

# How to Giveaway Content Through Social Media For Free Promotion

You've no doubt noticed that social media is the "in" thing right now. Seems like everyone is telling you to set up a Twitter account or a Facebook Page. Maybe you already have these pages set up.

But let me ask: Are you using them to full effect?

Now, there are a lot of ways to use social media to benefit your business.

One of those ways is to use social media as a platform for giving away free content. While you can certainly just post your free content directly, you'll get a lot more traction if you use the seven tips and strategies that you're about to learn in this report.

These tips and strategies include:

- Using Rafflecopter to spread your content virally.
- Making a permanent space on your Facebook page for your best content.
- Utilizing social media's built-in tools to get your content in front of more eyeballs.
- Persuading people to share your content.

And much more.

By the time you finish this report, you'll know exactly how to use social media to boost the number of people who see your free content.

Let's jump in...

## 1. Create Contests Using Rafflecopter

[Rafflecopter.com](http://Rafflecopter.com) is a slick tool that you can use to set up viral contests on Facebook, Twitter, and elsewhere (including your own website). The reason it works so well is because Rafflecopter's key benefit is that you can tie certain activities into extra entries for a contest.

Example: You may set it up so that contest entrants get an extra entry into your contest for each of the following tasks they perform:

- Sharing your free content on Facebook.
- Tweeting about your free content on Twitter.
- Directly emailing a friend about your content.
- Blogging about your content.
- Sharing your contest itself on social media platforms (e.g., Tweeting about it).
- Joining your mailing list.

So you can see how this is beneficial to you

First, you can use the contest to spread your free content virally. And secondly, the contest itself spreads – and the more people you have entering your contest, the more people who'll see your free content!

So here's how to set it up...

### **Step 1: Sign Up With Rafflecopter**

Go to <https://www.rafflecopter.com/pricing/> to decide whether to get a free or paid plan. The type of account you choose depends on what all actions you'd like your entrants to perform.

Example: A free account gives you the basics such as exchanging entries for sharing the contest itself on Facebook. However, if you want the ability to run the contest on Pinterest, you'll need to get the "Blogger" plan. And if you want the ability to give entries for directly referring friends, then you'll need to get the "Business" plan.

Tip: Even the free version of Rafflecopter is powerful, so you may just want to sign up for the free account for your first contest. If you do this, then link your free content directly on the entry page so that everyone who enters your contest sees your content. Or, link an entry to signing up for your mailing list, and then present the free content to all new mailing list subscribers.

### **Step 2: Pick Your Prizes**

You'll certainly get a lot of entries if you offer a prize such as cash or gadgets. However, these general sorts of prizes won't attract your target market. As such, you'll get more targeted fans and newsletter subscribers if you use prizes that will appeal directly to your target market.

Example: Don't give cash as a prize to dog lovers, as you'll get plenty of people entering the contest who like cash but they don't like dogs. Instead, offer a prize package that includes things like dog training supplies.

### **Step 3: Set Up Your Contest Parameters**

Here you need to do two things:

1. Decide what all you want entrants to do for their entries (which in part will be determined by whether you're using a free or paid Rafflecopter account).
2. Decide when the contest ends. You should run your contest for a minimum of 10-14 days, as you need to give your contest enough time to spread virally.

Once you've decided on these parameters, then go ahead and set up your Rafflecopter contest. Remember to link your free content either on the entry page itself, or give it away to those who join your list.

### **Step 4: Announce Your Contest**

Your last step is to launch your contest by announcing it everywhere. Blog about it. Tell your newsletter subscribers. Post about it on Facebook and Twitter. Once you've started the initial push, then watch as your subscribers and social media followers start promoting it for you.

End result? You'll get new social media followers, new subscribers, and massive exposure for your free content!

## 2. Keep Your Free Content on Top

If you just post free content on your Facebook Page wall, then it's going to quickly fall below the fold of your timeline. New people who're visiting your Page for the first time won't see your free content.

Fortunately, there are two ways to keep your free content on top: Pinning It and Tabbing It.

Let me explain...

## 1. Pinning It

The first method is to Pin your content to the top of the page. Whenever you make a post on your Page wall, you can make it a “sticky” post at the top of your wall by clicking the downward-facing arrow near the upper right side of your post. Do that, and you’ll see the first option is “Pin to Top.” Simply click that option to Pin your post about your free content.

Tip: You can unpin the post at any time by going back into the options and selecting “Unpin From Top.”

