Techniques to Get More Followers for Your LINE Official Account

LINE

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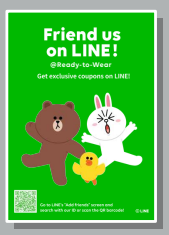

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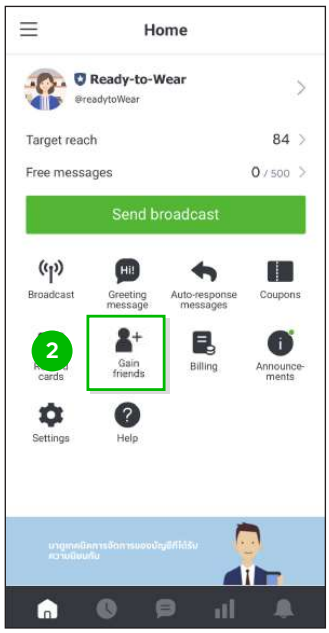
How to Get More Followers with the Add Friend Button

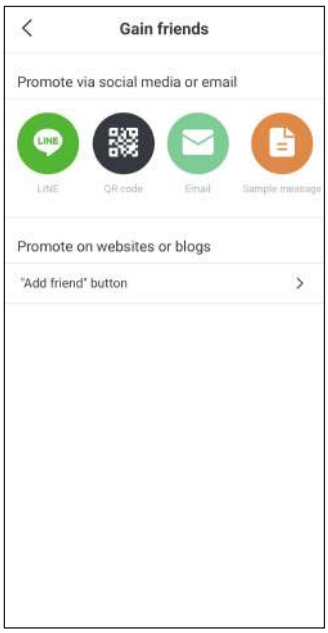
How to Get More Followers with the Add Friend Button

2 Techniques to Make your LINE Official Account Popular

Technique 1: Share your LINE official account via email and social networks

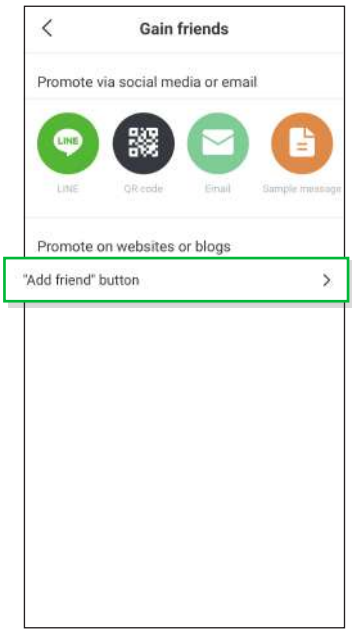
Users can add your LINE official account via many channels. For example, you can share your account through LINE Chat, send a QR Code or a link to your customers to let them scan or click, etc.

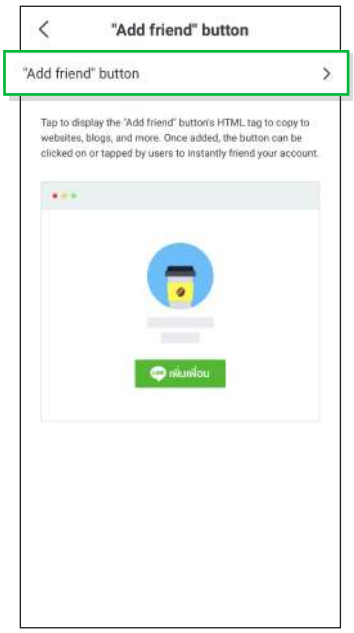


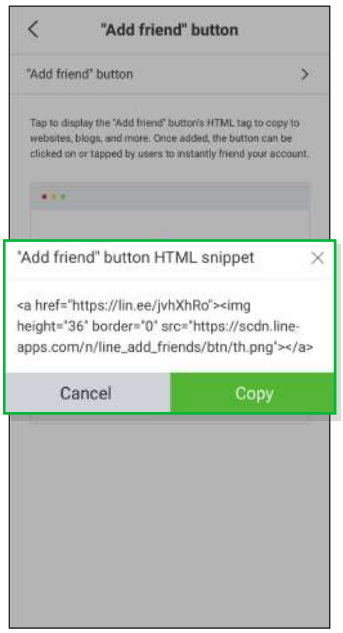


Technique 2: Share your LINE official account via websites and blogs

You can share the Add Friend button on a website by copying the HTML code and pasting it on the website.







How to Create Posters

How to Create Posters

Apart from sharing a link, generating a QR Code, and creating an Add Friend button on the application, you can use LINE Official Account Manager to create a poster, too!

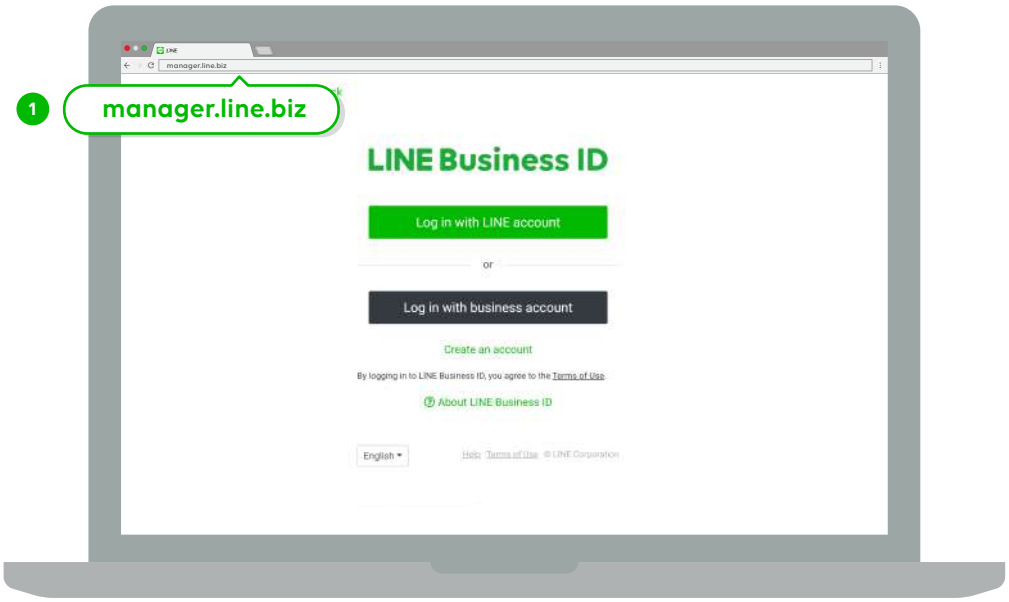
** Only verified accounts can download a poster.*

