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## [Get More Likes on Facebook](#)

Posted: 22nd October 2010 by [Melissa Altamirano](#) in [Pi Digital](#)

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The more you like,  
The less you pay.

**Fabia ... I Like!**  
Facebook Price:  
**10.904** EUR

Original price: 12,950 euros

Skoda Fabia is selling a Rock the price you decide.  
1 like on the page Skoda Belgium and it is 2 euros less on the Fabia Rock!  
The more likes, the more the price drops. But beware, there are (currently) one car for sale ...

**1 Like**  
1 like = -2 EUR  
1 like on the page Skoda Belgium gives you a 2 euro discount on the Fabia Rock In. Do not wait like a Facebook page:  
**Loving the page Skoda**

Clever as clever can be. We've seen similar marketing before, but not quite this unique. A Belgian car company offered to lower its price for the Skoda Fabia automobile available for purchase according to its number of facebook likes. What? Yes, the car company let the audience take the wheel- or the mouse, and lower the price of the car. The price would go down 2 euros for every like. Of course, there would be a timeframe in which to purchase the car and is only one available car for the particular lowered price, but it boomed the number of likes by fans eager to get the price down.

Even if a facebook follower did not plan on purchasing the car, it may have been fun to click away and see the price lower for the sole curiosity of seeing how far anyone can personally help the price change.

In essence, Skoda paid for its advertising, followers, and exposure along with plenty of buzz and press with one single task, letting facebook users play a game they were interested in and would benefit from. Again, very clever game, and a very neat lesson to be learned.

More likes means more followers, more people tuned in to your feedback, and more direct contact with people who you can market your product to. The original quality of this campaign proves that there is no ends to the creativity in which to use social media platforms.

Other companies are giving out coupons and other small offers in exchange for likes/tweets and such, and

Youtube channels have been holding contests for a while now and require similar qualifications like subscriptions to certain channels to enter.

Reward your audience and they will listen to your marketing efforts. Hold contests, maybe develop a Facebook application, and get creative with social media. After all, it looks like it's here to stay. Getting a virtual following can only place you ahead of the game, by securing more viewers and more potential customer relationships.

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