



5 EASY WAYS TO GET MORE FACEBOOK FOLLOWERS WITHOUT PAYING FOR ADS



You know you need more Facebook followers to promote your winery and get more customers, but how do you get them?

Here are a few free, easy ways to get more likes and followers on your winery's fan page.

#1: RUN A COMPETITION

This is a super simple and effective way to get a lot of likes and shares, and a great way to kick off a brand new Facebook page or energize an existing one. Give away something for free from your business and post a contest with rules on your Facebook page. Something that requires likes and comments is a great way to increase visibility. You can also post about the contest in groups related to wine. Just make sure that your contest follows Facebook's guidelines.

#2: OFFER COUPONS

Who doesn't love coupons? Your existing and future customers are much more willing to stay in touch with you on Facebook if you offer them a special discount on your wine just for clicking the like button. Let customers know about it when they walk in your door (for brick and mortar businesses) or advertise it on your website for (for online companies).

#3: CROSS PROMOTE

Is there a non-competitive business in your area (for local clients) or a similar site that you could partner with? For example, maybe your winery provides wine to a local restaurant. The way it works is that you could offer a special discount for their customers, and vice versa. Ask the business owners to advertise the special on their Facebook page with a link to your own Facebook page. You can do this over and over with any business you think your customers would appreciate. The cool thing about this method is you're also building alliances with other business owners that could prove useful in the future.

#4: EMAIL YOUR LIST

Do you have an email subscriber list? If so, the people on your list will be more than willing to follow you on Facebook. Send out a quick email asking them to stay in touch with you on Facebook and give them a valid reason why they should (i.e. special promotions, sales, coupons, etc).

#5: MAKE SURE YOUR PAGE IS VISIBLE

This is an easy step, but is often overlooked by businesses. Have you added a Facebook button to your website? How about your business cards? In your email signature? What about on flyers, menus, or any other printed goods you have out there? Making your page known is another easy way to get people to follow you on Facebook.

THANK YOU!

Thank you for reading this report! I hope you can use these steps to build your following on Facebook.

Want to propel your wine business to the next level, attract more customers, and build an enthusiastic community of people who can't get enough of your brand?

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