How to Create Posters

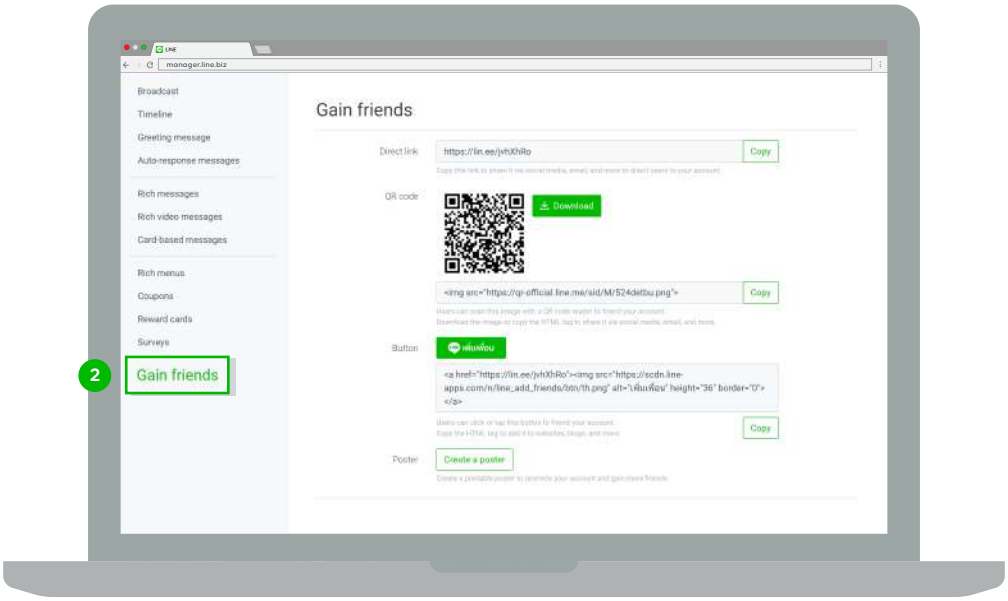
The poster, LINE Friends Characters, is a special feature for verified accounts, which can be downloaded only from the website LINE Official Account Manager.

1. Go to manager.line.biz (LINE Official Account Manager)

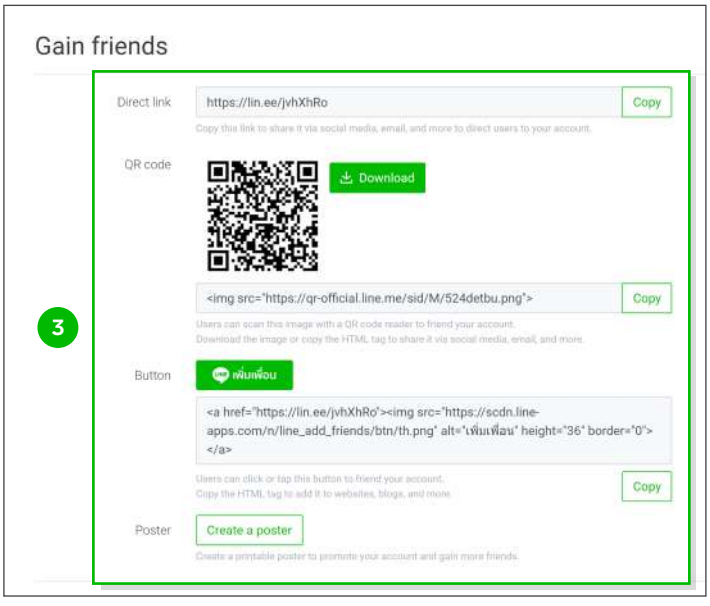
**The recommended browser is Google Chrome.*



2. Click 'Add Friend' on the bottom left menu



3. There are 4 ways you can select to add friends as follows:



Direct Link

You can share URLs or this link with your friends on LINE Chat. You can also, post it on social media to allow new customers to click and easily follow your account.

QR Code

You can use it to create a poster or a piece of artwork to promote your LINE official account on the homepage of your store or other media to allow the customers to scan it.

Button

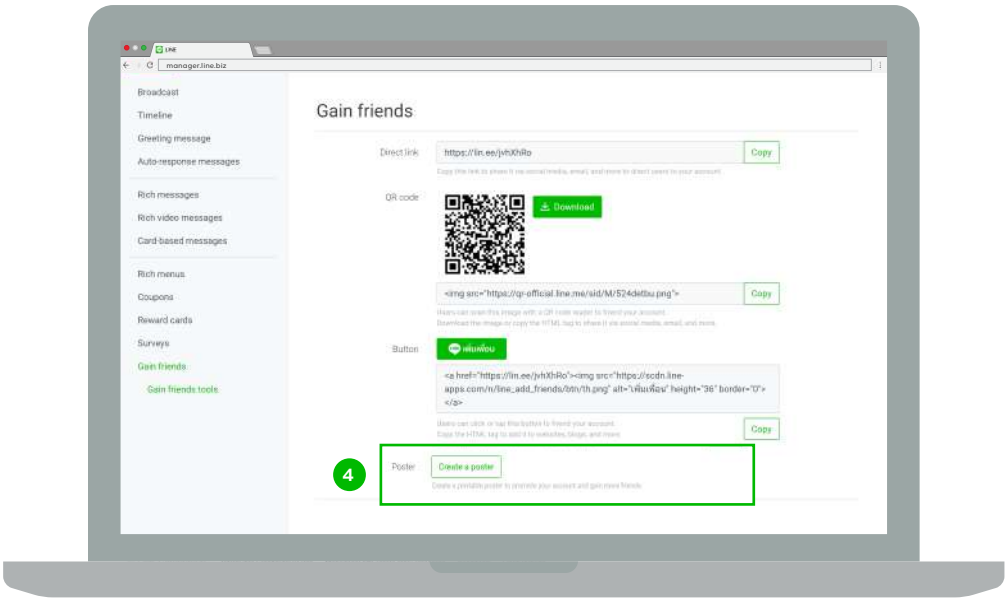
You can copy HTML code and paste it directly on a blog or a website.

Poster

Create a licensed poster of super cute LINE Friends Characters at your fingertips and display it on your homepage (available for verified accounts only)

4. Click 'Create Posters'

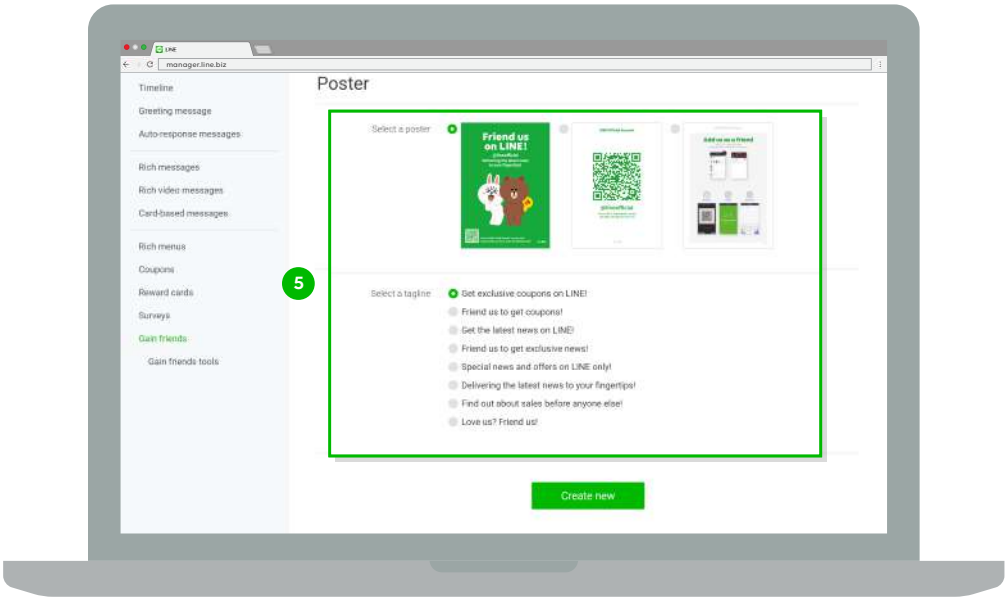
This helps you create a poster for your account.



