FB Traffic Driver #5: Selfies

Daily Challenge: Take and post a business selfie



My Definition: Let's get this straight right from the start - when I say "selfie," I do not mean a duck face picture taken through the bathroom mirror. In the scope of online marketing, a "business selfie" is a candid smart phone picture of you (alone or with a group), taken by you or someone else, that documents part of your day as a business owner.

Why: While you might feel that the whole act of taking and posting selfies is narcissistic, I am here to tell you that selfies MUST be part of your Facebook marketing strategy. It shows personality and it humanizes your business by showing the real person behind the logo. Selfies by their very nature are personal and thus they allow you to connect with your fans and followers in an authentic way. Professional headshots show your polished professional persona, while selfies show you as a 3-dimentional real person by giving sneak peeks into your professional life.

In short, selfies work because they inspire great emotion, and emotion sells.

When to take selfies:

Only post selfies that help you describe what you do, get more visibility, or expand your reach. It should never be just your face – tell a story with your picture.

Here are some scenarios that are a perfect set up for a business selfie:

1. **You are at a networking event, conference or convention** – take a selfie next to the banner, with a group of people you just met, or with the meeting organizer. Make sure to tag the organization or the host in your post. They will appreciate extra publicity and will most likely comment on or share your post. When you take group pictures, you have a chance to tag everyone, which on one hand is a great way to start connecting and networking, and on the other, it exponentially increases the number of views your picture can get. The more fun the pictures are, the more engagement they will generate.



2. **You are meeting a famous person or a business celebrity.** Ask permission to take a picture with them. Images like this become your social proof of the circles you hang out in, and people you rub shoulders with. Also, most business celebrities have a large following, so if you are tagging them on Facebook, your picture will be visible to all of their friends and followers, so you can get an instant exposure, boost in views and possibly new followers.





3. **You are about to do something big**, like make an appearance on TV or radio, speak in front of a large audience, or receive an award - take a selfie that documents that experience, by choosing the background/setting that tells the story. It will serve as a visual proof of the event and shares an important milestone in your business growth. Capture your big moments!



More ideas:

1. Picture of you with happy clients – visual proof of the results you provide
2. Picture of you holding your books, products, programs or tools – visual proof of your credibility
3. Picture of you working – visual proof of your environment
4. Pictures of you wearing or otherwise using your product – visual proof of product in use.



For best results:

When it comes to selfies – less is more. One selfie on a typical week is plenty. If you are traveling or meeting a lot of cool people, you might have a need for more.

Take it to the next level:

Show that you are living the life you are helping others to achieve. If you are a business coach who helps people work less and make more money – take selfies of yourself sitting on a beach while your business is running itself. If you own a company helps people travel, make sure you have selfies in exotic locations.



Facebook Tip:

Selfies have the most impact when they are taken and posted "in the moment." I usually use Instagram app to take selfies. My Instagram account is connected to my Facebook and Twitter, so with one click of a button my post gets delivered to all 3 platforms.

Technology Tip:

Invest in a selfie stick (under $15 on Amazon)

It will make taking selfies much easier when you are by yourself, and make them look more natural.