

Turn Facebook Likes into...

I promise you, when I was running Insight for Living's Communications department, I went kicking and screaming into the social media world.

We definitely took the "wade in the shallow and walk towards the deep" approach.



Could we justify the time it takes, the resources, the energy to post to Facebook and generate "Likes?" What good are a bunch of "Likes" anyways?

We re-purposed a lot of content & created a fairly easily-manageable upload schedule and sat back. With higher frequency rates of posts, we saw growth in our following. But after about a year... we plateaued.

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So, back to the original question...

"Could we justify the time it takes, the resources, the energy to post to Facebook and generate "Likes?" What good are a bunch of "Likes" anyways?"

We decided to take a closer look. We took inventory of the type of posts we made, like/share counts, time of day, etc.

After our deep analysis, we made some major changes... all of them really not a lot of work... and saw amazing results. We saw a GIANT jump in followers on #Twitter and #Facebook. Likes and Shares went through the roof. We gained almost 200,000 new likes for our Facebook fan page in a short time.

With our new following we began setting up small campaigns on Facebook to draw fans to our website... to convert "Likes to Emails."

The biggest issue we found to be true ... **Your campaign MUST align with your organization's mission.** Be true to YOU. (Don't offer free fishing lures.)

(We already knew how to convert emails to donors: See "[Drip. Drip. Drip](#)" Blog post on [CreativeDigitalGuide.com](#))

If you want to learn some proven tactics on growing and converting Likes, please contact me. I'd be happy to help. IT CAN BE DONE!

Call for your organization's

Free Social Media Review!