## 1. Tabbing It

The second option for keeping your free content at the top of your Facebook Page is to create a Tab especially for your content. Your default Tabs at the top of your Facebook Page include things like “Photos” and “Likes.” You can change these default tabs, plus you can add new ones.

One way to use a Tab to share content is to create a new “Note” about your free content. However, if you’re using your free content to build your mailing list, then you can create a “Newsletter” Tab where you trade your free content for email addresses.

To do this, go to the top of your Facebook Page, choose “Edit Page” and then choose “Edit Settings.” From there, click on “More” (which you’ll find underneath your Page name) and click on “Apps.” There you can create your Notes or other Tabs.

Tip: If you want to integrate your newsletter subscription form directly into Facebook, check with your ESP (email service provider) to see if they’ve developed a Facebook app.

Here are two popular ones:

GetResponse ([https://apps.facebook.com/getresponse\\_webforms/](https://apps.facebook.com/getresponse_webforms/))

Aweber (<https://apps.facebook.com/aweber-email/>).

Even if you do make a Tab at the top of your page which advertises your free content, not everyone will see it. That’s why it’s a good idea to post about your free content on your Wall as well – indeed, you can just point people towards the Tab to learn more.

Now all of this leads us to the next strategy – how to make sure your Fans see your Facebook posts...

### 3. Boost Your Facebook Posts

Some folks think that when they make a post on their Facebook Page, all their fans will see it. That's not true. That's because Facebook only shows your posts to a small percentage of your fans.

It's frustrating, yes. However, Facebook does provide a way for you to get your posts in front of ALL your fans. And better yet, it even gives you the option to increase your reach to friends of your fans and/or a targeted group of people.

How? By using the "Boost Post" feature.

Whenever you post something on your Fan Page, you'll see the option to "Boost" the post. You'll see this option at the bottom right hand side of all the posts on your wall. You'll also have easy access to it in your Admin Panel at the top of your Facebook Page.

This paid feature, at a minimum, puts your post in front of ALL your Facebook fans.

Here are the two options you have when boost your post:

1. Show your post to ALL your fans, plus show your post to friends of your fans.
2. Show your post to a targeted audience of your choosing.

Obviously, the first option is good because it puts your post in front of all your fans. Indeed, you can opt to pay just a small amount of money to reach all your fans (and likely a few of your fans' friends, depending on how many people "like" your fan page).

To find out how many people you'll reach and how much it will cost, click on Boost Post, check that the first option is checked, and then adjust the budget to see how many people total will see your post. If you have a small number of fans, you can reach them for as little as \$5.

The second option is also a great choice because you can narrowly target who sees your post. This option allows you to filter by age, geographic location, gender and interests.

Example: If you're giving away a free book about weight loss, then you'd filter the audience by those who're interested in weight loss, fitness, dieting and similar terms.

As you apply these filters, the "Boost Post" feature will tell you approximately how targeted people you'll reach and how much it will cost you. You can adjust your budget anywhere from \$5 on up to reach your desired number of targeted Facebook users.

Tip: Facebook also provides some statistics to show you how well your campaign fared. Specifically, you'll see how many people clicked on your post from their news feed, how many people liked your post and how many people liked your fan Page overall as a result of your promotion.

Remember: the more narrowly you target your advertising, the better quality traffic (and more engagement) you'll get for your free content.

## 4. Create Calls to Action to Increase Tweets and Shares

No matter where you're posting your free content, you basically have two goals:

1. The primary goal is to get people to read the free content.
2. The secondary goal is to get people to share the content with others.

Both of these goals require calls to action, which is where you specifically and explicitly tell people what you want them to do.

You see, just because someone likes your content doesn't mean they'll automatically share it. In a sense, you need to lead people by the hand. You need to specifically encourage them to share it, retweet it or even "like" it by using a call to action.

Let me give you a few examples of calls to action:

- Share this post if you agree.
- Do you agree? Then re-tweet.
- Please share this post on your Facebook Wall.
- Please re-tweet.

- R/T if you agree.
- Make [some opposing group mad] - share this post on your Facebook Wall!
- Would you do this? "Like" for no or "share" for yes.
- Which one is your favorite? Click "like" if it's [option 1] or "share" if you prefer [option 2].
- Please help spread the word by [re-tweeting/sharing] now.
- Please re-pin.
- Do your friends a favor and [re-tweet/share/re-pin].
- Do your friends [need to solve some problem or do they like some specific topic]? Then click to share now!

Again, the key is to include these types of calls to action whenever you talk about your free content on social media.

