FB Traffic Driver #3: Tips

Daily Challenge: Share a visual post with a helpful tip.



Why: The best way to position yourself as an expert is to be seen as the source of information. Share valuable tips, little known solutions and helpful advice on a regular basis and you are going to quickly grow your fan base and be seen as the go-to-expert in your field.

For best results:

1. The best way to come up with tips is to write a list of commonly asked questions in your business, and then answer each question with a tip.
2. Keep your tips short and to the point.
3. Make sure your tips are labeled with your logo or business name.
4. The most popular tips give clear actionable advice that can be used immediately.

Take it to the next level:

Make your tips a regular weekly or monthly feature, with a consistent look and consistent title, like Tuesday Tip or a Weekly Relationship Tip. It won't take long for your fans to get used to it and keep coming back for more.