5. Select the Design and Promotional Message that you like

Then click 'New' to use your poster right away

*The poster with LINE Friend Characters is licensed by LINE and any modification is prohibited.



How to Post and Advertise on your Timeline

Timeline Post

Simply use a **Timeline** post to make your store popular! You can post unlimited news or promotions on your Timeline to reach your followers on **LINE official account**. When they like or leave comments, their friends will see this activity, even if they do not follow your account. The more your post is liked, the more it's viewed.

In addition to text, you can post stickers, images, videos, coupons, location, or links on your Timeline.

Timeline Post

1. Go to manager.line.biz (LINE Official Account Manager)

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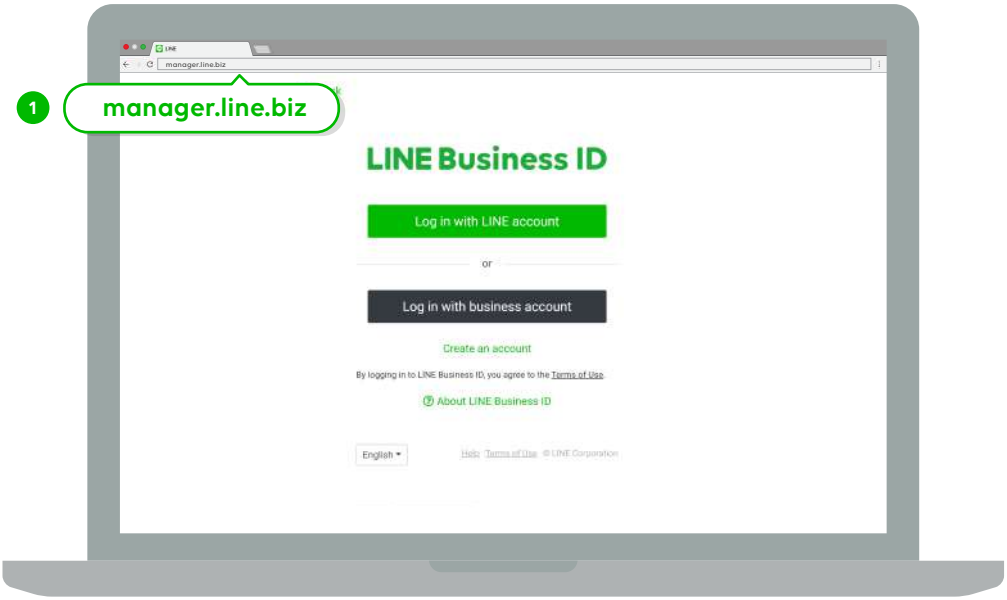
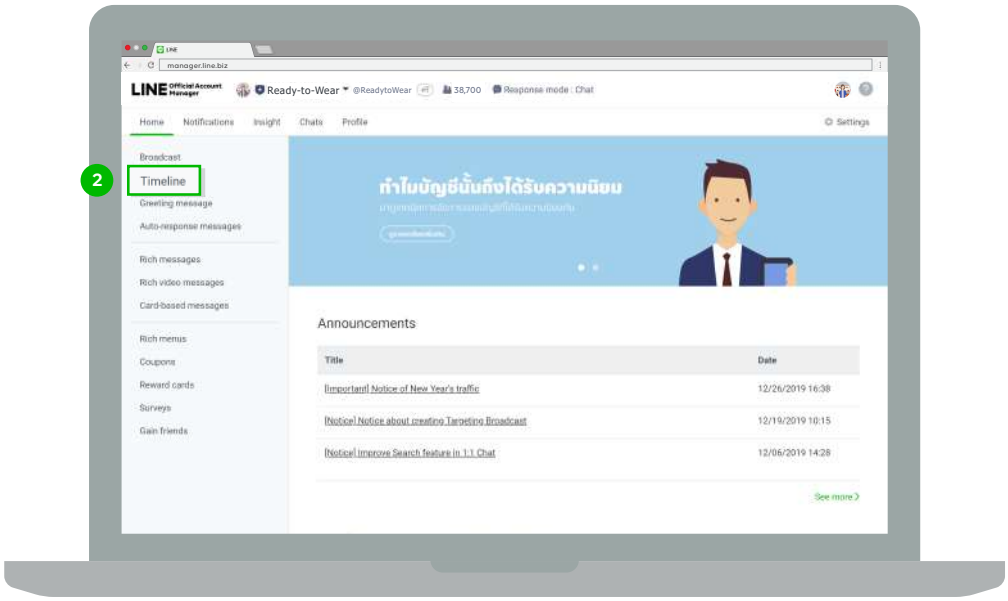


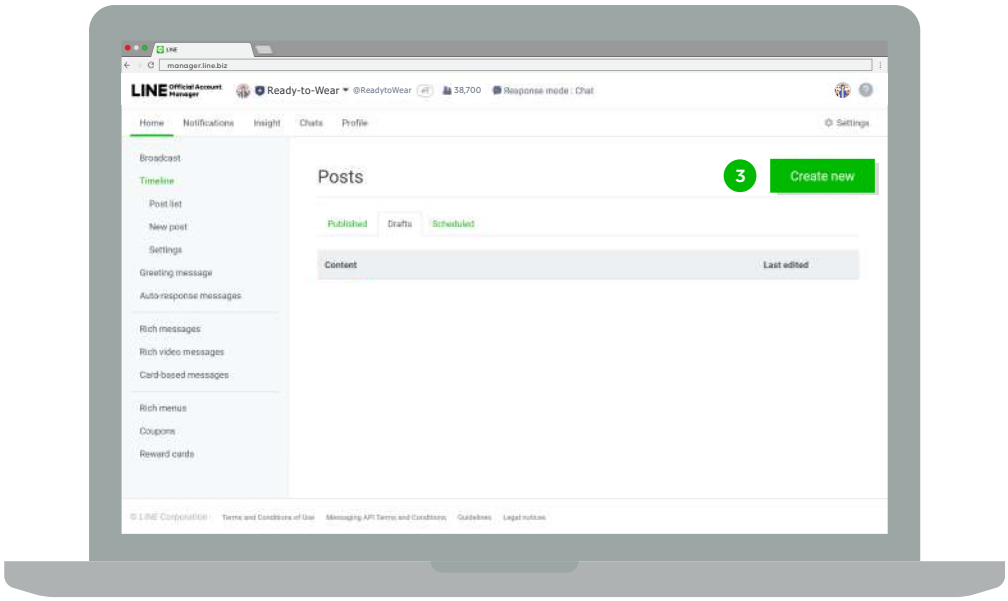
2. Click ‘Timeline’

This allows you to manage your Timeline.

