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VOL. 126 | NO. 12 | Wednesday, January 19, 2011

Guerrilla Sales & Marketing

Getting Guerrilla With Facebook

LORI TURNER Updated 3:20PM

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So you have a Facebook page for your company. Now what?

More and more small- to mid-sized businesses have Facebook pages. What's often missing, however, is engaging, relevant and fresh content. For many companies, maintaining the Facebook page can feel like one more time-consuming and unrewarding task.

Here's the secret: it's supposed to be fun. If conversations aren't happening on your Facebook page, you need to think beyond tired old wall postings.

Remember, the more Facebook users interact with your brand, the more loyal they become and the more likely their friends are to see their interaction. This can drive their friends to "like" your page as well. And loyal fans lead to buzz, which can lead to new business.

Here are a few guerrilla approaches that are sure to get you noticed.

One guerrilla Facebook tactic is "like baiting." No, it's not related to fishing. "Like baiting" is where you give your fans a reason to "like" your post to encourage interactivity with your brand. It doesn't even have to be realistic. Here are some examples:

Ice cream store: Get 50 friends to like this page, and we'll name an ice cream after you.

Pet store: For every new fan who likes us, we'll donate a doggy bone to the animal shelter.

Gym: For every fan you get to like us, we'll personally burn one of your calories for you.

You can promote your progress in reaching "like milestones." Tell your fans that if you reach 1,000 fans, you'll offer free or discounted merchandise the coming weekend to all fans. Provide a discount code on your wall or have fans show their fan status in store from their phones.

Consider posting a bold statement related to your brand, and posing the question "True or False" to start the conversation.

Coffee shop: True or false, "Coffee can make you smarter."

Auto dealer: True or false, "You're sexier in a convertible."

The Facebook population is easily distracted, and this simple tactic allows users to quickly respond and move on.

Another related tactic is a fill-in-the blank post such as:

Cinema: The worst movie to watch with my parents is _____.

Bar: If you see me _____, tell the bartender to cut me off.

Feature a fan of the week from your fans with the most friends. Add a post to your wall and tag them, so their friends have the opportunity to see it. Consider including in your wall post your featured fan's image from his or her profile page. Or, replace your company's main fan page



Lori Turner

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PROPERTY SALES	23	52	632
MORTGAGES	75	151	1,386
FORECLOSURE NOTICES	0	58	669
BUILDING PERMITS	0	66	1,318
BANKRUPTCIES	65	170	730
BUSINESS LICENSES	35	58	288
UTILITY CONNECTIONS	92	232	1,092
MARRIAGE LICENSES	0	27	116

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photo (which is probably your logo) with your fan's photo for the day. These tactics can personalize an otherwise business-focused Facebook fan page.

The key with Facebook is to try new strategies and see if they generate response from the right target audience. Deploying new guerrilla Facebook tactics is inexpensive, so relax and have fun.

[Lori Turner](#) is managing partner of RedRover Sales & Marketing, www.redrovercompany.com. You can follow RedRover on Facebook and Twitter.

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