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# 17 Wicked Ways to Use Your Facebook Cover Photo

by Aaron Lee

6-7 minutes



Your [Facebook cover photo](#) is the largest piece of real estate on your Facebook page.

It's the first thing people see when they visit your page.

That's why it's so important to put serious time & effort into creating a [stunning cover photo](#).

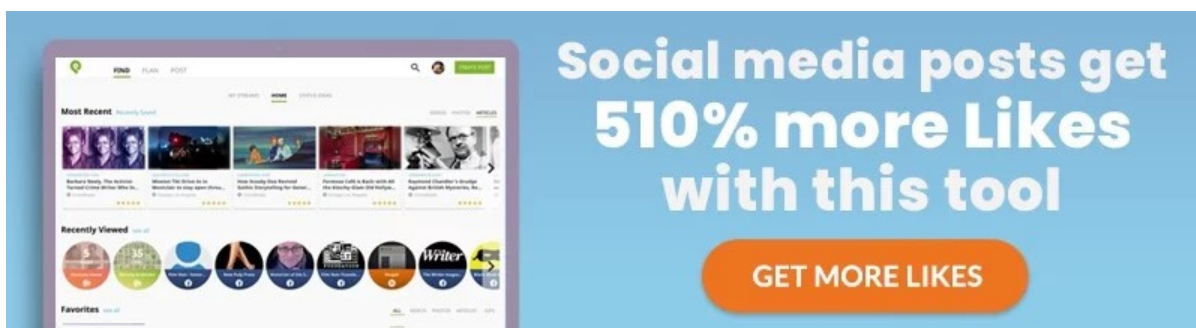
You want to make an epic first impression, right?

One common practice I see many businesses doing is just putting their website URL on a plain background.

Booooooring!

Not only is this a missed opportunity, but it doesn't tell people anything about your page, your product or your services.

So what can you do instead?



## 17 Best Ways to Use Your Facebook Cover Photo

Here are some great strategies you can use on your cover image to wow your fans & visitors.

### 1. Brand yourself





**Who:** [KLM](#)

**What I like:** Not only is KLM showing their creative side, but I like how the cover photo is branding their business too.



**Who:** [Guy Kawasaki](#)

**What I like:** Whoever took this photo knows what they're doing. It's speaks (excuse the pun) strongly about [Guy Kawasaki](#) as a phenomenal speaker.

If you haven't heard him speak, I definitely recommend you do so.

## 2. Show core benefits of your product







**Who:** [Post Planner](#)

**What I like:** Even if you've never heard of Post Planner or their app, this simple & straightforward cover photo tells you the benefits of using their service.

And when you click the cover photo you'll [find additional information](#).

### 3. Build an email list



**Who:** [Entrepreneuss Academy](#)

**What I like:** Two things I like about this cover photo:

1. how it promotes [their founder](#)
2. how it promotes a Pinterest ebook

Fans can download the ebook from a landing page by giving their email address. Talk about a functional cover photo!

It seems to be working -- bit.ly shows over 2,570 clicks from Facebook alone!

## 4. Promote your fans' work



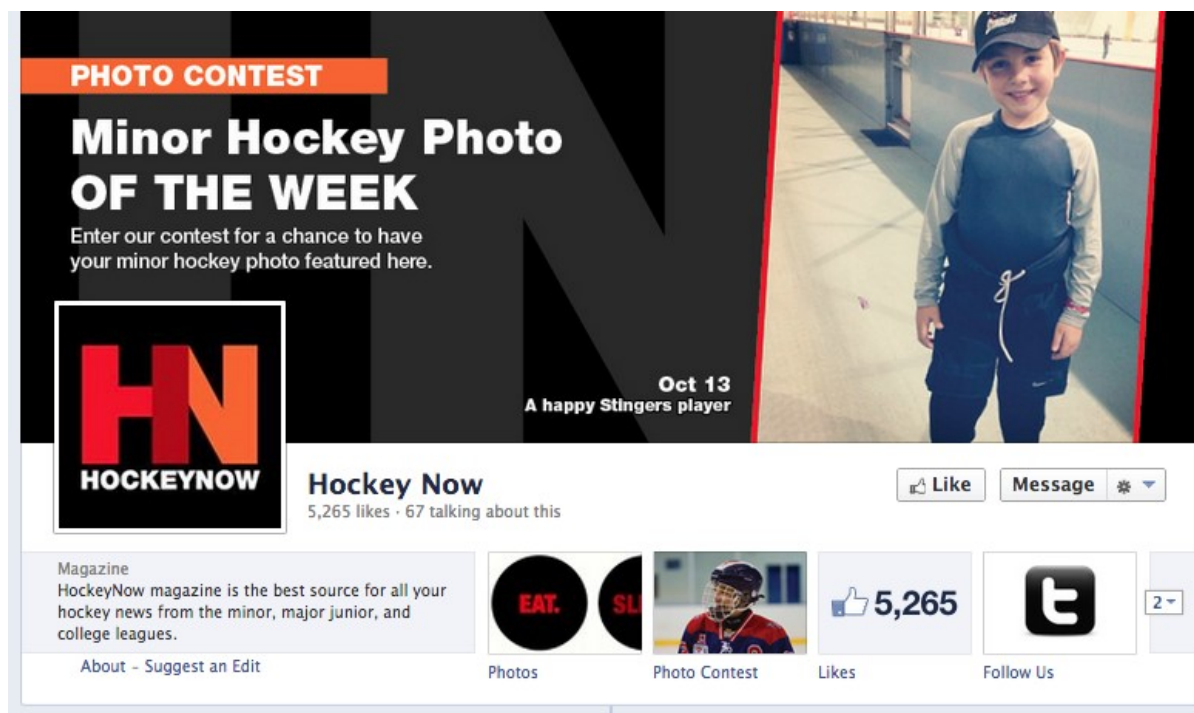
**Who:** [Bob Marley](#)

