their publication and made them very quickly a strong contender against the likes of Huffington Post and Mashable. Of their 200+ million monthly visitors **75%** of their traffic comes as a result of quizzes.

2. Current events

If ever you're looking for some inspiration then the Innocent Smoothies fan page always

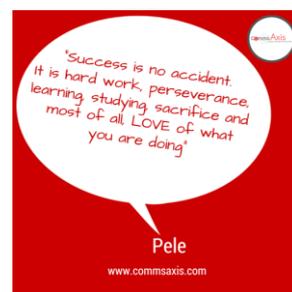
delivers. Their fan page is creative, engaging and fun! Their marketing and messaging very cleverly reflects what their brand is all about.

Timely events like the Marathon, recent elections or just the day of the week are great opportunities to drive engagement.



3. Quotes

Quotes inspire, motivate and are a fantastic way to drive likes, shares and engagement. People naturally gravitate towards them and they are one of the most shared forms of content on Facebook.



4. Competitions

Competitions are very popular and can generate a ton of engagement. However it's important that you provide the right prize. Cash prizes can be a great incentive but it opens up the audience far and wide and makes it much less targeted. So always think about who you're trying to reach and what your objectives are.

5. Questions

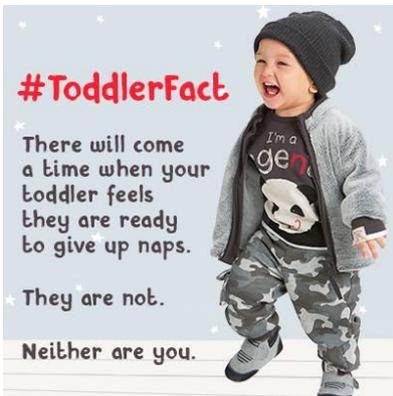
Ask and you shall receive. Asking questions is a great way to drive engagement as well as learn more about what people think about your brand (by asking them!). Be careful though as there is nothing worse than asking a question and no one answering it!

6. Offers

Everyone wants to know about the latest sales so don't be shy and share the news on your Fan Page... for best results ensure you have a time sensitive offer. Daily offers tend to lose their popularity so consider the frequency.



7. Facts



Facts can be interesting, and a little bit fun. They are great for engagement and particularly good for generating shares.

8. Awareness



Charities have a big challenge when it comes to social media marketing, getting the balance right between awareness, compassion, fund raising and the feel good factor can be tricky. Hats off to The Breast Cancer fan

page as they seamlessly tick all the boxes and have created a highly engaged community with a variety of different posts.

9. Fun

It can be worthwhile for a brand to show their fun side. Krispy Kreme's video below is a simple, cost effective and fun way to engage with their audience.



10. Pictures/Videos



Getting people to take pictures of themselves with your product is a brand's dream come true. And selfies are becoming one of the most popular ways to do this. People just can't help taking pictures of themselves and posting them online, especially if they are incentivised by a Facebook competition to do so! Dove's short film "Selfies" goes one step further and embraces this beautifully. Their campaign was a huge success and their film debuted at the 2014 Sundance Film Festival.



The above ideas are just a few to whet the appetite and get you started. Facebook marketing doesn't have to be about spending lots of money on advertising to

reach your audience. We've found that ads don't necessarily drive engagement. Being creative and thinking outside the box does. But often it's simply by remembering the golden rule of putting your customer at the heart of everything you do that brings in the most success both online and offline.

How are you driving engagement to your Facebook fan page? Please do share and leave a comment and let us know.

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About the Author

Highly regarded on the world speaker circuit, Lilach Bullock has graced Forbes and Number 10 Downing Street with her presence! She's hugely connected and highly influential serial entrepreneur – the embodiment of Digital Intelligence.

Listed in Forbes as one of the top 20 women social media power influencers and likewise as one of the top social media power influencers, Lilach is one of the most dynamic personalities in the social media market, she actively leverages ethical online marketing for her clients and for Comms Axis.

A business owner, social media consultant, internet mentor and genuine digital guru, Lilach is consulted by journalists and regularly quoted in newspapers, business publications and marketing magazines (including Forbes, The Telegraph, Wired, Prima Magazine, The Sunday Times, Social Media Today and BBC Radio 5 Live). What's more, her books have achieved No 1 on Amazon for Sales and Marketing and Small Business and Entrepreneurship.

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