# FB Traffic Driver #14: Animations

**Daily Challenge:** Create a whiteboard animation to promote your business




https://www.youtube.com/watch?v=iOW7Z9DKTEs

**Why:** Why stop at the static images, when you can tell your story with moving pictures? Simple and engaging animations will stand out among other posts on Facebook, and you can get your message across in a fun and entertaining way. Illustrations or white board animations are a great way to get your feet wet with video, without having to be on the screen yourself. It's a simple way to promote your business that very few people use, so it will appear unique.

**For best results:**

1. Keep your videos very short, 1-2 minutes max.
2. Make sure to focus on one marketing message and one call to action. Don't try to cram too much into a short video.

## Take it to the next level:

1. You can upload your videos directly to Facebook, or create a YouTube channel for your business, and then share your videos from it. Utilizing both YouTube and Facebook will give you more visibility and more ways to be found.
2. Don't just use animation to promote your services and products. Think of other possibilities, like spreading awareness about an issue, uniting people behind a cause, or as an educational piece. If you do that, not only will you get likes, but most likely a lot of shares as well.

## Design Tool: Fiverr

https://www.fiverr.com/

Fiverr is the world's largest online marketplace for $5 services, with services ranging from logo creations to voiceovers to SEO advice. While it's true that often you get what you paid for, I found many amazing people on Fiverr that provide exceptional services. And it's definitely true when it comes to speed drawing or white board animations. For just $5 you can get a very nice professional looking animated video that will look like you just spent hundreds of dollars creating it.

Here is a link you might want to check out: http://bit.ly/animateFiverr

