



Episode 14: How to Get Cheap Facebook Likes and Awesome Engagement

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Hi everybody welcome to episode number 14 of my podcast where I'm going to be talking about how to use Facebook to buy cheap likes, and to make sure the people who like your page actually see your content.

I can hear some of you now, "Oh my gosh, whatever. I am not paying Facebook any money so they can only show my content to ten percent of the people." Trust me you guys, I get it. I totally get it.

I was that way just three months ago but something changed my mind. I attended a meet-up back in July. A much needed meet-up, because let me just keep it real with you guys; I was going through a severe case of B.O. No, not body odor - burn out. I was really, really burned out this year, and I knew it was serious because I realized that at the beginning of the year that my natural hair site had a record year in 2014 for traffic and income, and that did not even motivate me to then take the site to the next level. That site, you guys, honestly - I could make a living from that if I really put

the work into it, but I have just been burned out. I've been doing these, you know Wordpress tutorials and all this stuff for forever, the videos and all that and I just wanted to learn something new. And I think that was more the source. It wasn't the videos, I enjoy updating my blog, I enjoy the videos, but I wanted to do something different.

And now that I'm learning something different I feel like that energy has come back. The desire has come back, so that's good. It's always good to keep learning and I had stopped and I think that was a big source of my burn out. I was also dealing with health issues. Any woman who has ever dealt with fibroids knows they can be a pain in the uterus. Literally. But I'm feeling SO much better now.

My health is good and I'm ready to dive back into things. Now, while I was going through this burn out, the one area I was not burned out on, is the shirts. You guys know I've been talking a lot about the shirts over the last year, because I've had a lot of success with Spreadshirt and my Natural Hair site, so a lot of people have been saying, "why don't you try Teespring?".

Teespring is a little different, where Spreadshirt is more or less an affiliate program, where any time a sale is made you get a commission. Teespring is a bit different, because you have to make the sales in a certain amount time, and you have to sell a minimum before you get paid. So a lot of people over the last year and a half, have been making good money with Facebook ads and Teespring.

Now don't worry if you're not interested in this whole t-shirt business, I know I've done a lot of stuff on this and it's a very niche topic. I know a lot of you guys may not be interested in it, but just understand this is how I got into the Facebook advertising, the Facebook likes.

So I'm going to be talking about this in the podcast, but I'm not encouraging you to do this, because honestly it's a very tough model now, and I have spent some money. I've made some money, but I've spent some money. But what I've learned in the process is you can buy cheap likes on Facebook and build a very engaged page and use

that traffic on that page to then promote your website. That's the whole purpose of this podcast. So you're going to hear me talking about the shirts and stuff, but that's how I got into all this. I'm not necessarily recommending this as a business model, because it is kind of saturated now.

I make way more with shirts just using my Spreadshirt affiliate links than I do Teespring, but I find Teespring to be very challenging and I'm learning something new and I find it kind of fun. But that's a whole other story so let's go back to the meet-up and how I go into Facebook advertising.

So one of the ways people are making a lot of money with Teespring is their using Facebook ads. So they would create a shirt for nurses for example. And then they would create an ad with Facebook and target nurses. And so, they would sell the shirt to everyone in that market, and they would make a quick profit and then move on to another niche. Well this worked really well for a long time, but then it started to get saturated. So what a lot of people started doing, instead of finding niches they would just build Facebook pages on one niche, and then instead of buying ads every time they had a shirt to sell, they have an existing audience to market to, which is this niche page with they've building up.

So a lot of the people that I met at this meet-up were building niche pages, instead of buying ads and creating different campaigns for every shirt they created. So up until this point with Teespring, I had been finding niches, and creating ads but it does cost money. So I thought to myself, 'why don't I try just building up a niche page on one topic, and then I can just continually sell to those people over and over again without having to find a new audience every time. And a lot of people at the meet-up were talking about strategies they were using to keep their page engagement up and all that, so I was really really inspired after talking to a lot of people at this meet-up. And many of these people make a living with Teespring, so I thought that was pretty cool.

So I went home that night, this was mid July, and I created a brand new page. I did some research and tried to pick a niche that I

thought people were buying shirts in and I had a hundred dollars I was going to invest. And I said I'm going to see how many likes I can get for this one hundred dollars and I'm going to build up the engagement and just try to sell shirts to these people.

