

Make the Most of your Facebook Page



Host a giveaway on Facebook in 5 steps

In the insurance industry, Facebook is a platform where you can share just about anything with your clients and community. You can post industry news, agency accomplishments and local happenings. But, what can you share that will garner high levels of engagement, bring new fans to your page and keep the old ones coming back? The answer is simple: Host a giveaway.

1. Determine what type of prize you can offer your winner. Agency-branded merchandise? A car detailing? A \$25 gift card to a local restaurant? A \$50 gift card to a home improvement store?
2. Write a status update announcing your contest. (Bonus points if you have someone in your office who can create a custom visual to go with it.) Encourage fans to comment on the status update by a certain time/day, and let them know you'll be randomly selecting one winner. Or two. Or three. Or four.
3. Post your status update.
4. When the contest is over, select your winner. You can do this a number of ways—but perhaps the easiest is by using a website that does it for you. For that, we recommend [Woobox](#). ([Pick your winner in Woobox with these simple steps.](#))
5. Announce your winner. Find their Facebook comment and let them know they've won. Ask them to private message your Facebook page with their mailing address so you can send them their prize.



Is there an easier way to get your fans excited about your Facebook page? We don't think so.

What's the best response you've ever received from a Facebook post?

Note: While Facebook giveaways do not guarantee a certain engagement rate, they are a great opportunity to get your fans excited about your brand and to interact with your page.