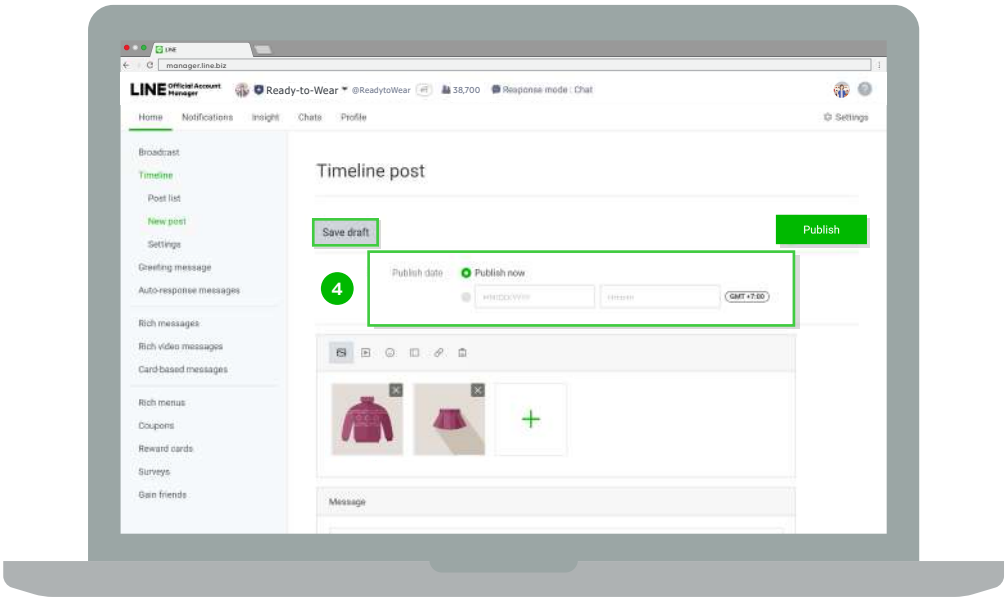


3. Click ‘New’

This allows you to write a new message to post on your Timeline.



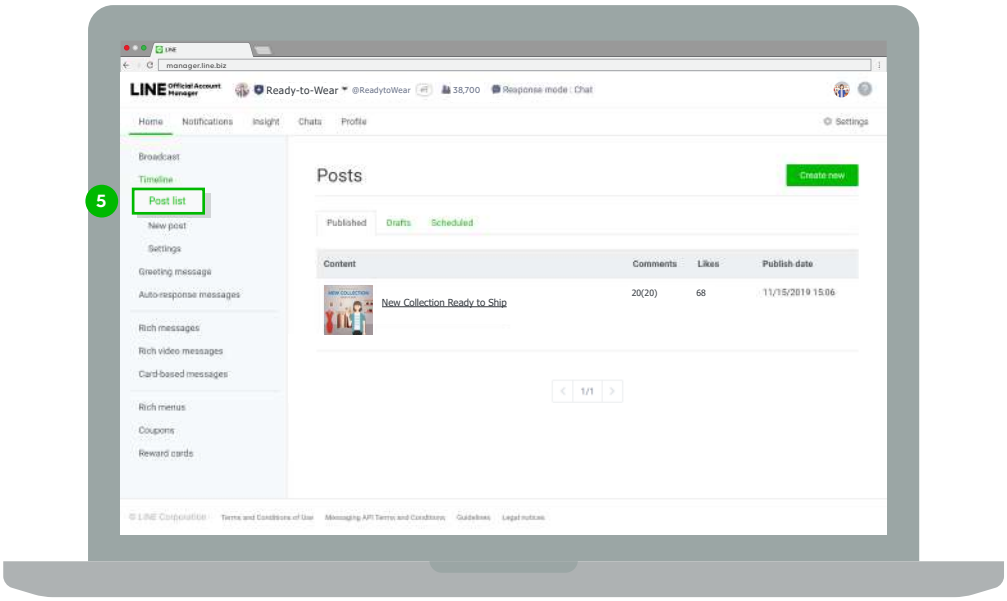
4. **Once the post is created, click ‘Publish Now’ or ‘Schedule Post’ or ‘Save’ to edit later.**



*A post can contain text, stickers, images, videos, coupons, location, or links.

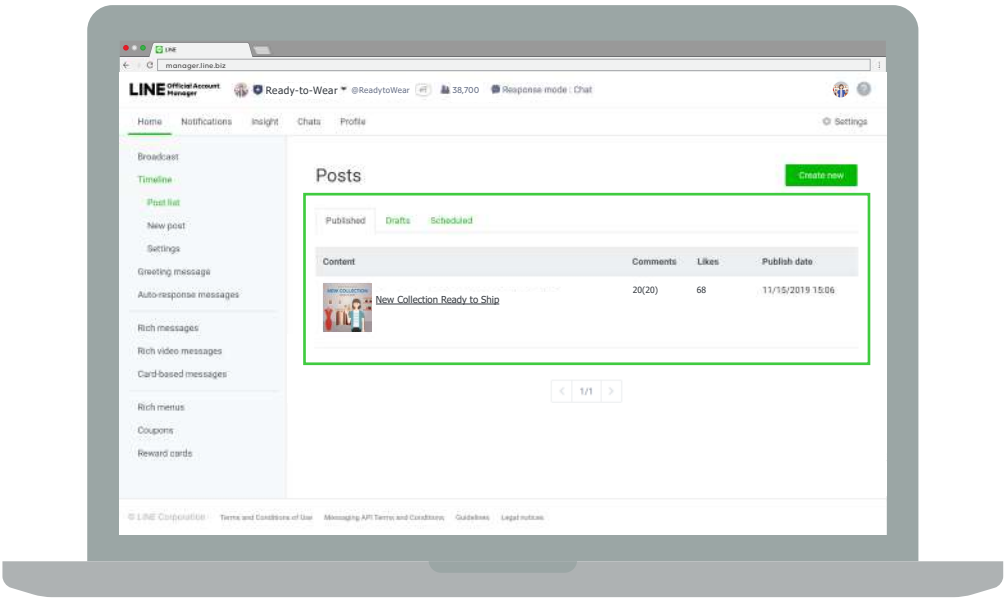
5. **You can click ‘List of Posts’ to view the details of each post you have created.**

This list shows ‘Published Post’, ‘Draft’, and ‘Scheduled Post’.



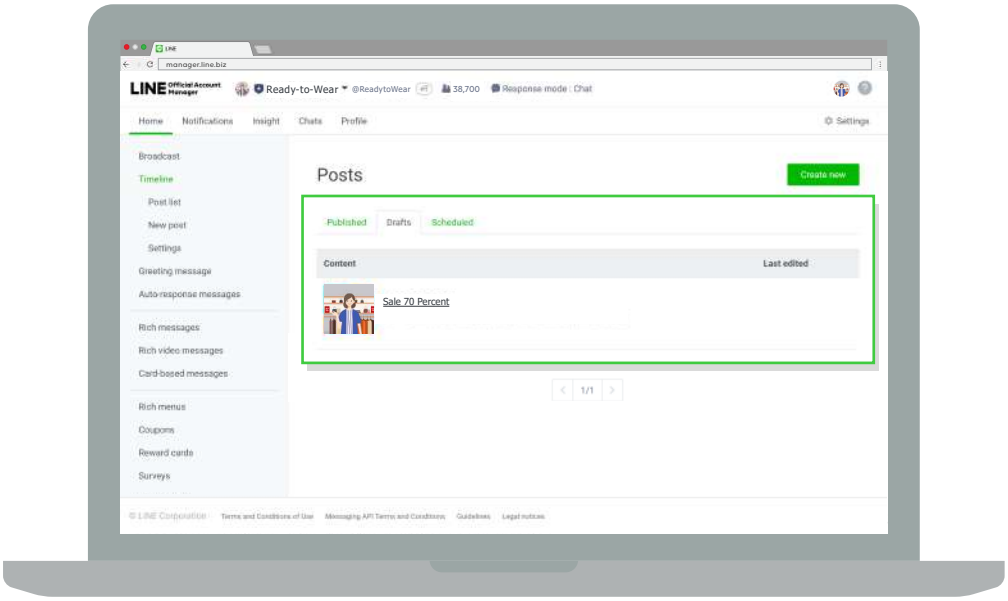
• Published Post

This shows content, number of likes, and number of comments approved by the users.



