

For every <http://www.beautyschoolsdirectory.com/blog> post I write, I include a social media teaser designed to pique interest and drive traffic to the lead generation site.

The screenshot shows a Facebook page for 'Beauty Schools Directory'. The main post, dated August 18 at 11:0 am, features a quote from Game of Thrones: 'Westeros didn't have a single day spa. But (almost) everyone has beautiful skin! Maybe they knew about the benefits of essential oils, which savvy skincare specialists still use today. Read more about the other secrets Sansa and Melisandre have been keeping from us! <http://bit.ly/2wvrety>'. The image shows three women from the show. The post has 2 reactions and a comment box. The right sidebar shows page statistics: 14,029 likes, 13,880 followers, and 30 visitors. It also includes an 'About' section with a map, contact info, and a list of pages liked by this page, such as 'BeautyKpro', 'BeautySchool.com', and 'America's Beauty Schools'.