**What I like:** Instead of using this piece of real estate to promote Marley's music (which needs no promotion), the page uses it to showcase fan artwork.

Fans can click the cover photo & learn more about contests to join.

And I'm sure Bob approves, since it gives his fans a chance to "get together & feel alright"!

## 5. Announce a contest



Who: [Hockey Now](#)

**What I like:** Not only are they using their cover photo to show-off winners, they're also indirectly using it to promote their weekly contest.

Talk about killing two birds with one stone! -- this page is definitely doing it right.

## 6. Describe your product







**Who:** [Ivy's Garden Food](#)

**What I like:** I like how they use photos to highlight what [their product](#) is all about.

From the page's name & cover photo, I can tell it's a natural & healthy product.

## 7. Promote your fans



**Who:** [Walmart](#)

**What I like:** Walmart is showing appreciation to their customers & adding a personal touch by highlighting photos of their fans.

To make it all the more cheerful, Walmart chooses fun themes that fans can participate in. Trick or treat anyone?

## 8. Highlight your people



**Who:** [Sprinklr](#)

**What I like:** While most companies in this sector would highlight the core benefits of their products, Sprinklr takes an alternative route by showcasing the faces of the people behind the company -- which adds a human touch to their company.

## 9. Show social proof







**Who:** [Sandi Krakowski](#)

**What I Like:** I love how [Sandy](#) uses her cover photo to showcase some of her career highlights. It's a great tactic to get people to trust her credibility.

