

27

# Killer Facebook Post Ideas for Small Business Owners



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## THIS FREE E-BOOK IS PART OF OUR “FACEBOOK SELLING MADE SIMPLE SERIES”

These 27 Facebook post ideas are sure to get more engagement and traffic to your Fan Page. But, if you really want to drive massive traffic on Facebook and get tons of **LIKES, COMMENTS and SHARES (for FREE!)** on your posts, then you need to check out **this video from Kim Garst** telling you **EXACTLY** how she creates posts that **go viral on Facebook**.

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# About Boom! Social



BoomSocial.net is a community where entrepreneurs, small business owners, and even CEO's of Fortune 500 companies come to learn how to...

Create Jaw Dropping Content  
Drive More Traffic  
Build Social Media Engagement  
Convert More Sales

NOTE: If you are brand new to our community, click one of the links for free, instant access to some of our most popular content on the subject you need the most...Content, Traffic, Engagement or Conversion.

If you like what you see, you can [subscribe to our Boom! Social "Social Selling" Newsletter](#) and get our latest marketing information in your inbox every week!

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# Introduction



In a rut when it comes to knowing what to post on Facebook?

**YOU ARE NOT ALONE!**

I have seen many small businesses owners get hung up on posting the same types of content over and over again...whether they are working or not.

This eBook will give you 27 killer Facebook post ideas for small business owners that WILL work, by generating lots of likes, shares and comments, as well as increased clicks through to your website.

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# 1. Pose a Problem & Ask for Advice



This type of post is great on a number of different levels. People LOVE to answer questions and to help solve problems. Also, if you ask a question that may also help THEM with a problem, they will be grateful for the help!

Some ideas include:



What would you do if...

I need to make a decision  
and am looking for your  
feedback...

One of our readers has a  
question. Can you help?

What advice would you  
offer to a person who is  
struggling with...



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## 2. Create a Contest Post



Everyone loves a good contest! There are a ton of great contest apps out there that you can use to run your contest AND grab emails to add to your list! There's nothing like a good twofer, right?

I use Heyo and have had great success when using their app to run my contests, promotions and special offers. There are other apps available like TabSite and ShortStack, or you can also run Facebook contests directly on your fan page. ([Check out their contest/giveaway rules here](#))



# 3. Run a Poll



Polls are great not only for generating discussion, but for gaining valuable insights from your audience. Here is a link that will take you directly to [Facebook's Poll app](#).

Create a New Poll

Ask your Question...

How often do you read TechCrunch?

Answers... (Enter up to 5 choices)

- Every hour
- Every day
- Once a week
- Never

Choose an Audience

You can target your poll by profile keyword, location, age, or sex.

Location: Specific Location  
Silicon Valley, CA

Finish



## Starbucks Polls

Food/Beverages

Which flavor are you most excited about?

- ☐ Mocha
- ☐ Caramel
- ☐ Cinnamon Spice

11,026 people voted.

Has everyone adjusted with the clocks yet?

- ☐ Yes-I am loving the extra hour of daylight!
- ☐ No-My sleep pattern has not caught up yet!
- ☐ What clock change!?!?

Asked By

TESCO Tesco

71 Votes · 2 Followers

Ask Friends +1 Follow

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# 4. Share the Results of Your Poll!



If your poll collected data that would be interesting to your audience, share the results in a separate Facebook post. One strategy I have seen some business owners using is offering the results in a free downloadable report (in exchange for an email address, of course!).



Social Network  
should  
**DEFINITE**  
ly win!

No way! Black  
Swan was **WAY**  
better!