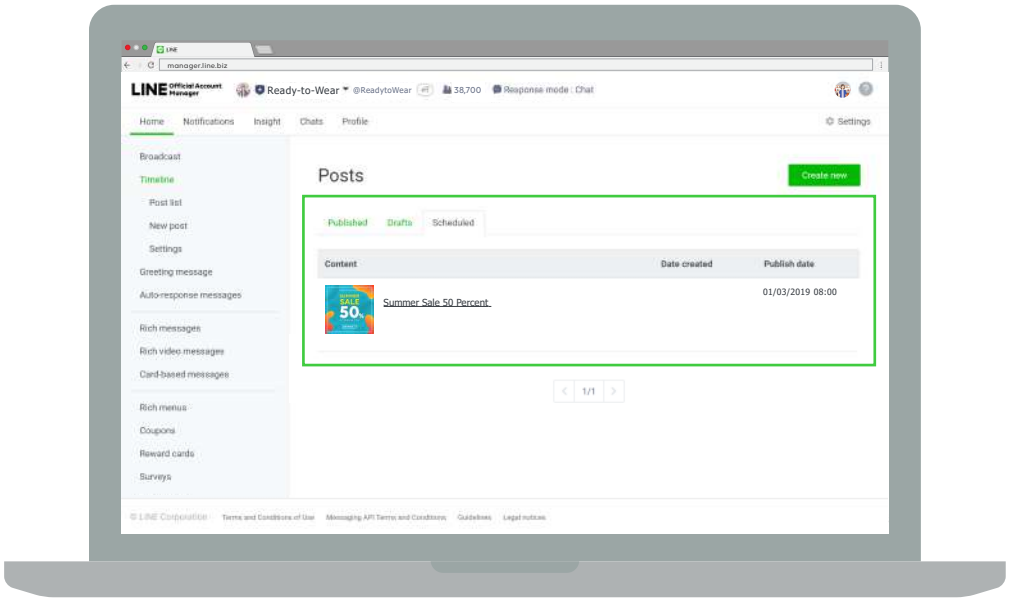
• Drafts

This shows the saved post which can be edited when clicking on the content.

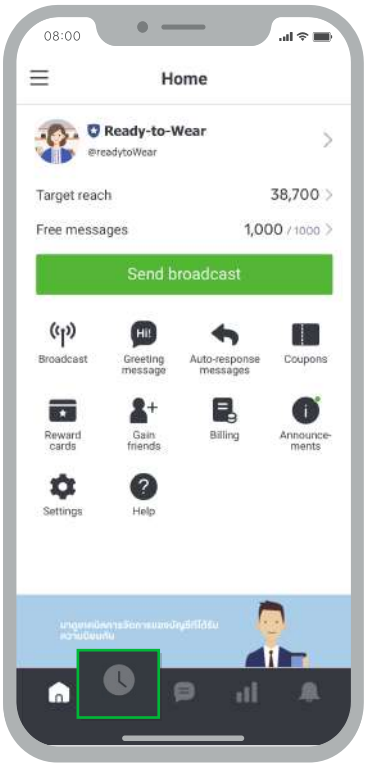


● Scheduled Post

You can click ‘Cancel Scheduled Post’ to move the post to Draft.

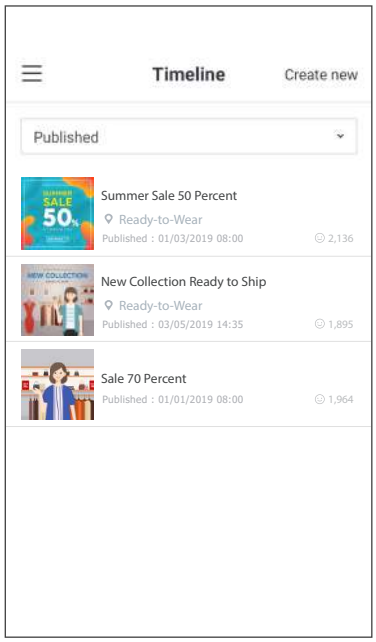


Timeline Post on Application



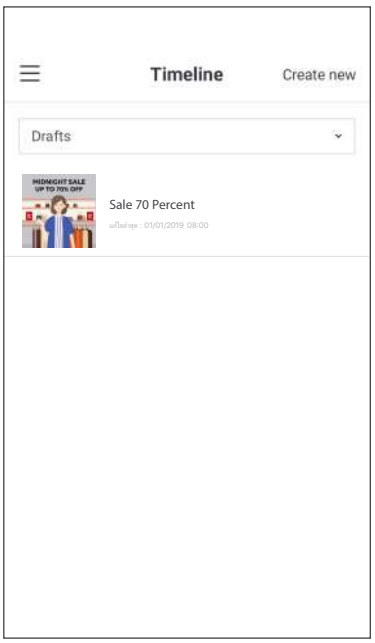
When clicking Timeline or the clock icon, you will find a menu bar consisting of Published Posts, Drafts, Scheduled Posts, and New in the upper right corner.

After selecting a filter, you will see a list of created posts by category.



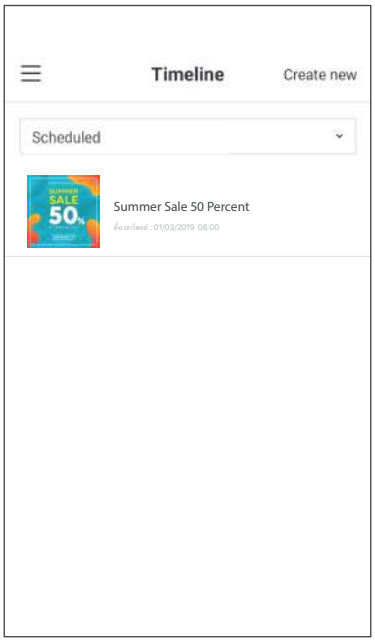
Published Posts

View a list of published posts with briefs, which you can click to see more details



Drafts

View a list of saved posts



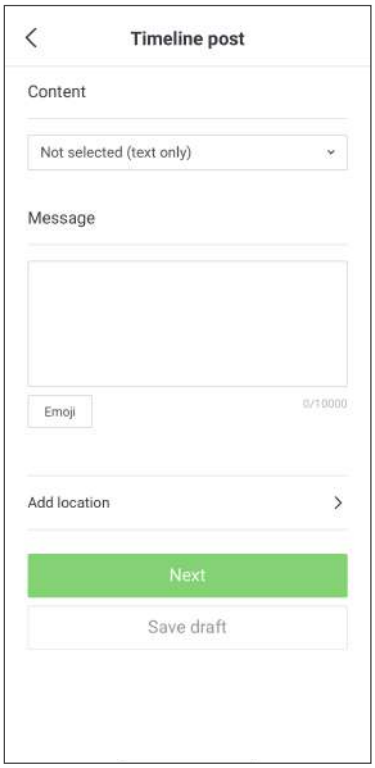
Scheduled Post

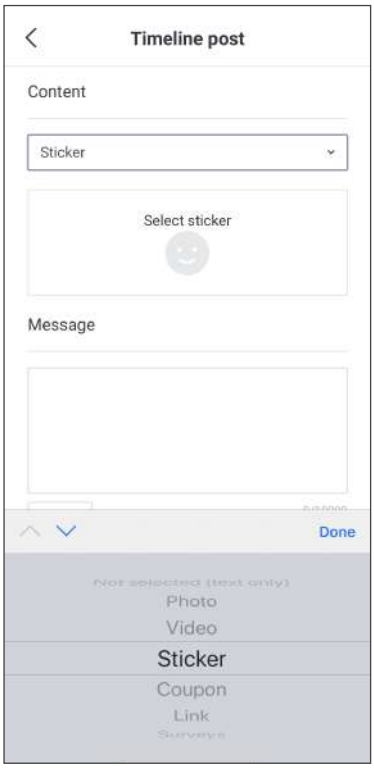
View a list of posts to be published on scheduled time and date