## 10. Sell a product

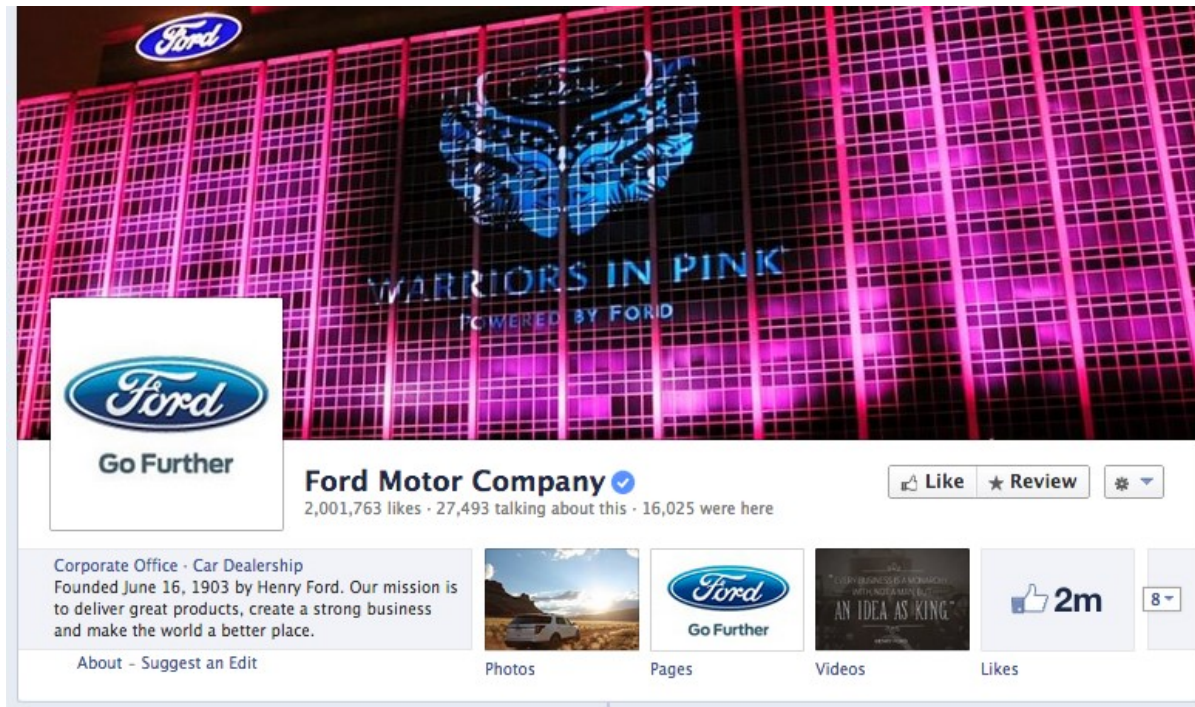


**Who:** [Danny Brown](#)

**What I Like:** Who says all cover images have to be visually stunning or inspiring?

[Danny](#) uses his cover image to sell his book & post testimonials about it. Click on the image & you'll get a link to the website selling the book.

## 11. Show your support for a cause



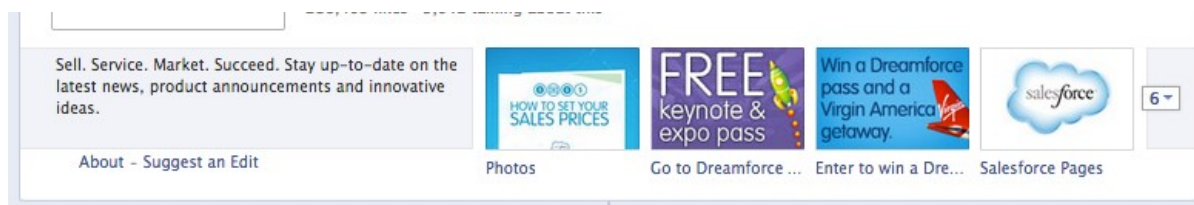
**Who:** [Ford](#)

**What I Like:** October is Breast Cancer Awareness Month and many companies have been proactive to showcase their support by posting images in pink & using pink more often.

Ford has taken the extra initiative to paint their cover image in pink to show their support.

## 12. Highlight upcoming events





**Who:** [Salesforce](#)

**What I Like:** I like that Salesforce uses its cover photo to talk about their next event -- including the key speakers.

There are definitely some speakers here that I would love to hear.

### 13. Tell what your page is about



**Who:** [SocialMouths](#)

**What I Like:** The cover image for [SocialMouths](#) is not only stunning, but it explains what the page is about.

Fans will have no doubt about what they'll be getting into if they decide to Like the page.