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# 5. Share Inspirational Images

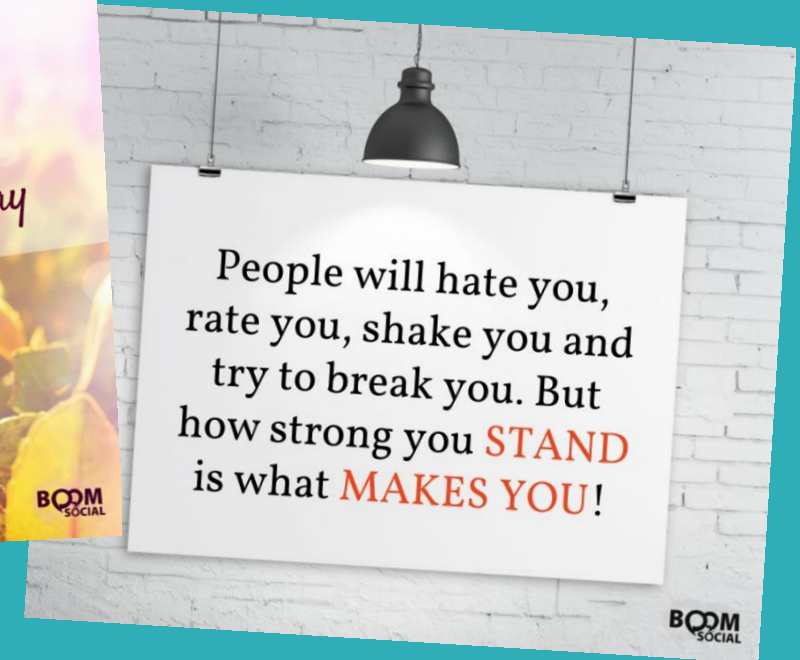


If you follow me on Facebook, you know this is a strategy I use every single day! There is so much negativity in the world (and on Facebook).

I choose to encourage and inspire my fans by posting inspirational or motivational quotes and images. This works with every client we have ever had, by the way!

Photos account for  
**93%**  
of the most  
engaging posts.

They also receive  
53% more likes,  
104% more  
comments and  
84% more click-  
throughs than  
text-based posts.



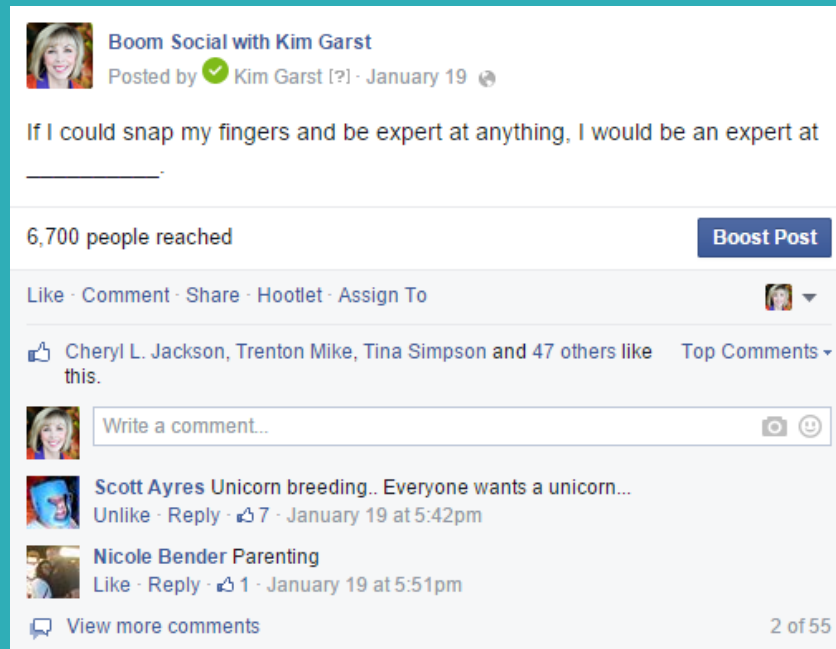
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# 6. Fill-in-the-Blank