So with a little bit of beginners luck, I had success with the very first niche I tried. Now I'm just going to keep it real you guys, I'm not going to be revealing the niches I'm in. Obviously because this is competition. And I don't want people copying my ideas, or copying my niches and competing and all that kind of stuff, so I'm not going to reveal the niches - BUT, you're still going to get a lot of information here and I think it's going to be very helpful. I will use examples that will illustrate what I'm talking about.

So when you're running ads on Facebook, the first thing you have to remember is this; your ad should fit in with the Facebook culture. People go onto Facebook to share pictures of their family and friends, they go on to look at pictures of their family and friends, they go on to view funny videos, so if you're a no name brand and you just come on Facebook on someone's news feed and you just try to sell sell sell, for the most part that's going to be a turn off.

Now there are examples. For example with shirts. Obviously people have had great success with just putting a shirt in a feed and targeting the right audience and making a lot of money. Sure, that works, but that can get very expensive as I explained. But when you're building up likes to a page, your first goal is just to get that engagement, get that page like.

So one of the most important parts of that ad is the image that you use. For the page that I have that is the most successful at this point has about 3,600 hundred likes, I ended up paying for about 2,500, almost 2,500 likes. So for my hundred dollars I spent, I got almost 2,500 likes and 2,000 of those were paid likes, the other 500 came organically.

When you're running a Facebook ad you also get free organic likes because you know how Facebook advertises to the people's friends who like your page. So they'll see, oh John Smith liked this page and

then they'll like it too. So the good thing is when you're running an ad on Facebook you also get more organic likes as well. So the remaining 900 likes that I've gotten since the end of July have just been organic from me just continually posting to the page. And I'm going to be talking about that later.

So when you're creating the image for your ad, you always want to make sure you use the maximum size. At this point I believe its 1200 x 1200. They just changed it actually. It used to be rectangular, it's now more square. Now when I was running my ad, it was 1200 x 440, so it was more rectangular. I used a picture of a woman, okay, and it was a very clear picture. I had her on the left side of the image, and on the right side I had a funny saying. That's the other key, the other tip. Use humor.

Humor is actually the key to doing what I'm doing right now. And it's why the engagement is so good on these niche pages that I'm building. So, basically the ad was a woman saying this funny saying that was relevant to a niche. And so as soon as I began running the ad, the likes started coming in, like crazy. At first, my cost per like was like twelve cents per like, which is kind of expensive. And I let it run for the rest of the day, and it went down to six cents per like. And so for the remaining days of the ad I got down to five cents per like. So the more likes you get per view, meaning the better the engagement, the cheaper the like is going to be. So that's why getting that image right, getting the targeting right is so key.

Here's another tip with the image; if you're targeting 50 year old women, put a 50 year old women in the ad. Make the ad relatable to the person viewing the ad. I also learned that if you make sure the person is staring at the screen, that also helps engage them and that increases the click through rate. And so as I'm running this ad, I'm split testing. I'm trying other versions of the ad to see which one's going to give me the best click through rate. Because the higher the click through rate, the higher the "like" in this case, the less I'm going to pay per like.

Here's something else you're going to have to remember when running ads; females tend to like, share and comment much more

than males. So when I run ads, I generally just target females. Sorry guys, but you just don't engage as much and engagement is important when you're running advertising because that's keeping your cost down.

And what's also cool is in your reports, Facebook will show you how much each age range costs you per like. So you can see that age 21 through 33 cost me eight cents per like but ages 45 through 54 costs me six cents per like. So you can turn off the younger ages and just run your ad to the older group that's costing you less and you spend less per like. So that's also cool.

And I can tell, just as I'm talking that some of you guys are thinking 'what in the world are you talking about? Would you please do a video?', because if you don't do Facebook advertising, you probably are a little confused by now. And I probably will have to do a little video on this, and in fact if you guys want me to, go to [2createawebsite/podcast14](#) and say yes Lisa, please do a video if you guys want me to do something more specific on this. Because I know this can be confusing.

It sounds confusing, but it's really really simple. Facebook advertising is super simple in terms of setting up your ad. You simply choose the age, choose the country, choose the sex and I should also mention I am only targeting U.S. people. I know that's the first question some people have when I tell them I'm getting cheap likes because what some people do, is they'll target other countries and they'll get cheaper likes, but the problem is, a lot of times those countries don't bring engagement, they don't buy anything and so what's the point of paying for likes when people don't engage or they don't buy?

