

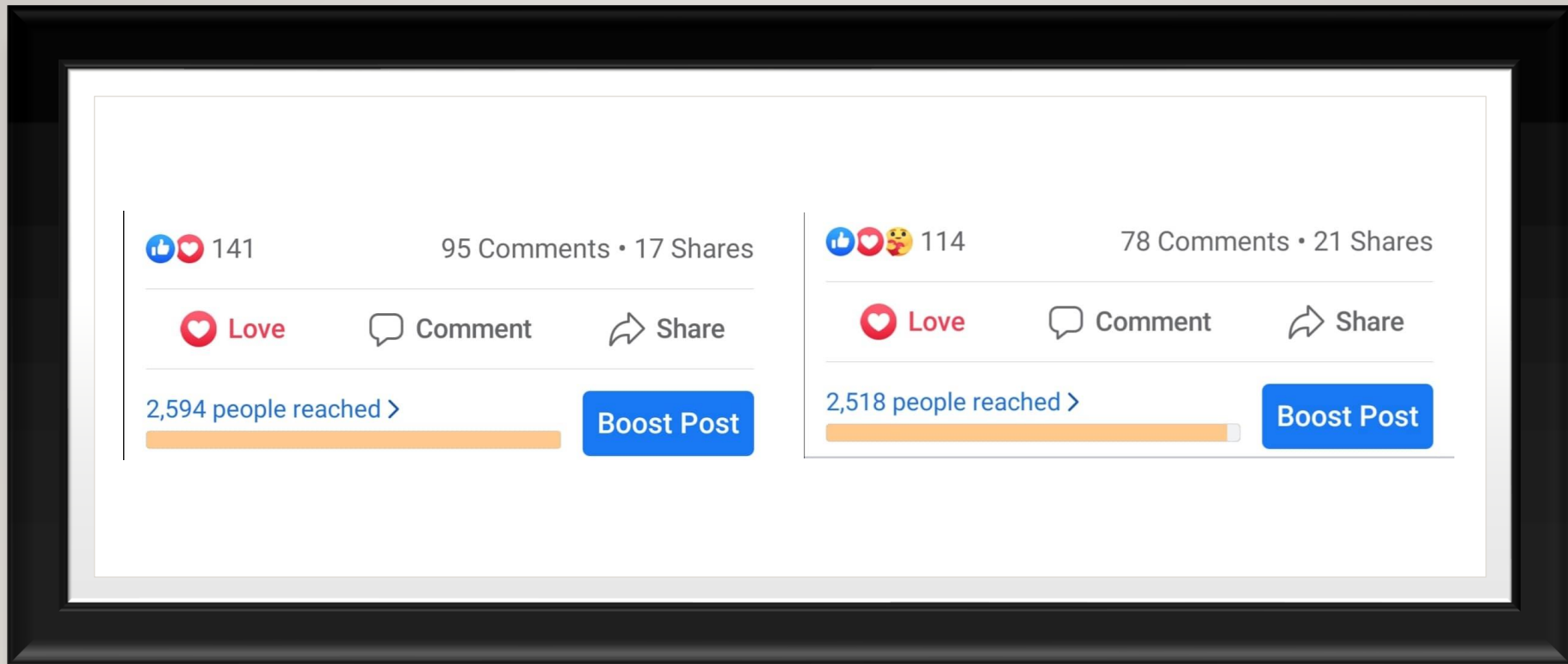
7 SIMPLE WAYS TO BOOST YOUR REACH ON FACEBOOK

ALVIN PHANG

WHY YOU SHOULD LEARN FROM ME AND HOW I CAN HELP YOU

- Alvin Phang (Singaporean)
- Evangelist & Internet Marketer
Since 2006 (14 Years)
- Promoting Jesus @ GatherFaith.com
- Instructor & Coach to 23,399 Students
in 160 Countries
- Ministry – FB.com/GatherFaith (36,338 Fans)





**STAY STILL THE END AND I WILL SHOW YOU
HOW TO CREATE A VIRAL POST WITHOUT
SPENDING A SINGLE CENT ON ADS**

MY GOAL IS TO BLESS YOU
WITH THESE TIPS SO YOU
CAN IMPROVE YOUR
REACH ON FACEBOOK

'It is more blessed to give than to
receive.' – ACTS 20:35B

FACEBOOK FACTS YOU SHOULD BE AWARE OF

- For most Fan Pages, organic reach is typically only **1 to 2%**
 - This means that for a Fan page with 10k followers, each post reaches 100 to 200 people at the most.
- For Personal Profile Pages, reach is unknown
 - However, the more people engage with your personal content, the higher the chances they will see what you post on their Facebook feed

FACEBOOK FACTS YOU SHOULD BE AWARE OF

- The time of day that you post your content matters.
- The type of content you post, (video, photo, link, or text) also plays a part in how much reach your page will get.