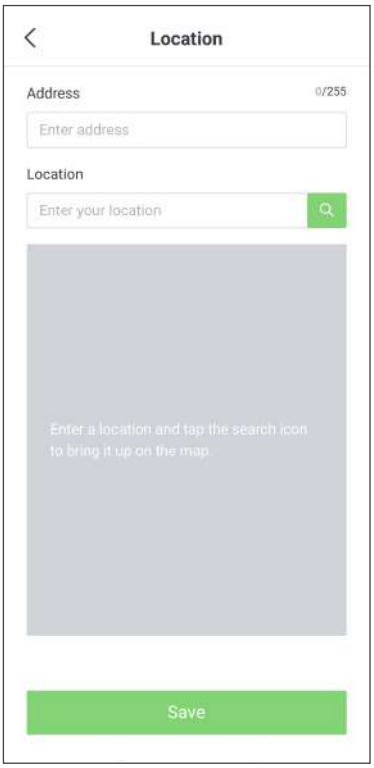
If you have never published a post on your Timeline or want to create a new one,

click New and select the type of post you'd like.

You can also add location to your post or skip this step if you do not want to.



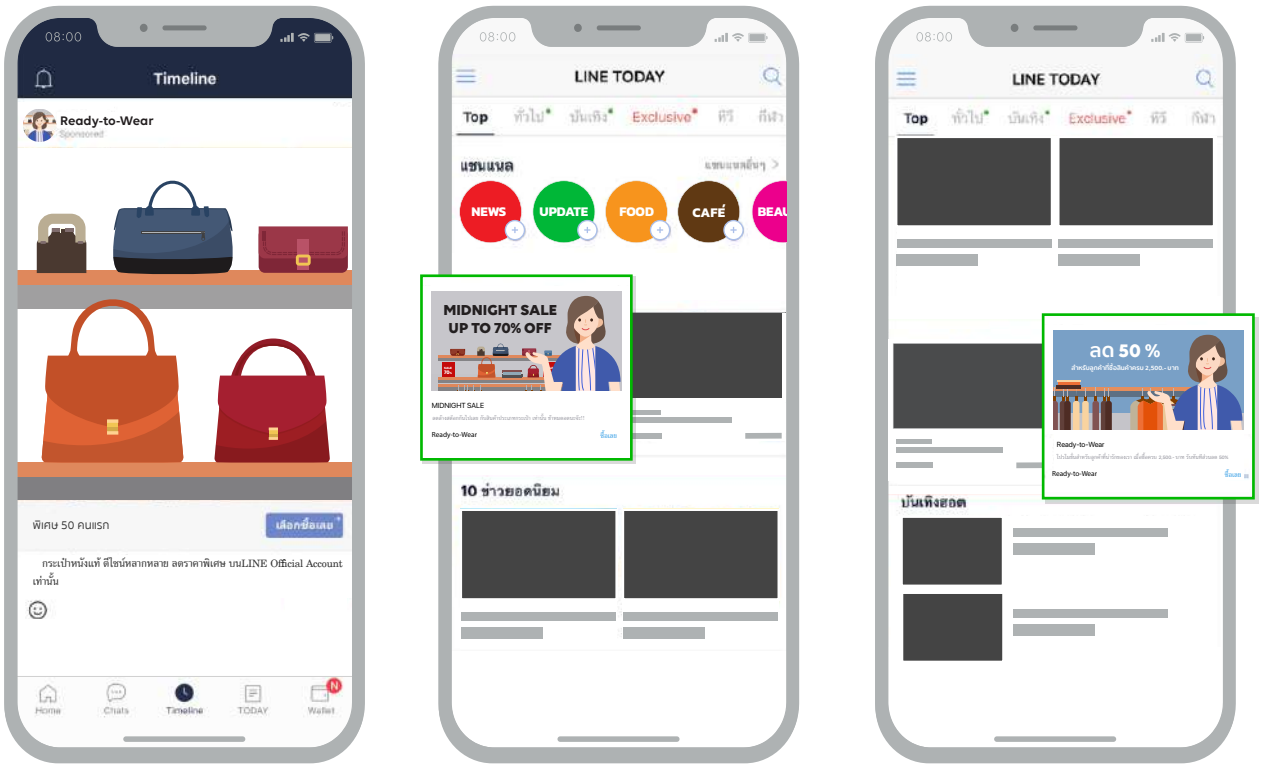




Advertising on your Timeline and LINE Today

If your Timeline post is not enough, you can promote your post to reach over 44 million LINE users, including non-followers.

This is called LINE Ads Platform (LAP), which appears in several positions of LINE Timeline and LINE Today. The system will select the best advertisement position and connect to your LINE official account. This will help increase the number of followers, customer base, and sales.



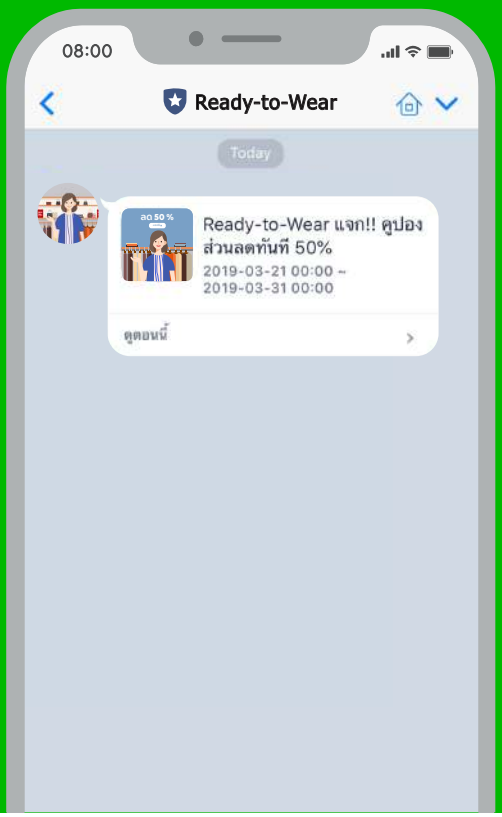
How to Target your Advertisement

You can specify your target audience by Region, Gender, Age, OS, Interest, and User Recognition with LINE Tags. Additionally, you can use LINE Tags to collect information and retarget or repeat the advertisement to reach the specific target group.

How to Buy LINE Ads Platform (LAP)

LINE Agency Ads Platform can be bought through a LINE Agency Partner only. Click https://www.linebiz.com/th/partner/line-ads-platform to see a list of partners.

