FB Traffic Driver #6: Like if you…

Daily Challenge: Unite your followers with something they have in common.



Like and share if you agree

Why: Posting statements or pictures of popular things or activities and asking your followers to 'like' (or share) the post if they enjoy it as well is an easy way to get a lot of likes on your post. If you know your fans, what they like, and what they value, these posts will get a lot of engagement. The more relevant your posts are to your followers – the more shares you will see.

For best results:

1. To use this idea effectively, you must truly understand how your fans think. Any statement you make should reflect a popular opinion, a popular phrase or a declaration for individuals to stand behind. If you can come up with traits, values, or characteristics that your followers have in common – you have found a gold mine.

Examples (used with “Like if you agree” statement):

- My business does not run me.
- It’s not selfish to take care of yourself.
- I am a strong woman.
- My pets are my family.



2. People love being a part of a small tribe that makes them unique or special.

Examples:

- I like to wake up at 4 am.
- I am divorced and happy.
- I love {your town|your state|fitness program|diet plan|etc…}

3. Use humor.

Examples:

- Like if you’ve ever pulled the door that said push.
- Like if you move your arms around when you're giving directions even if the person can’t see you.
- Like if you sat down to check Facebook real quick and... an hour later, you're still here.

4. Go down the memory lane – it's a great way to engage people. People like to reminisce and think about what it was like back in the day.

   Examples:

   - {Post a picture of a rotary phone|old TV antenna|etc} Like if you remember using this.
   - {Post a picture of a toy you used to have as a kid} Like if you had one.

For best results:

Since this format requires actually asking for 'likes', use it VERY sparingly to avoid your fans feeling that you are manipulating them. Once or twice a month is plenty for this type of post.