A/B Testing Protocol
Table 10.2

Steps
1. Craft a compelling message
2. Select two *different* test images – image A and image B
3. Create a message A by combining it with Step 1 wording and image A
4. Create a message B by combining it with Step 1 wording and image B
5. Randomly assign one portion of your audience to Group A, the other to Group B
6. Simultaneously post message A to Group A and message B to Group B
7. Monitor results over 24 hours and see which one has the most traffic
8. Declare a winner
9. Continue to refine with new wording and images as necessary