### 14. Be seasonal

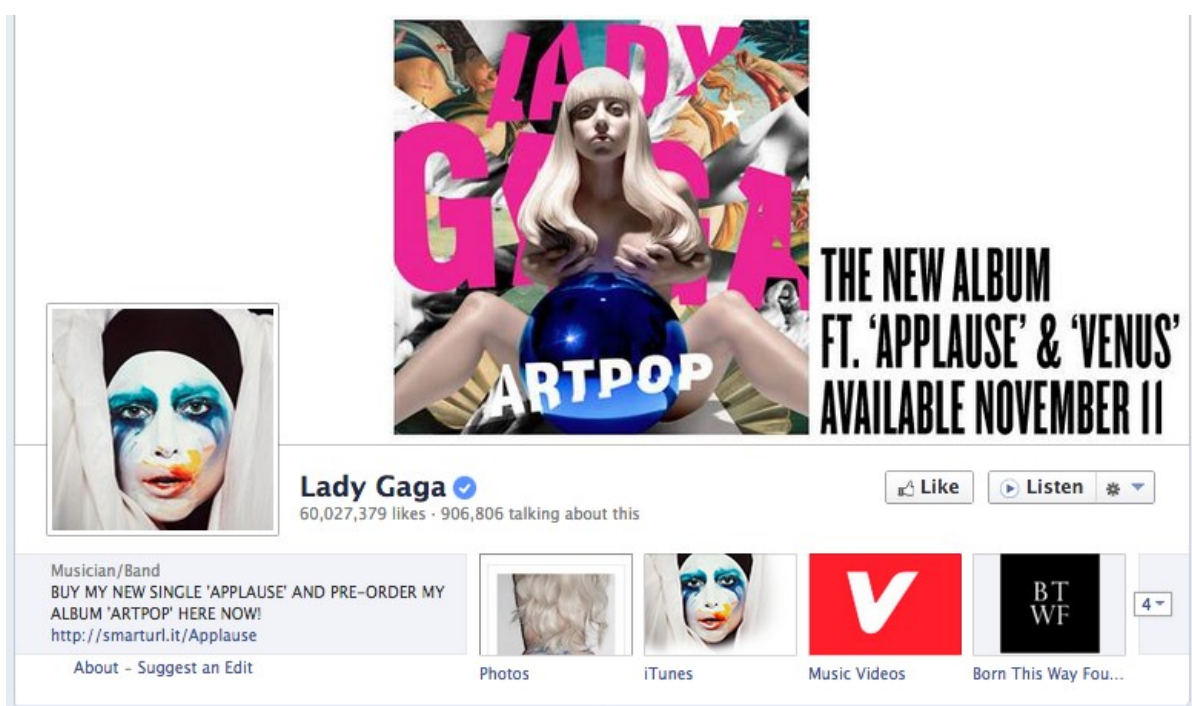




**Who:** [1-800-Flowers.com](https://www.1-800-flowers.com)

**What I Like:** If your business offers seasonal products, you can do what 1-800-Flowers is doing & promote your seasonal products with your cover photo.

## 15. Promote an upcoming product



**Who:** [Lady Gaga](https://www.ladygaga.com)

**What I Like:** Not only is Lady Gaga's cover image quite artistic, but it also boldly reminds fans that an upcoming album is headed their way.

## 16. Show your fun side

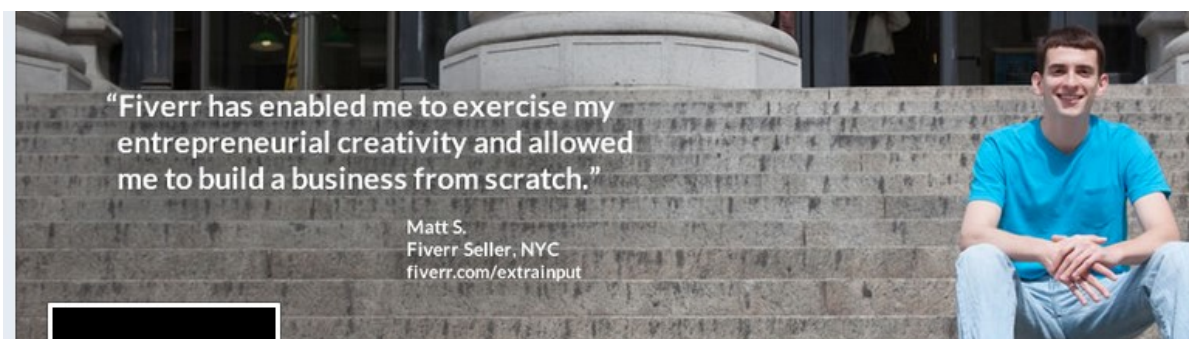


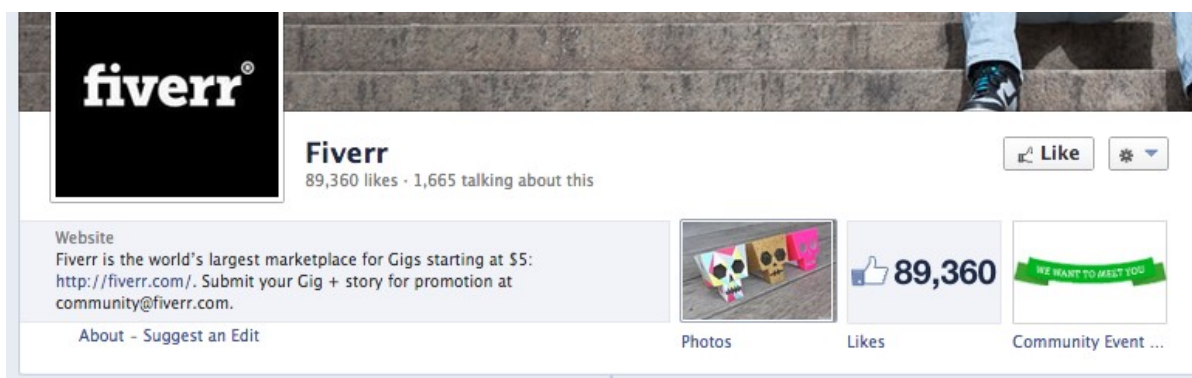
**Who:** [Adfreak](#)

**What I Like:** The cover photo is telling me something about the culture of the company -- they have a sense of humor!

And yeah, I'm still trying to figure out what the camel is doing in a movie theater!

## 17. Show testimonials





**Who:** [Fiverr](https://www.fiverr.com/)

**What I Like:** Using testimonials from customers helps show the credibility of your business to fans. I like how Fiverr uses this to their advantage.

## Conclusion

As you can see, there are a lot of awesome ways to use your Facebook cover photo.

One tip I would add is to update your Facebook cover photo every once in a while to keep it fresh & interesting.

But whatever direction you decide to go, remember to always stay in line with your company's voice.

If you would like some help creating your best cover photo ever -- grab your copy of our free visual marketing ebook below. You'll learn tons of tips & tricks!

