

# Using Facebook for free traffic

## Tips for Posting Suggestions

Check your insights in Facebook and see when your Jane Doe is on. Start with posting during this time frame (adjust as you go, give it a month for the numbers to populate – adjust as needed). If you are so new you don't have these numbers, simply guess when your Jane Doe is online and start building these insights.

## Facebook likes community.

Therefore they need to know who you are. Remember those buzz words you wrote out? Use at least one of them in EVERY. SINGLE. POST.

Ex. If you sell signs and need a post. Share a decor article from another page larger than you. Make sure it's in the style of the items you sell. You can even tag your own product in the next post that would be something they might see in the previous post, just be sure not to try to sell in the post you share, that would be tacky.

But be sure not to share a post that sells what you are selling! {Find something similar from an interior designers staging that has your item shown.} You can talk about how they are similar and what you might do differently.

## Facebook

Pick 3-4 times a day Jane Doe is on social media and POST!!

Here's an example of what I try to accomplish on my DIY site. It's not set in stone, but gives me a check list to follow each day and when I'm scheduling.

11:12 a.m. Share a fun decor item

4:12 p.m. Share an affiliate link

6:12 p.m. Share a viral video on topic

8:12 p.m. IT'S ALL ABOUT ME!  
(Share from your website or camera roll)

## Weekly Checklist for Success

Go Live! Even if no one is watching.

Make them at least 5 minutes (I make notes prior sometimes to keep on topic)

## Facebook pages are a MUST

Now watch it grow. Check off each day you post your goal.

Day: 01 02 03 04 05 06 07

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