

SOCIALPROFITS

Sell Cars Through Social Media

**Instruction Guide:
Get New Likes for Free**

THE INVITE FRIENDS CAMPAIGN

This is an awesome little campaign to grow your following and the likes on your Facebook page. We've seen businesses gain hundreds and even thousands of fans quickly using this strategy.

The best part is that it is totally free for your dealership. You just have to do a little legwork.

How it works:

Your staff has a lot of friends and family members in your community that they are already connected with on Facebook. Facebook Pages has a really cool feature that allows them to invite their network to your page.

All you have to do is ask and stay on them to do it.

You are going to have to get them involved and literally ask them to do it in person and via email. It's fast and easy for them to do. If it comes from their boss in person it's highly likely they will do it.

Most people are connected to at least 300 people on Facebook. Some have way more. The more you ask to do this... the more invites that go out. This can snowball very quickly.

Get 50 people to do it. $50 \times 300 = 15,000$ invites to the fanpage.

I created this PDF that has instructions for how to invite friends on both mobile and desktop. I would advise that you print this out for each member of your staff. Literally everyone.

Ask them at your meeting. Go to them individually and ask them to do it. Send it via email.

You have to stay on them and almost wait while they do it to get everyone to pull the trigger on it. They will tell you they will and then not do it. So offer to help them do it.

You could literally gather everyone at the dealership in a meeting and ask them to pull out their phones and walk them through how to do it.

If you do, it's like getting likes for free. Those likes can turn into sales and opportunities.

Enjoy your new likes!



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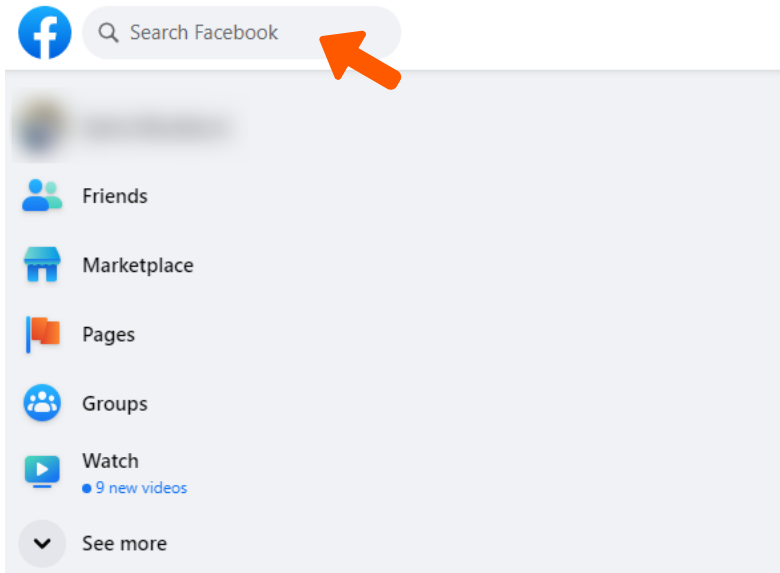


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HOW TO INVITE ON DESKTOP

Step 1: Open Facebook, Navigate to the dealership's page through the search bar.



Step 2: Like the Page and click the "3 dots" and invite your friends!



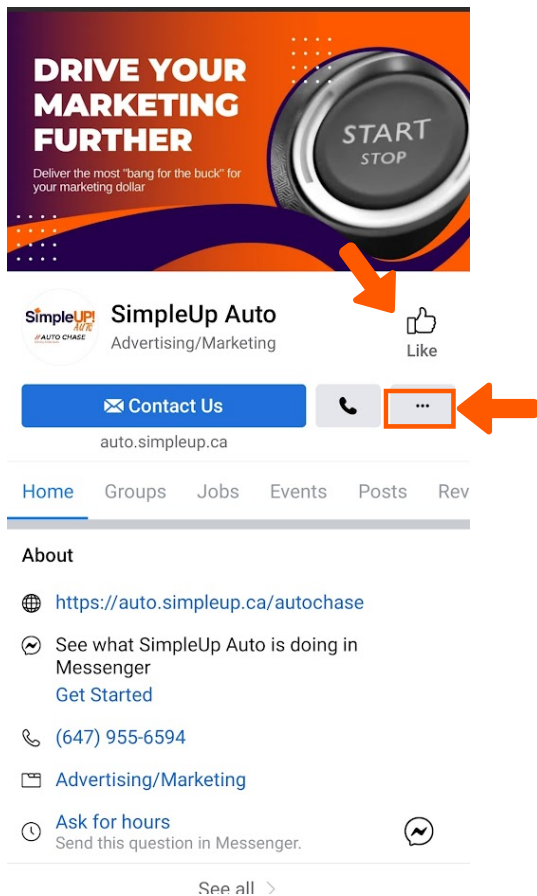
Step 3: A pop-up will come up for you to invite all your friends!

HOW TO INVITE ON MOBILE

Step 1: Open Facebook App, Navigate to the dealership's page through the search bar.



Step 2: Like the Page and click the "3 dots" and invite your friends!



Step 3: A pop-up will come up for you to invite all your friends!