**How to Grow Your Audience on Facebook Live**

Once you try creating content for Facebook Live, you will very quickly recognize just how great the format is for really connecting with your audience and offering something different and more exciting compared with your competition.

And once you realize *that*, you’ll no doubt want to ensure that your content is seen by as many people as possible. This is why it’s so important to start building your viewership and making sure you have as large an audience as possible. And after all, isn’t that the MO of any internet marketer?

So the question then becomes: how do you go about growing your audience on Facebook and getting more people to read your content? Let’s take a shot at answering that question…

**Social Media Marketing**

Anyone who follows your Facebook Page should be able to see your live content on their home feed. And happily, Facebook has commented that its algorithm puts live content above most other types of content. Thus, the easiest way to get more people to see your videos is to grow your following for your page. And the way you do that is the way you handle any social media marketing: by building your brand across multiple channels and making sure that you are consistently offering high quality and establishing yourself as an authority.

**Facebook Ads**

You can also use Facebook Advertising to build more likes for your page. And actually, the best way to do this is with ‘CPA’ or ‘Cost Per Action’. This means you only pay when someone takes action through your advert and in this case, that can mean liking your page.

If you can work out how many of your followers see your video and how many of your viewers buy your products, you can then calculate a budget for your CPA ads and actually guarantee a good ROI! CPA combined with Facebook targeting is one of the very best ways to grow your audience.

**Use the Right Description**

As with the title of a link, the description of your video is one of the only influencing factors you have to work with. Your aim is to make your video stand out and grab attention in a way that will make people curious!

**Invite People to Follow**

Some people will find your videos through friends or through the Facebook Live Map. Make sure that you invite them to follow you so you can turn those first-time viewers into long-term fans!