And someone else just left a comment on my blog when I blogged about this and she said 'Well what about fake likes? Aren't you concerned that Facebook is getting fake likes?', because apparently some guy was able to prove that the likes he bought were fake. Let me tell you guys; with the engagement I have on these pages, there is no way they are fake likes. These people are leaving comments,

they're leaving stories about the niche and I have no doubt that these are real people.

Now let's talk about targeting. This is super super super important, so listen closely you guys. Okay, when you are running an ad for Facebook, there's an "interest" field, where you type in the interests of who you want to target. So if you want to target people interested in knitting, you type in knitting. If you want to target somebody interested in reading, you type in reading.

Here's the problem with those generic keywords like reading. Reading is so generic, that when you type it in, Facebook will also pull up people not only people that have reading in their profiles, but also may mention the word 'reading' in their status updates. And reading is such a generic term, everybody that's in that targeted group, is not going to be an avid reading fan. If you want to ensure that you get reading fans, you want to target people who like Facebook pages related to reading.

So you want to find popular Facebook pages with reading fans so you can target those, instead of generic keywords like that. Otherwise, you going to be targeting people who aren't really interested in reading, and your ad costs are going to be super high and then you're going to end up paying forty cents per like or something crazy.

When you're using Facebook's audience insight tool, when you type in a keyword, there's a tab that says 'Facebook likes' or 'Page likes' actually. It'll show you what pages people like, who have that interest. So what I tend to do is instead of targeting generic keywords; specific keywords are fine, but generic keywords I don't usually don't target; I will target those Facebook pages instead. So you can just type in the name of the Facebook page and then Facebook will populate it.

Now if you find a page you want to target and it doesn't show up, it usually means it does not have enough likes. Because if you think about it, most people that like a page are not going to be online when you're running that ad. So if the page only has five thousand

likes that's not going to be enough people in that audience that's likely to be online. So the page needs to have a good number of likes for you to target it. So that's what I did with my ad. I targeted Facebook pages, because I knew I would get the real fans of this niche targeting the pages instead of just generic keywords.

So let me recap what I've gone over cause I feel like I'm like all over the place and I mentioned something about comedy and I went on to something else.

So let's start from the beginning. You need a big image; always use the maximum size. Use a person. An attractive person also helps because by nature we're drawn to attractive people. And I realize attraction is relative, but we all know there are certain types of looks that are more appealing than others. So use what you think is attractive in your ad.

Make sure the person matches the target audience. So if you're targeting forty year old women, make the woman 40 years old in the ad. Also with text, Facebook has a limit. The text can't be more than twenty percent of the image, so use your text wisely. Don't put a lot. Make sure it's easily read, because remember - most people on Facebook now are browsing via their smart phones. So if the text is really small, they're not going to be able to see it.

The other key is to use comedy. Have a funny saying in the ad. So here's an example of that; let's say you have a blog targeted to electricians, okay. And your ad might be a guy on the left side of the image that is an electrician, or looks to be an electrician. And then on the right side it might say, "Date an electrician. The sparks will fly." Get it? Sparks, electrician? That's kind of what it did. It was like a pun that was relevant to the niche, and people loved it.

And so for the text of the ad, you just say, 'if you want more info and fun related to this topic, Like our page.' Short, simple, to the point. Now you might say, what if my page is not about funny stuff, or it's not about comedy? That's okay. You're still going to be posting about, you know whatever the topic is but you can still throw in some memes and stuff every now and then. Just make sure you say

in the ad what your page is about. Now if your page is about comedy I think that's an added bonus because remember, that's what people go on Facebook to do. They go on Facebook to get entertained. They don't necessarily go on there to buy things. Now that doesn't mean they don't buy things, but if you're a new brand and you want to get in front of people, you gotta warm them up. You've got to get them familiar with you. And one of the best ways to do that is to post funny memes and all that kind of stuff on your page.

So let's talk about price. How much is too much to pay for a like? Well obviously it depends on several things. Number one, your budget. Number two, how competitive the niche is and I've learned from my experience - I've got three pages that I'm running now and they are all in different niches, which is great because I can really compare. And I'm learning that this does work across different niches. It doesn't just work for certain niches over others.

Now some topics will work better because there's less competition. So if the topic has less competition, the ad price is generally going to be lower, because you're not competing with so many different people. For one niche page that I'm creating, when I first ran the ad to get the likes it cost me like twenty five cents per like, so I immediately canceled that campaign, changed the image, made it funnier, and then I got the like cost down to fifteen cents. And then ultimately down to twelve cents.