Bonus Tip: Create a call to action at the end of your free content where you encourage your readers, viewers or users to share it on their Facebook Page, Twitter account or other social media.

Example: "Did you enjoy this video? Be the hero to your friends by sharing it on your Facebook Page - they'll be glad you did!"

## 5. Create Viral Content

As mentioned above, one of your goals when using social media is to get other people to share your free content.

Indeed, that's a key benefit of using social media:

They are naturally viral platforms. However, the viral effect only kicks in if you give people something worth sharing.

The best way to find out what sort of content others like to share is to take a look at what they are ALREADY sharing. In other words, don't guess about what kind of content to create. Don't guess about whether your particular audience will respond best to funny, controversial, useful or inspirational content. Instead, find out for yourself by doing two things:

- 1. Go to popular Facebook Pages in the same niche to see what's popular.** Specifically, see what types of content get the most "shares". Then take note of whether this content is controversial,

crude, funny, cute, inspirational/motivational, etc. Also take note of whether your audience is sharing photos, videos or text content.

Finally, look for patterns. If “funny” graphics consistently gets the most shares across different types of content and different Pages, then that’s a good indication that your audience responds best to funny graphics and memes – and it’s something you may want to try. Which brings us to the next point...

- 2. Test it out on your page.** The only way to know for sure what your audience responds to is to test it out for yourself. This means trying out a variety of content to see whether they like and share funny graphics, inspirational text passages, video demonstrations or something else.

Here are some keys to creating your own viral content:

- **Link the viral content to your free content.** Obviously, the whole point of creating viral content is to drive traffic back to your free content. As such, be sure to link back to your freebie.

Example: If you’re posting a graphic, then include a link and a call to action at the bottom of the graphic.

- **Be sure it’s easy to consume.** People don’t want to spend a lot of time on something. And even if they do invest time in it, they’re less likely to recommend it to others because they know their friends are too busy to invest that same amount of time.

The point? Make your viral content short. It might be a graphic that takes just a few seconds to read. Maybe it’s a passage of text that takes a minute or two to read. Or perhaps it’s a video that’s short (a minute or two long, but not longer than five minutes).

- **Make it easy to access and share.** If you’re posting something on your Facebook Page such as a graphic, then do NOT link to an offsite page (such as your blog). Instead, upload the graphic directly to your Facebook Page, which enables people to access the content directly... and share it directly, too.
- **Create a call to action.** As mentioned previously, people are much more likely to share your content if you specifically tell them to share it. As such, post a call to action.

Examples:

"Share if this made you smile."  
"Share if this inspired you."  
"Click share to show this cool tip with your friends  
- they'll be amazed!"  
"Share if you agree!"  
"Share if this makes you mad."

One final note...

You'll probably notice that graphics are about the easiest things for people to share, and that many people do share graphics which amuse them, make them laugh, make them think, inspire them, get them to nod and agree, etc.

As such, spend time thinking about how you can create easily shareable graphics.

Here are some ideas:

- Creating something useful? Turn it into a mind map or info-graphic.
- Want to share something inspirational? Turn a powerful quote into a graphic by putting the text on an appropriate background.
- Need to create something funny? Attach a funny caption onto a funny or cute photo.

The other bonus in creating viral graphics is that they don't like for you to make.

You might even find an appropriate photo on a stock photo site like [depositphotos.com](http://depositphotos.com), and then add your caption using a free tool like [pixlr.com](http://pixlr.com) or GIMP.

Since they're so quick to make, you can test out plenty of funny, controversial, inspirational or otherwise novel graphics in a short amount of time on your Facebook Page, Twitter or Pinterest to find out what your followers love and what creates the most responsive traffic back to your free content.

## 6. Post Social Media Buttons on Your Blog

So far, we've been talking about specific ways you can use social media to distribute your free content. And in most cases, that means posting the content

on the social media site – like Facebook or Twitter – and then seeking ways to make it go viral.

However, you're also posting your free content on your blog, right? Well in that case, can still use social media to make it go viral. The trick is to give your readers all the tools and encouragement they need to share your content.

How? By putting social media buttons on your blog, along with a call to action. These buttons will appear right underneath or next to your content, and they'll allow your users to share your content on the social media sites of your choosing, including:

- Facebook
- Google+
- Twitter
- LinkedIn
- Pinterest
- YouTube
- Digg
- Stumble Upon
- Reddit

And many more.

