

# Stop the Scroll

## TOP TIP **TUESDAY!**



**Let's be honest, getting people's attention on Facebook can be hard. Especially when we want to showcase our products or services.**

And if you're not experienced in knowing how to utilise Facebook properly to not only target the right people, but get their attention and stop them from scrolling past your posts or ads – it can be even harder to get people to take notice.

So this week's tip is designed to help get your posts or ads read by more people.

Firstly, don't do what most businesses do, which is put all their effort into thinking about what to write for a post or an ad and then put no thought into the most important part of the ad – the image.

The job of the image is to grab people's attention and stop them from scrolling. Then, they'll read the copy.

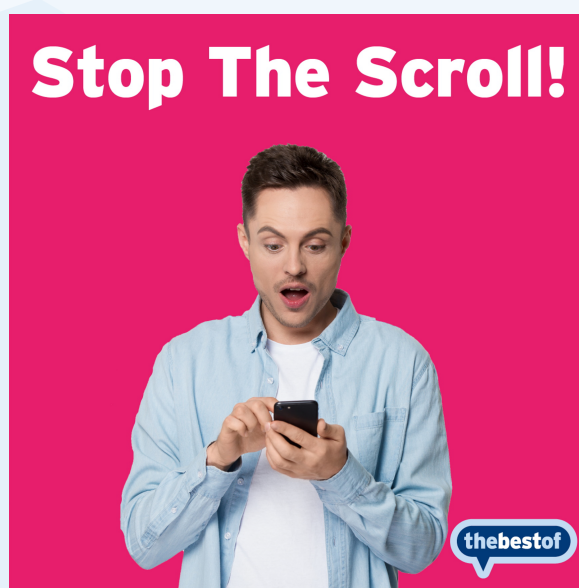
But that won't happen if you use a poor converting image to compliment the copy. We're talking about boring, predictable, stock images that don't bring through any personality or relevance to the business or product.

To grab people's attention, you need to use colours that are interesting or unusual so that it catches people's eye. Stay away from blues and greys as there's a lot of that on Facebook already.

Use images that are not your normal stock images (check out some of our previous Tuesday Tips for some good examples).

This will increase the number of people that will stop scrolling and read what you have to say within your copy.

If you'd like to start using Facebook properly to grow your business then give us a shout and we'll show you how we can help.



Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

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