FB Traffic Driver #17: Showcase

Daily Challenge: Create a post showcasing a product/service/customer/etc…



Why: Showcase (or spotlight) posts are great for bringing your followers' attention to one of your products or services. You can also show appreciation to your customers, followers, team members or business partners by showcasing them.

For best results:

1. Focus on educating your followers on the range of services you provide and products you carry, not selling.
2. Think of this as a way to showcase your entire business one glimpse at a time – your team, your support structure, your networks, your partners, your products/services/programs, your fans and your clients.

Ideas:

- Showcase customer/client of the month along with their testimonial and results
- Spotlight a service you offer
- Showcase a Facebook fan that engages a lot with your page (posts, likes, comments).
- Showcase a winner of a contest.
- Promote your affiliate partners, your joint venture partners or other business owners you collaborate with by showcasing them.
- Showcase a product, along with the different/creative ways to use it and ideas for combining it with other products
- Spotlight the tools, equipment, software or ingredients you use. For example, a massage therapist could showcase the oils he/she uses, or a coach could showcase the book he/she is reading. It serves both as a tip, as "behind the scenes" and a showcase.
- Spotlight a member of your team to recognize them for their work and to introduce them to your potential clients

