



HOW TO MAKE YOUR PRODUCT LOOK **SEXY** ON FACEBOOK

By Aaron Lee

Do you want to learn how to spice up your product and make it sexy on Facebook?

To be honest with you, I've heard it all before. People have told me that their products are too boring or that they work in an industry that's not interesting enough to be on Facebook.

I, on the other hand, believe that any business can be on Facebook.

A little creativity is what it takes to make it work. I've seen countless unique pages —everything from swimming pool accessories to poultry products, and even a horse farm — that have built great communities on Facebook simply because their competitors are not represented there.

You can do this too!

MARILYN
MONROE

TONY
CURTIS

JACK
LEMMON

SOME LIKE IT HOT



1. Show what it represents.

What is your product to you and to your customers?

Other than simply solving your customers' problem, you could show them what your product represents.

For companies like GoPro, it's all about "the adventure." For others' pages it's about fun, freedom, love, God, etc.

Quest Nutrition hopes their product will represent clean eating and a healthy lifestyle. To reinforce this idea, they constantly share photos of fans who have worked hard to lose weight, and they've had great success in doing so.



Quest Nutrition

August 20

"As an individual, you have to save yourself. You can't wait for someone to do it for you. You have to want it more than anyone else does for yourself. Take action. Take responsibility." - Jesse Gutierrez

Read his inspirational #TransformationTuesday story here - <http://bit.ly/1AvHZL8>. #OnaQuest



Like · Comment · Share

20 Shares

503 people like this.

Top Comments -



Pretzel Crisps

July 17

Some days were made for the beach and a bag of Pretzel Crisps. Today is that day.



2. Dress it up.

I only have one tip in this area and that is to get out of the studio! A professional product photo with a white background is pretty. It's great if you're selling it on your website, but if you do that on Facebook, it's just not sexy.

Take your product, take yourself, get out of the studio, and capture your product in a different environment. Now that makes it sexy!

Just take a look at how sexy these pretzels are.



Unlike · Comment · Share

618 15 3 Shares

3. Have some fun.

If it fits the tone that you want to convey on Facebook, go and have fun. You're not required to be professional all the time. Many businesses limit themselves here by being too professional and they forget that social networks like Facebook are very personal.

A few simple ideas:

- Add a meme to your brand
- Share a joke
- Show fun people working in your company

4. Show the ways you can use it.

How do you use your products? Instead of simply posting and trying to sell based on the product's specifications, demonstrate to your fans the ways that they can use your products.

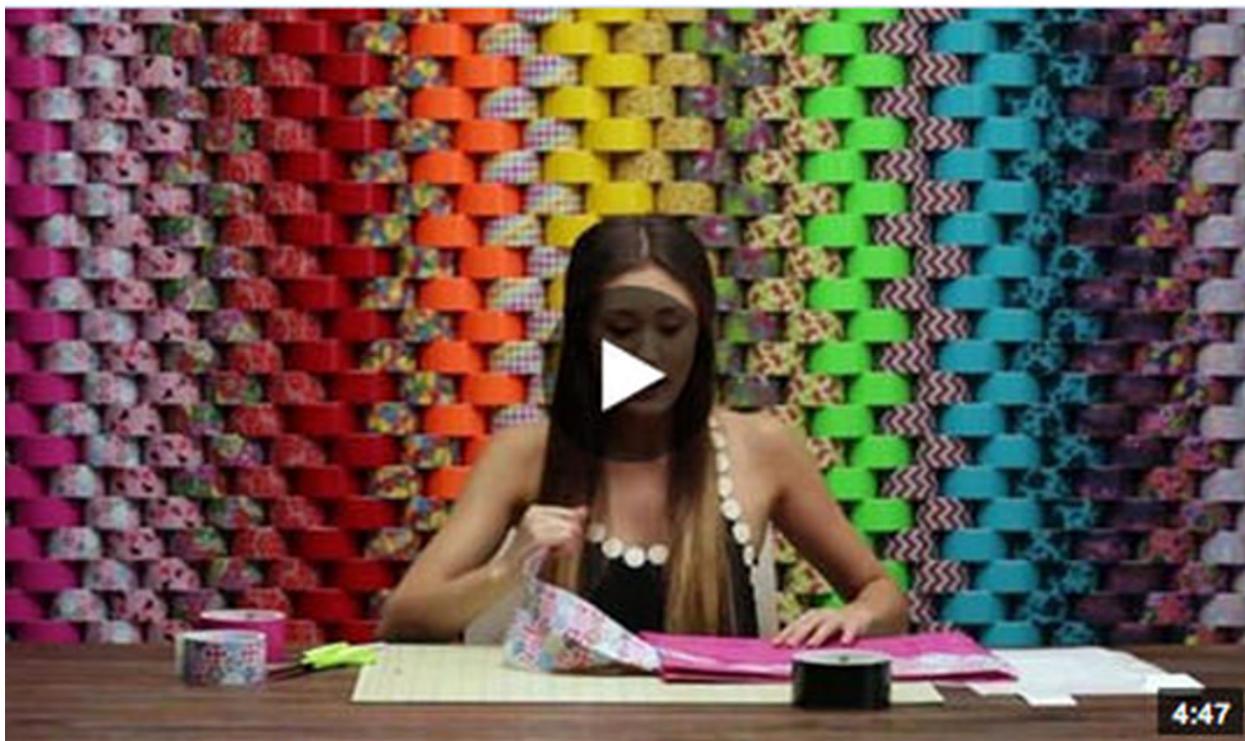
Facebook is a great platform for this type of sharing: you can make a step-by-step infographic, a video tutorial or simply a daily or weekly tip.