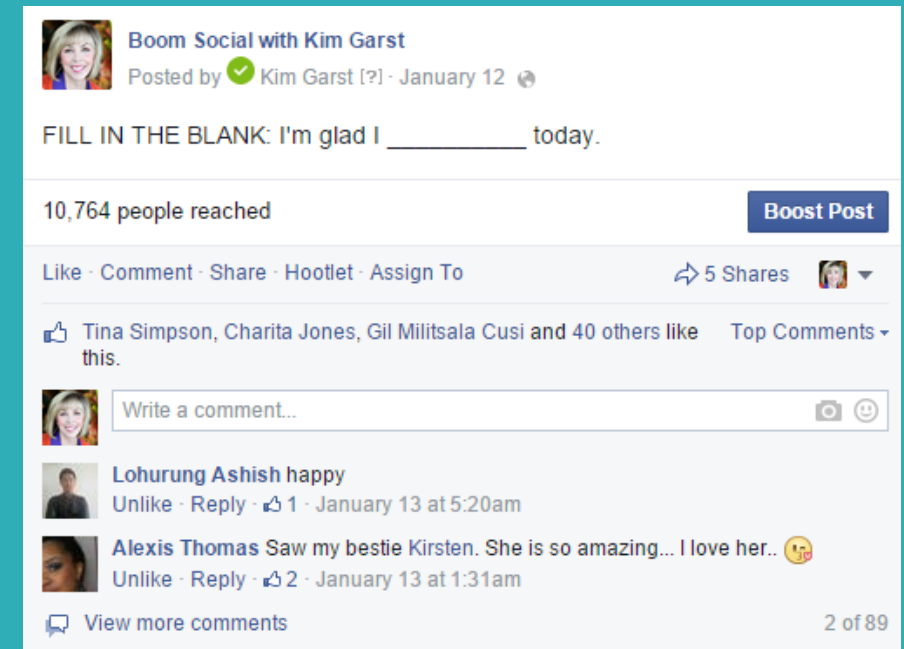


I am not exactly sure what it is about fill-in-the-blank posts, but people just love them! You can rephrase just about any question as a fill-in-the-blank and they often receive more engagement than basic questions. Test this out for yourself!



## TIP:

When you make these fill in the blank questions, keep it simple. People are more likely to comment if they can give a 1-2 word answer.



# 7. Follow Friday



Give your fans the opportunity to share a link to their website or Facebook Page; not only do they get the chance to showcase their business or products, but they can meet new people and make new connections.



My followers actually look forward to my Facebook Friday post every week. On average, I would say about 450-500 people engage with it by commenting with the link to their Facebook Fan page every week.

Here's a link to my Facebook Fitness Fan page!

Crazy! I was actually looking for a fitness coach!

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## 8. Seasonal Post



Share a holiday picture, quote or greeting centered around an upcoming holiday. Try to add a personal touch, if possible. This reminds your fans that you are a real person!



# 9. Blog Post Excerpts



I see many business owners posting links to their blog posts without including any additional context. When sharing a blog post, be sure to include a backstory or short excerpt from the post so your fans know what to expect when they click on the link.



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# 10. Fan-Only Discount

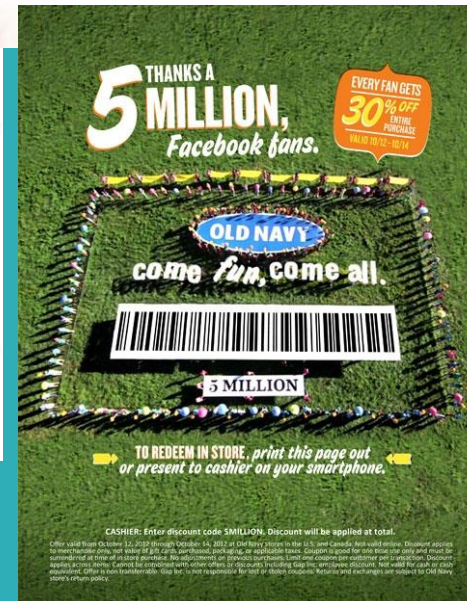
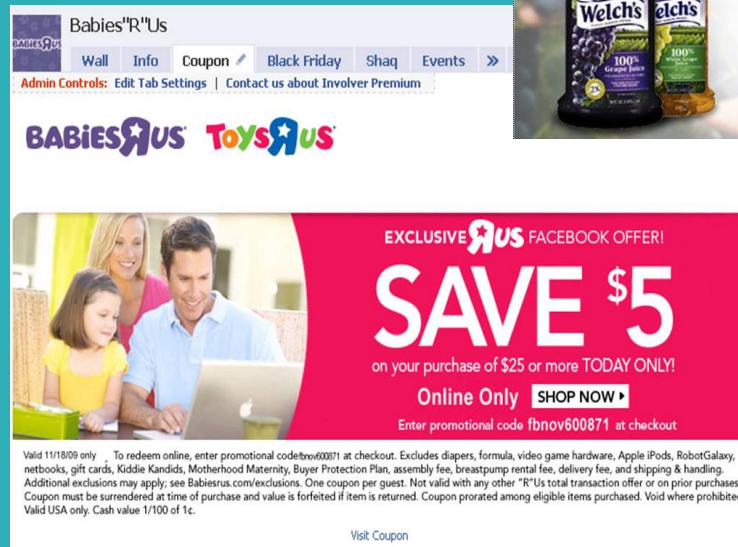