How to Create Coupons



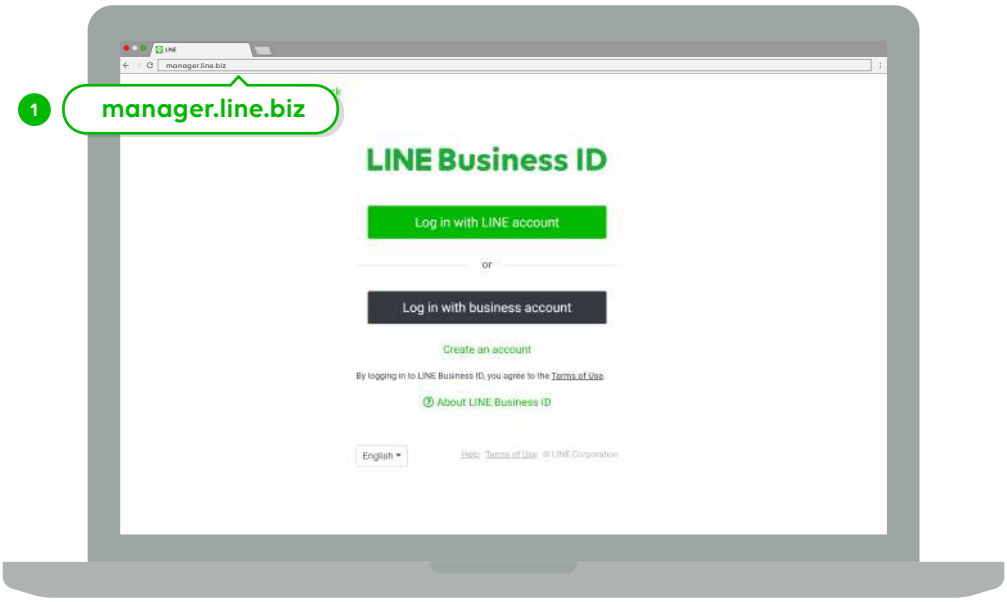
How to Create Coupons or Auto Keyword Response Messages

Boost your sales with discount coupons or E-Coupons to reach your customers in many ways – just include them in your messages, Timeline posts, greeting messages, or auto key word response messages.

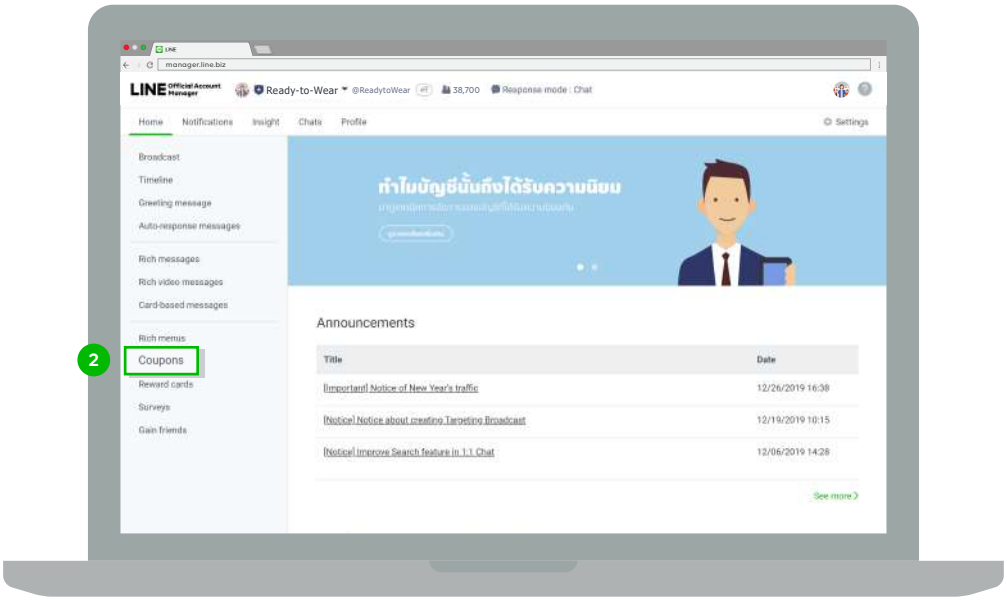
How to Generate Promotions with E-Coupons

1. Go to manager.line.biz (LINE Official Account Manager)

**The recommended browser is Google Chrome.*

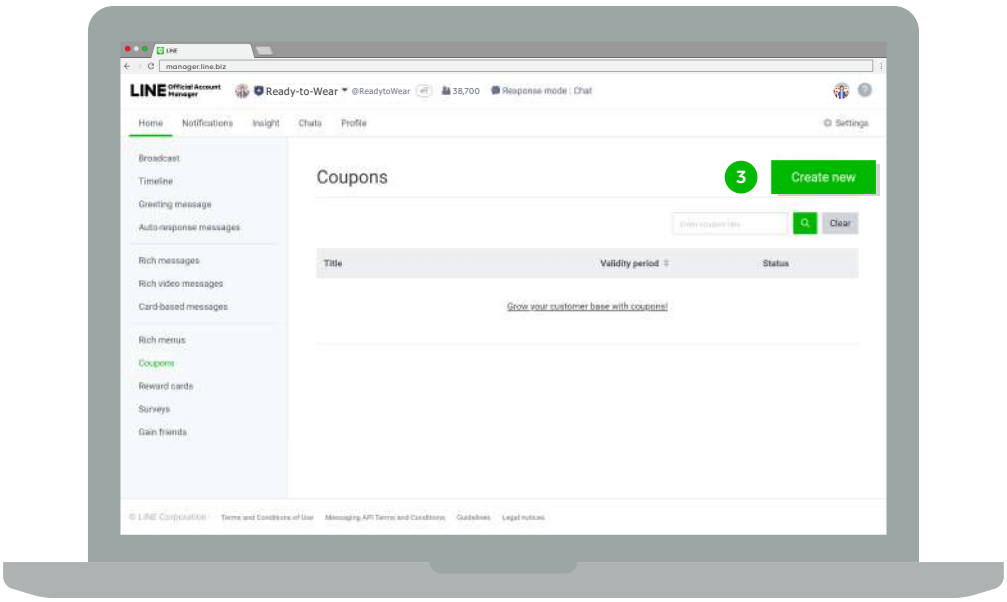


2. Click ‘Coupons’

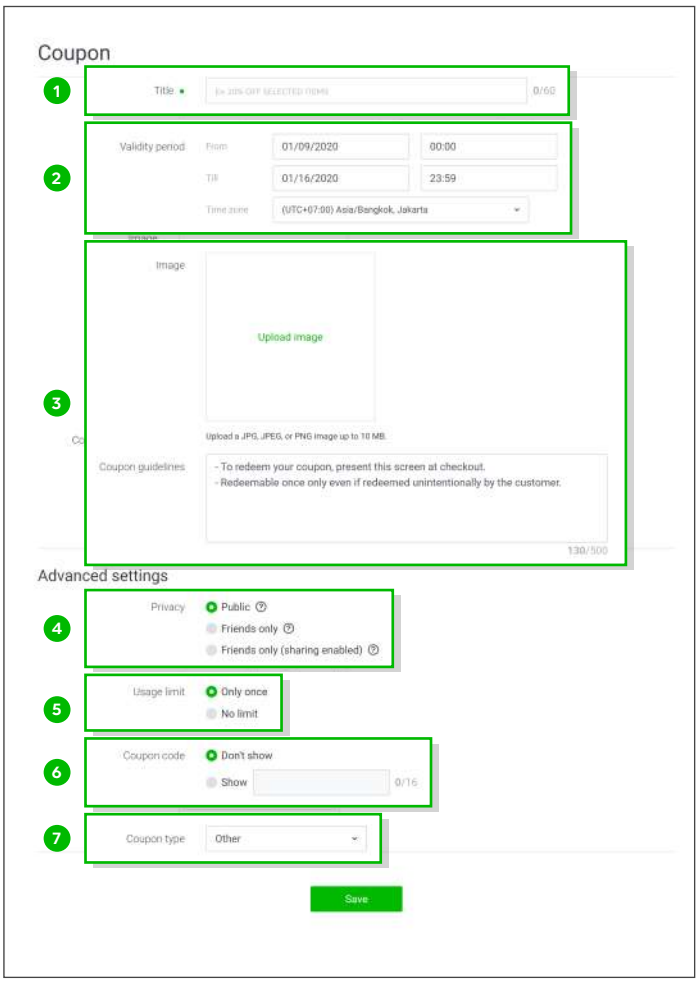


3. Click ‘New’

This allows you to create a new coupon.