Now I could never get it down under ten. But it's a very very competitive niche. So you're going to find if you're going to try to market in the "Make money online" space, or the "Fitness" space or something like that, the cost per like will be more difficult to get down. But don't let anybody tell you that you can't get likes for under twenty five cents, or thirty cents in two thousand fifteen. If their telling you this, they don't know what they're doing. It is certainly possible to get likes under ten cents.

For one of my pages when I first started the ad I was paying one cent per like for US traffic. But it eventually went up to five cents and kind of maxed out there. But yes, I was paying one cent per

like. That's how engaged my ad was. And I was using the comedic approach with the ad, and it really really works.

But I will say if you're paying more than fifteen cents, really ten cents, then you really want to work and see if you can try to tweak your ad and get that cost down lower. Or change up your targeting. Maybe you aren't really targeting fans of this topic. Look at the Facebook pages that you're targeting and see if you can maybe find some different pages that you can target.

So test some things to see if you can get that cost down as low as possible. The other thing to keep in mind too is as I said earlier watch those generic keywords in the interest field.

Here's another example of that; if you put in chemistry as an interest when you're running a Facebook ad, you'll get something like five hundred thousand people who are interested in chemistry. Now if you have a chemistry blog you might get really excited and go "Wow! There's a lot of people I can target for my new page!". WRONG! Because a lot of those people are just typing the word chemistry in their news feed. Maybe they're talking about online dating or something like that. So they aren't really interested in the subject of Chemistry.

But if you change that and type in a chemistry related Facebook page, you'll really get to see that there aren't that many people to target. So be very careful when you enter interests in that field, because if they're not specific enough you'll end up targeting the wrong people.

Ok so now let's get to the nitty gritty. You've paid the money for these likes, and just by the way I'm not spending any more money on likes. I'm now just building up the pages organically through posting content. And I've scheduled the content all out in advance for like a month or two.

For one of my pages, the average reach per post is probably about eighty percent. That means eighty percent of my audience is seeing

my posts. For most people the average right now is I think twenty percent. So what am I doing to keep the engagement so high?

Again you guys, I'm continuing with that comedy theme. That's all I'm doing. There's a site out there called 'Someecards .com'. No doubt you've seen it. It's those little colored, cartoon e-cards with the person on the right or the left and then there's usually a little sarcastic saying to the left or the right of the person. And people can actually create those cards themselves. I didn't know that you could actually create an account with them and make your own e-cards. I thought you could just share their cards, but you can do both. So I've actually created my own e-cards for some of these niche pages and some of the one's that I've created have gone over really well.

So what I do is I just schedule two to three posts per day to go up automatically. So once I was done building up the likes, now the page is running on auto pilot. And so then once or twice a month I will put up ads to sell shirts to these people. So that's how I'm using this model. Again, this is not for you to necessarily sell shirts, you can use this model to then promote your blog posts. So you use these memes and these funny posts to get the engagement up as much as possible, so then when you post an article about your blog, your reach is up.

And I'm telling you guys, for this one niche the engagement is so good I just found out it's illegal to sell pages, cause I thought to myself, you know if I get tired of this shirt business or if I'm not making enough with the shirts, I'll just sell the page. But I learned that's illegal because somebody who has a site in this niche would love to have this page. It is so engaged. I just posted something yesterday and the reach was twice as high as the number of likes on the page.

So in other words, if I have thirty six hundred likes on a page the reach for that post was seventy two hundred. So how in the world to you get seventy two hundred people to see your post when there's only thirty six hundred likes? Well what happens is when something has such good engagement, Facebook will also show the

post to their friends, and they will also show the post repeatedly to the same people. So it doesn't mean that seventy two hundred unique people have seen the post, it just means it was shown seventy two hundred times.

Bottom line is you guys, the reach is off the chain. And so many people are complaining about how you can't get your post seen on Facebook, it's just not true. Now, when post a serious article or when you post something for sale, is your reach going to be that good? Probably not. Because as I said, people don't go on Facebook to buy generally.

So obviously when you try to sell something, yes your reach is going to be lower. If you put up a post for your blog, the reach is going to be lower because not as many people are going to like it and share it as they would if it's a funny meme. But, you will still get a lot of clicks and a lot of exposure because your reach is so good because of what you've been posting up until this point.