Offer your Facebook fans an exclusive discount, just for being a fan!

Use an image to promote the discount, if possible. These are better for grabbing the attention of your fans and for getting more shares.

78%

of consumers interact with brands on social media for coupons and promotions



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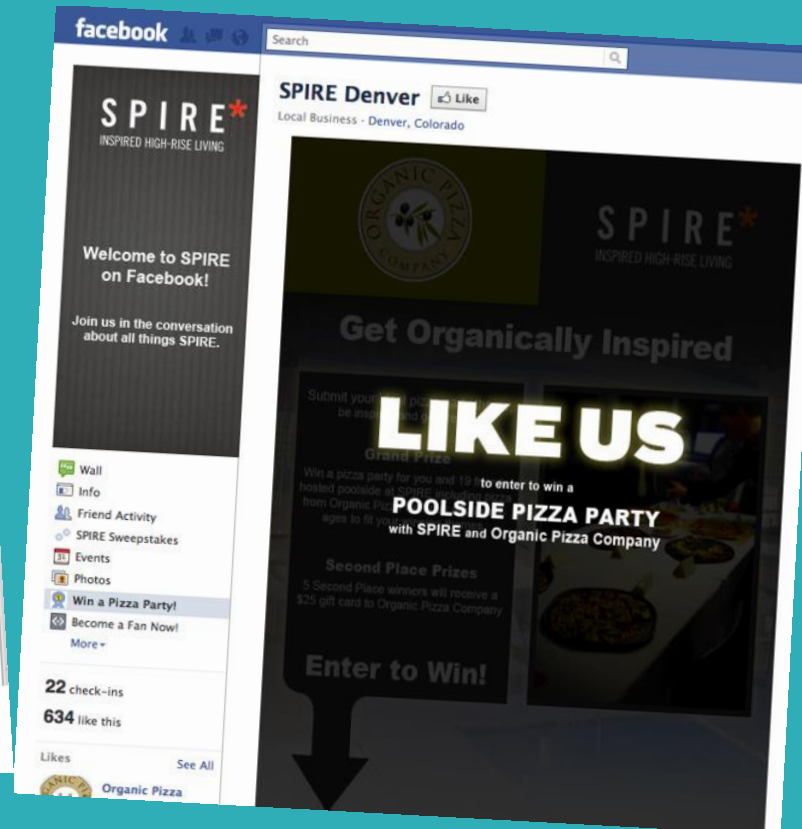




# 11. Cross-Promote with Someone Else in your Niche



Team up with a business that offers a complimentary product or service and help cross-promote each other. Tag each other in posts, recommend that your fans 'like' each other's Pages, or simply share each other's content.





# 12. Fan Challenge



Post a group challenge for your fans...sometimes doing something as a group can feel less overwhelming than doing it alone!

Some examples include:

**30-days to a more organized house**  
(post a daily organization tip)

**7-days to tighter abs**  
(post a daily video or blog post sharing the best core exercises)

**Gain 1000 fans**  
(give actionable tips for increasing your fans' Facebook audience)



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