FB Traffic Driver #11: Fill in the Blank

Daily Challenge: Create a Fill in the Blank post



Why: Fill-in-the-Blank posts on Facebook are hard to ignore. There is something about incomplete statements that compels people to finish them. When done right, these kinds of posts will really boost the engagement on your page because they come across as a fun game and can generate a lot of comments.

For best results:

1. Ask questions related to your business, product or services; or your industry in general.

   Examples:

   - {Name of your product} has changed the way I _____.
   - The best advice my {realtor|coach|etc} gave me was _____.
   - A piece of jewelry I cannot live without is _____.
   - If I could travel anywhere in the world, I would go to _____.
   - My dog gets most excited about _____.
   - My favorite relaxation technique is _____.
   - {Post a picture of your product.} This will go great with _____.

2. Ask questions that will aid with your market research by helping to identify trends, objections or common misconceptions.

   Examples:

   - The best part about having a coach is _____.
   - The one new skill I want to learn this year is _____.
   - I would hire a VA if they _____.
   - The part I dread most about shopping online is _____.
   - The one bad habit I want to kick this year is _____.
   - The main reason I don't {exercise|cook|own a house} is _____.
   - I wish I could find a place in {your town} that offered _____.
   - My Friday night must-have is _____.

Take it to the next level:

1. The most effective Fill in the Blank posts are the ones that let your followers share their creativity or ideas.
2. The posts that receive the most engagement require a very short answer.
3. For higher engagement, try to correlate your Fill in the Blank questions with current news, events, cultural or seasonal trends.

Facebook Tip of the Day:

Make sure not to overuse posts that require audience participation. While it's OK to share quotes almost every day (as long as it's not the only thing you post), posts like "Fill in the Blank", "Caption This", and "Open ended questions" are best when used sporadically (once a week or less). For best engagement, mix it up and position participation in these types of posts as an exciting unique experience.