4. Enter coupon details



1. Title

It can contain 60 characters maximumand will appear in the chat bar.

2. Validity Period

Specify the first date and the end date of coupon usage

3. Upload Image

The image size should not exceed 10MB and should be in one of these formats – JPG, JPEG, or PNG.

Remark: Please complete all details or conditions of the coupon, such as usage (500 characters maximum).

4. Coupon Display

- Everyone

  Everyone can share the coupon with their friends and post on their Timeline.

- Friends Only

  Users cannot share the coupon with their friends nor post on their Timeline.

- Friends Only (can share coupon)

  Users cannot post the coupon on their Timeline, but they can share it with friends.

5. Availability of Coupon

You can select the coupon for one-time or unlimited usage.

6. Coupon Code

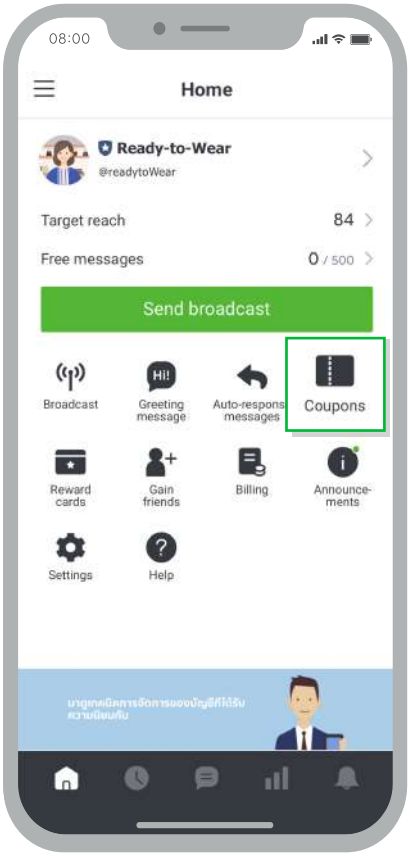
Select Do Not Show if you do not want to write anything, or select Show if you want to create a campaign title

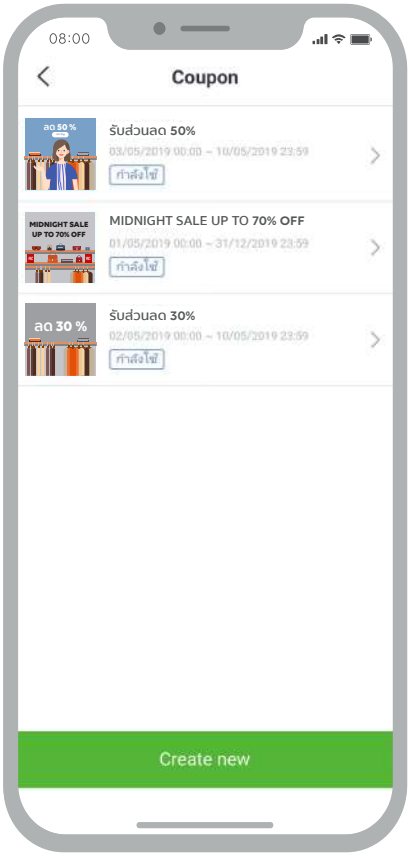
7. Type of Coupon

Select one of 5 different types of coupons you prefer

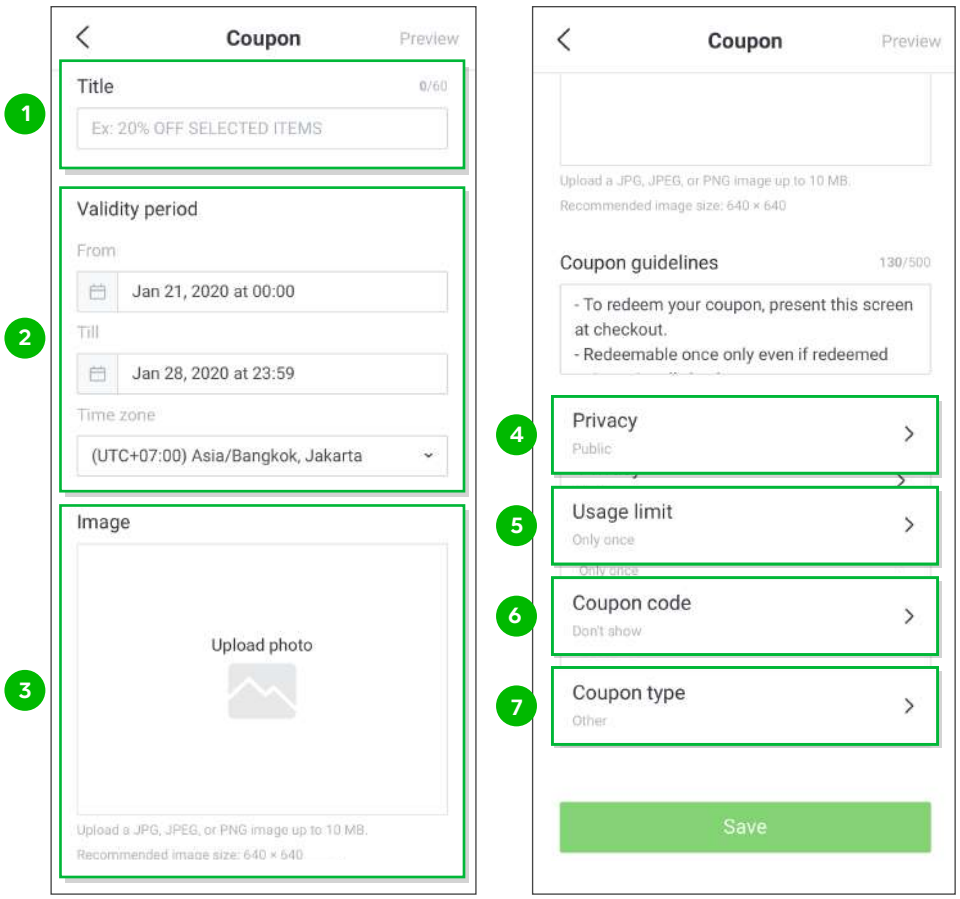
How to Create Promotions with Coupons on Application

Click 'Coupons' menu on the homepage and then you will find 'New'





After clicking New, you will find many sub-menus which are the same on both application and LINE Official Account Manager



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Select Do Not Show if you do not want to write anything, or select Show if you want to create a campaign title

7. Type of Coupon

Select one of 5 different types of coupons you prefer

LINE For Business: @LINEBIZTH
www.linebiz.com/th