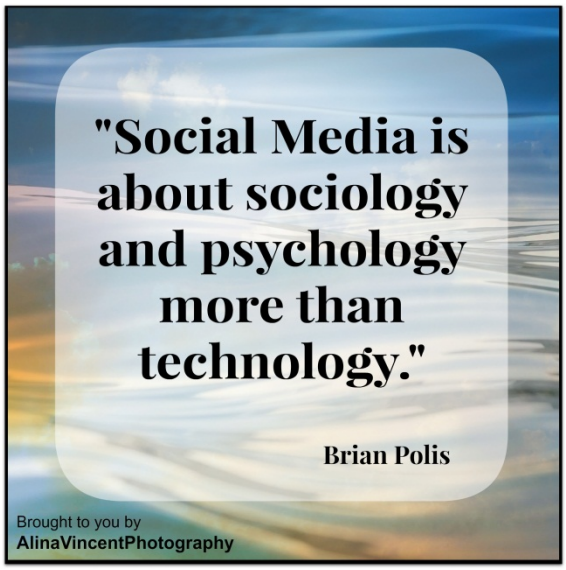
FB Traffic Driver #1: Quotes

Daily Challenge: Create a visual post with a quote - a “picture quote.”



Why: People love sharing posts that resonate with them, relate to their dreams and hopes. They especially like sharing humorous, positive, inspirational and motivational quotes.

For best results:

1. Make sure your quotes resonate with your ideal target audience. For example, a quote “You miss 100% of the shots you don’t take” would work great on a Facebook page of a business coach, but it would not make much sense if you are a dog trainer. On the other hand, a quote “There is no psychiatrist in the world like a puppy licking your face” could get a tons of likes from the dog lovers.

2. Don’t overdo it. Inspirational quotes used to be on the list of “best practices” for social media, and still get a fair share of engagement, but public perception has been slowly shifting towards finding them annoying and empty. So use sparingly and mix with other types of posts.

Resources for Quotes: http://www.brainyquote.com, https://www.goodreads.com/quotes, http://www.quotegarden.com/, http://www.worldofquotes.com/, http://www.quotationspage.com/

Take it to the next level:

- Add your website, business name or a logo to your design. This way, even if your post gets separated from your page, you still get the name recognition and potential traffic.



- Create quote posts in batches. Use the same template to quickly create 10-15 quote posts in minutes, changing text and/or tweaking the background. It creates a consistent look and you will have plenty to last you a whole month.







- Think beyond the exact service you provide, connect with the transformation, benefit, feelings or emotions that your services bring. It could be that you are selling houses, but what you give people is the pride of owning their own house, comfort of a place they can call home and a chance for a new beginning. You might be a manicurist, but you are giving people "me time," pampering, indulgence and relaxation.

Facebook Tip: Mornings are the best time to post your inspirational quotes on Facebook. Many people start their day by updating their status and looking for 2-3 things to share. If your post looks great and resonates with them – it will get shared.