Now, if you're using a WordPress blog, then there are plenty of social media plugins you can use to display your social media buttons and widgets next to the content. Here's one example: <http://wordpress.org/plugins/social-media-widget/>

While this plugin (and similar ones) do give you the option to display a whole lot of social media buttons, you'll want to choose only the top buttons relating to the sites that your readers most likely use. That's because seeing dozens of buttons next to content is overwhelming. And when people get overwhelmed with choices, they tend to not make a choice at all – in other words, they don't take action.

The solution, then, is to only display a small number of buttons, such as three to six. Generally, your buttons should include Facebook, Twitter and Google+. Any buttons you display beyond that, if any, depends on what social media platforms your visitors use frequently.

The second thing you need to do when displaying your buttons is provide a call to action. Again, this is where you specifically tell people to share the content using your social media buttons.

Examples:

- Did you enjoy this video? Click here to share it on Facebook!
- Spread the word - click to share on Twitter!
- Spread the love by liking and sharing...

You get the idea. Again, the point is to give people an easy way to like or share your free content, because all they have to do is click a button.

And now let's look at the last way to use social media to distribute your free content...

## 7. Encourage People to Get Interactive

Sometimes marketers get on social media and treat it like a one-way avenue of information, as if their Facebook wall, Twitter feed, Pinterest board or other platform was like a newsletter. However, as the name "social media" suggests, this is the place to get social. And that means you need to get interactive with your followers while also encouraging them to be interactive on your social media page.

So what's the bonus? People who get interactive in an online community start feeling a sense of ownership regarding that community. Once they start investing themselves into this community, they're more likely to like and share your content – especially if you ask them too.

As such, this isn't something you do overnight and then use it to help boost the number of people sharing your free content tomorrow. Instead, this is a strategy with a long-term view. You build up your community, get interactive with the members, and reap the rewards over the long term.

Here are tips and tricks for getting more interactive and for encouraging your followers to interact with you more as well...

- **Ask people for a response.** Yes, I'm talking about a call to action. If you're posting something where you'd like to see some interaction, then specifically ask people for a response.

Example: "What do you think? Post your opinion below."

- **Post things that invite interaction.** If you just post an article, that's not the type of thing that's going to lead to a whole lot of discussion.

However, talking about a controversial topic might. Sharing an opinion on a trending topic could elicit conversation. Sharing some news that affects your niche may create discussion about how it will impact people.

Those are just a few examples, but you get the idea – post something that naturally invites interaction, and you'll find it a lot easier to get people to jump in and start posting.

- **Reply to posts.** This is basic, but sometimes people forget this. If someone posts something on your social media page, acknowledge it in some way. At the very least, you should “like” the post if you're on Facebook. When required, reply to the post (thank them for it, share your opinion, etc). In short, keep a discussion going by acknowledging everyone's responses.
- **Share, like, retweet and repin others peoples' content.** When you do this, they are more likely to pay attention to your content, and they're likely to reciprocate by sharing it.
- **Use hash tags to join conversations.** When you're posting on social media sites like Facebook and Twitter, you can use Hash tags to join conversations and to encourage others talking about the same topic to join your conversation.

A hash tag is basically the symbol followed by a keyword.

Example: If you were talking about the drug Lipitor, your hash tag would be #lipitor. You might use numerous hash tags such as #pharmaceuticals or #prescription-drugs.

If you're starting the conversation on a topic, then use the hash tags that best describe what the topic is about. Otherwise, go to Twitter and find out what topics are currently trending – then join in on the conversation using the same hash tags everyone else is using. This will ensure that those who're following this topic will see your posts too.

- **Get interactive on Pinterest.** One good way to do this is to create a board where you allow your users to contribute to it.

Example: If you work in a dog niche, then you might create a board where people can pin pictures of cute puppies (theirs or someone else's).

As mentioned, this isn't a short-term nor a direct strategy. However, once you've started to build a community, you'll find that this is one of the most powerful ways to distribute your content.

## Conclusion

If you have free content to distribute and at least one social media account, then you can use one or more of the strategies you just discovered to get more targeted traffic in front of this content.

Here's a quick recap of these strategies:

1. Using Rafflecopter for viral contests.
2. Keeping content in front of people with Tabs and Pins.
3. Using "Boost Post" on Facebook.
4. Creating calls to action.
5. Offering viral content to encourage sharing.
6. Posting social media "share" buttons on your blog.
7. Getting interactive to boost engagement in the long term.

Some of these seem fairly simple, and they really are simple to implement. But each of these seven ideas is tested and proven to work.

So, your next step is easy – take action!

If you don't yet have accounts with the big social media platforms (especially Facebook and Twitter), your first step is to sign up and encourage your users to follow you!



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