FB Traffic Driver #8: Behind the Scenes

Daily Challenge: Create “behind the scenes” post





Why: A big part of your Facebook marketing strategy should be authenticity. By giving your followers the “behind the scenes” glimpse into your business you are establishing stronger bonds with them and connecting on a personal level. Show how your products are made, how you get ready for your clients, what your environment looks like, what your clients experience, how your team works together – and your followers will feel like you’ve given them an exclusive backstage pass.

For best results:

This is not the time for a staged professional photoshoot – it's time for candid cellphone Instagram-style images that document the story of your business.

Ideas for behind the scenes shots:

1. Create buzz around your customer experience by documenting the process you take them through.

2. Give a virtual tour of your store, warehouse, or office building. Even though your business might be primarily online, your followers would like to see where the magic actually happens.

3. Generate excitement around your launch by posting sneak peeks of boxes filling up your office, tables filled with marketing materials, and exclusive previews of new products.

4. Document all of your media appearances. Go beyond selfies - show behind the scenes of a TV or a radio station.

5. If you host events – make sure to take pictures of the empty rooms before the set up begins, the hustle and bustle of getting ready, and of course the event itself.

6. Showcase how your products are made.

7. Document a-day-in-the-life at your business: everything from work to play.

8. Introduce your team to your followers. Describe (in pictures) what each of them does in your business.

9. Take your fans with you on your travels. Document places you see and people you meet.

10. Does your business participate in community outreach or charitable events? Don't forget to capture moments that show how you give back to your community.

Take it to the next level:

Combine several images into a collage that gives a complete story of an event or an experience.

Design Tool: FREE Mobile apps for creating collages

Pic Stitch

https://itunes.apple.com/us/app/pic-stitch/id454768104

Pic Stitch allows you to create amazing collages using your photos. It comes with over 200 different layouts.

Fuzel

https://itunes.apple.com/us/app/fuzel-collages.-made-by-you/id735929423

Fuzel Collage is a fun and simple way to combine multiple photos into great looking collages. Just choose the photos you want in a layout and Fuzel can automatically place photos into a collage.