TIP #1 – ALWAYS ASK FOR ENGAGEMENTS

- Facebook loves engagements!
- The more engagements you have on your page, the more likely it is that Facebook will show any future content you post to your viewers online.
- At the end of every post, always ask for at least one or two forms of engagement.

TIP #1 – ALWAYS ASK FOR ENGAGEMENTS

- Here are the top three engagement phrases that I use:
 - Comment, “Yes” and Share!
 - Click the link below for more!
 - Tag your friends and share!

TIP #2 – BE SELECTIVE ON YOUR TOPIC AND YOUR POST

1. Posting content that is not relevant to your desired target audience is a common mistake people make on Facebook.
2. Do some research on Google Trends for topic ideas and to find out what people are interested in at that time.

TIP #3 – BROADCAST USING FACEBOOK LIVE VIDEOS

If a Facebook Live Broadcast is engaging enough, Facebook's algorithm will automatically (and organically) suggest it to people who have similar interests and/or people whose behavioural markers are similar to those who are already watching the broadcast.

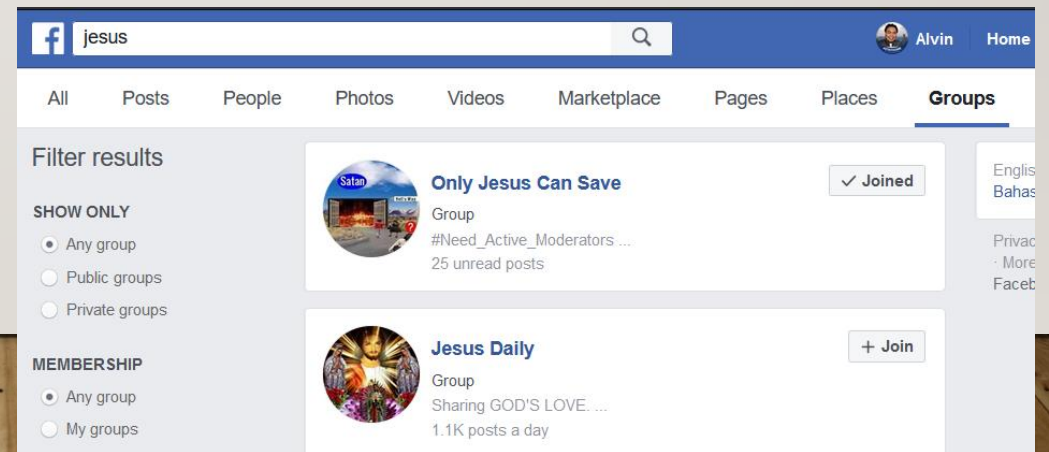


TIP #4 – BE CONSISTENT WITH YOUR UPDATES

1. Be disciplined and strategic when you post, and post regularly to maximise audience engagement.
2. The more Facebook detects that people are engaged with your posts, the more reach your posts will get in future.

TIP #5 – PROMOTE YOUR CONTENT IN GROUPS

1. Search for Facebook groups that are relevant to the content you post and promote your posts there.
2. **Caution: Be careful not to post to more than 6 Facebook groups every 3 hours.** To do would get you flagged for spamming.



TIP #6 – TEST YOUR POST CONTENT TIMING

1. Some recommended times are: 8am, 10am, 12pm, 3pm, 5pm, 8pm and 10pm.
2. Do not promote the post during the one day test period.
3. Allow 24 hours for each post to be online before comparing the reach that the post has.

TIP #7 POST ENGAGING IMAGES OR VIDEOS

God is able.
God is good.
God is merciful.
God is forgiving.
God is powerful.
God is
everything.

♥ Brilliant Minds Quotes ♥

Can I get an Amen?

<3



POST ENGAGING, VIRAL CONTENT

1. Ensure that the viral post is related to your topic and/or Page
2. Respond to every comment, or as many as possible to encourage more engagements.
3. Share the post to related groups online.



**LOVE WHAT YOU HAVE
LEARNT SO FAR?**

**REMEMBER TO APPLY AT
LEAST ONE OF THESE TIPS
HERE TODAY TO SEE
IMPROVEMENTS**

SUPPORT US IN THESE 3 WAYS

1. SHARE THIS CONTENT WITH FRIENDS
2. FOLLOW US AT: [FB.COM/GATHERSUCCESS](https://fb.com/gathersuccess)
[FB.COM/GATHERFAITH](https://fb.com/gatherfaith)
3. MAKE A CONTRIBUTION AT:
[PATREON.COM/GATHERFAITH](https://patreon.com/gatherfaith)