FB Traffic Driver #18: This or That

Daily Challenge: Create a visual "this or that" post that asks to choose between two options.



Why: This or That posts generate a lot of engagement because they are easy to understand at a glance and easy to respond to. People love giving their "2 cents" on Facebook, and this type of post is an open invitation to engage.

Variations:

- A or B
- Yes or No
- Either/OR
- Would You Rather
- Fact or Fiction
- Agree or Disagree



Take it to the next level:

- Ask opinions on your branding (name of the company, logo, colors, website, etc…) and business choices (blog topics, programs, book cover, webinar dates, etc..) It will help you make the right choices, and will help your fans feel like they are part of the process.
- Post a hypothetical situation and ask your fans to agree or disagree with the behavior.
- Post a story or a statement about your business, products or services and ask your fans to decide if they think it's true or false.
- Use this in combination with selfies to make the question more personal: "Do I look more professional in blue dress or a red dress?" "Which headshot looks more friendly – A or B?"
- Ask simple questions that will tell you more about your following:
    - Desktop or mobile
    - Early bird or night owl
    - Coffee or tea
    - Vacation or kitchen remodel