So that's the purpose of scheduling these memes and this fun content in between your blog post because that will keep your reach up so when you do have something to share or sell, people will see it.

That's the whole point of doing all of this. I really want to make that clear, because being very honest the Facebook Teespring market is getting very, very saturated. I've sold some shirts, but let me just say, I won't be doing any courses or anything on this anytime soon because I'm still learning to master this. My biggest regret is not getting into this a year ago, because it was really really hot this time last year, but I was one of those people like a lot of you, I wasn't trying to hear anything about paying for Facebook ads because Facebook was taking our reach away. But I'm now learning, you can keep that reach up if you learn to post engaging things and you post regularly.

And you know, a lot of the stuff I'm talking about you guys, this is just Facebook 101. This isn't new stuff - post content often, post funny things. This isn't new, but as a person who hasn't really been

into social media, you guys know, I barely update my own 2create page. I just haven't been doing a lot with social media. So this is the first time I've ever had a Facebook page that has such great engagement. So this is all new to me. So now my challenge is just selling and learning how to monetize the page better. But for those of you that are struggling with traffic, and you have no audience for your site, this method is a great, great way to get people to your blog. Because if I had a blog in this niche, I'd now have an audience to market to.

And the engagement is so good I'm actually thinking about starting one anyway. No, I'm just kidding. I would be bored to tears. I'm only doing this for the shirts, because that's what I love doing. But yeah, this is a great way to build up traffic to a new site, and I know a lot of you guys are struggling with that. You're not able to get any traffic with Google, you're not figuring out a conventional way to do social media, so if I told you, you could spend fifty sixty dollars and have a thousand or fifteen hundred likes and have a small audience to build on for your site, I'm sure a lot of you would love that.

Paying for traffic does suck sometimes, but at least it's instant and it's targeted. Two months ago at this time my page didn't even exist. None of these pages existed. Two months later I know have this audience to market to. Yeah, I had to pay for it, but the advantage is, it happened quickly. And I've heard people say, "Facebook only sends fake traffic. I have seen no evidence that these likes are fake. Let me tell you if they are fake, these people are really working hard at looking like they're not fake. Because people are commenting, sharing, engaging - Facebook loves my pages because the engagement is so good.

So the M.O.P. of this podcast, which is the moral of my podcast, you got to look at Facebook differently now, if you want to get into this game. Like a lot of you, I had no intentions of throwing any money into Facebook because why should I? They're not going to show my audience my content so why would I pay for that? But I had a shift in thinking after I attended the Teespring meet-up. My thinking is this; sure, not all of my audience is going to see my content. But I can maximize that by posting the memes.

And yes, maybe only fifty, sixty, seventy percent of the people are going to see what I post, but if I'm making a profit that's all that really matters in the end. If I'm able to capitalize on this traffic that I am getting or this exposure that I am getting, at the end of the day it's a win. The internet is largely becoming a pay to play model in many instances. Not in all instances, obviously you can still get free traffic in a number of ways. But when it comes to social media, it's becoming a pay to play model. Pinterest is doing it too, and it's just the way the net has evolved. So you either learn it or abandon it, and I've decided to learn it.

I find it very intriguing, and especially with me really into this t-shirt model and having the success that I've had with Spreadshirt, I'm just really, really into this. And as I've said, this got me out of my burnout. It's so nice to be learning something new and getting into something different for a change. I might not make a ton of money, but I'm enjoying what I'm doing. And for me, that's always number one.

So if you guys have any questions on things that I've done with my ads, please go to 2createawebsite.com/podcast14. I will be more than happy to answer any questions you have. I probably forgot some things that I could have mentioned to help you guys out. If you want me to do a video on this let me know.

I haven't done a YouTube video in like, six months now, which is crazy! That's when you know something's going on. When I go that long. I mean I had not done YouTube's super regularly, but I've never gone six months without doing a video, and I've been hearing from some of you guys about that and I apologize, but, just being honest, I was burned out. I wanted to learn something new and now I'm doing that.

Check out my blog, if you want to take some of my courses go to 2createawebsite.com/courses, you can get a discount on that page. The discount is already embedded into the link. Thank you so much to those of you who have already signed up. Many of you have already purchased all my courses, love you guys for that! And for

those of you who haven't purchased any, I still love you too. So I'll talk to you guys later and thanks for listening! Peace!