One of the best examples that I've seen came from Duck Tape. Duck Tape! Who would have guessed adhesives could be so compelling on Facebook? Not me!



Duck Tape
August 4

Create your own Duck Tape animal tote with crafter Laur DIY



Like · Comment · Share

286 Shares

735 people like this.

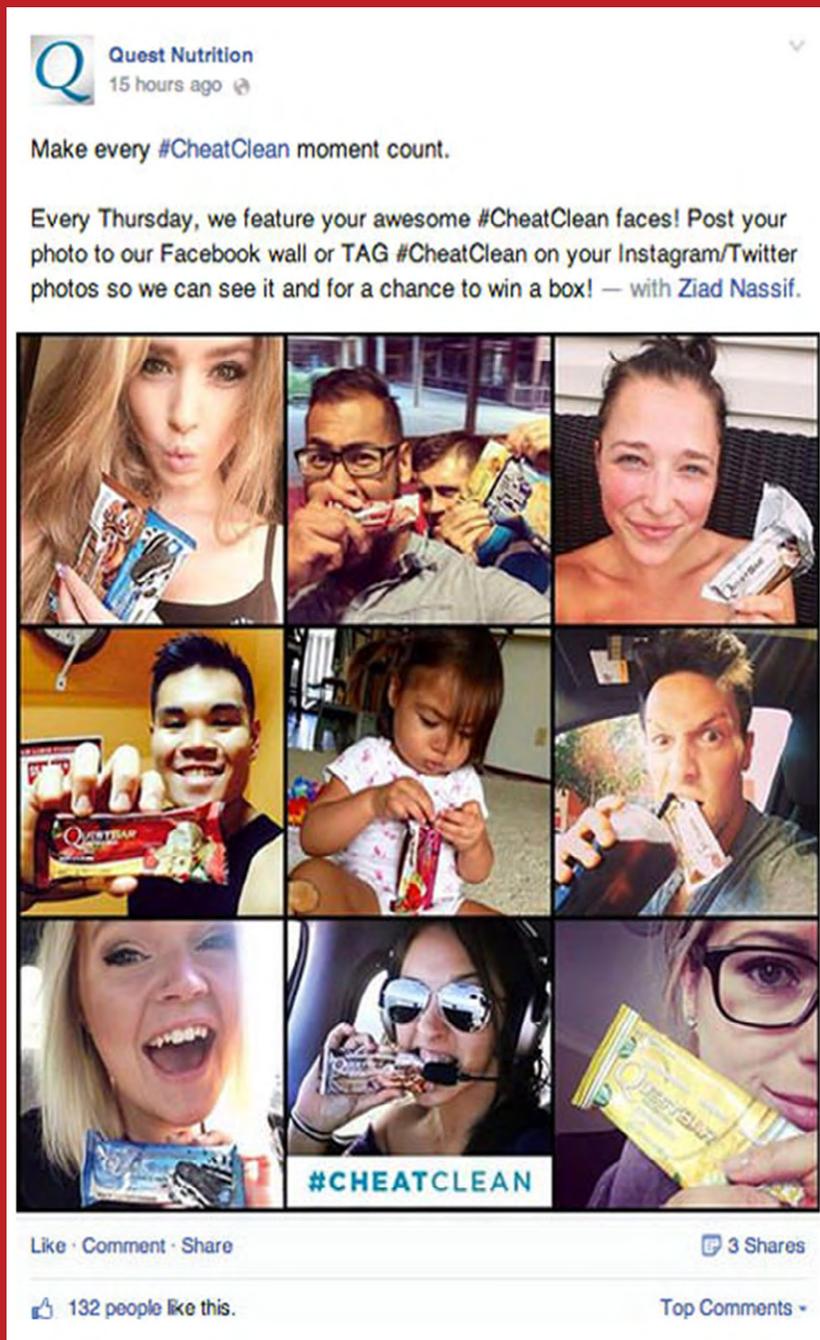
Top Comments -

5. Customers

There's nothing sexier than having your customers do the selling for you. You can do this by getting your fans to send photos of them with your products.

Ask them to share a photo with you by submitting it through an app, comments section, or even on Instagram through the use of a hashtag. Share the best couple of photos and reward your fans.

I love how Quest Nutrition does this on Facebook. For me Quest Nutrition ticks all the boxes for really marketing on Facebook.



The image shows a Facebook post from Quest Nutrition. At the top, the Quest Nutrition logo is visible, along with the text "15 hours ago". The main text of the post reads: "Make every #CheatClean moment count. Every Thursday, we feature your awesome #CheatClean faces! Post your photo to our Facebook wall or TAG #CheatClean on your Instagram/Twitter photos so we can see it and for a chance to win a box! — with Ziad Nassif." Below the text is a 3x3 grid of nine photos showing various people enjoying Quest Nutrition products. The photos include a woman holding a Quest bar, a man eating a Quest bar, a woman holding a Quest bar, a man holding a Quest bar, a young girl eating a Quest bar, a man eating a Quest bar, a woman eating a Quest bar, a woman wearing sunglasses eating a Quest bar, and a woman holding a Quest bar. At the bottom of the grid, the hashtag "#CHEATCLEAN" is visible. Below the grid, the Facebook interface shows "Like · Comment · Share" and "3 Shares". At the bottom left, it says "132 people like this." and at the bottom right, it says "Top Comments".

6. Make it current

The trick to using current events in your Facebook marketing is to predict what current events will be relevant to your fans. An easy example would be events like the Super Bowl, but others could be more niche, like the Teen Choice Awards. For Fitness enthusiasts there are events like the Crossfit games.

Know what your fans love, and then use it as a topic to engage with them. You could even have a subtle product placement inside the visuals that you use. It doesn't have to be too direct.

7. Show the human side

This last one is perhaps the most important, and will connect everything mentioned above. Showing the human side of the business will make your product sexy because it makes your page more memorable, especially when compared to the thousands of other pages constantly bombarding their fans with ads and corporate messages.

You can do this by showing what happens at your workplace. Perhaps give your fans an idea of the people that run your daily operations.

Summing up!

To really succeed in this space, you have to be honest and, most importantly, be yourself. The best practices are fine, but allowing your unique personality to show through is what will really help distinguish you from the pack.

It's your turn. I would love to hear your thoughts on how you would make your product look sexier on Facebook.

About the Author

Aaron Lee is the Grand Master of Customer Delight at **Post Planner**, a platform that makes it easy to increase Facebook engagement. During his free time, he shares his fun adventures at AskAaronLee.com.