

# Leveraging Social Media to Market your Small Business



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- Military Spouse and Small Business Owner
- Introduced to social media and blogging in 2005 via Facebook
- Love of social media became the foundation for my business, MSB New Media
  - NextGen MilSpouse
  - SpouseBox
- Did not major in or study small business or marketing

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# Why is Social Media Relevant to You?

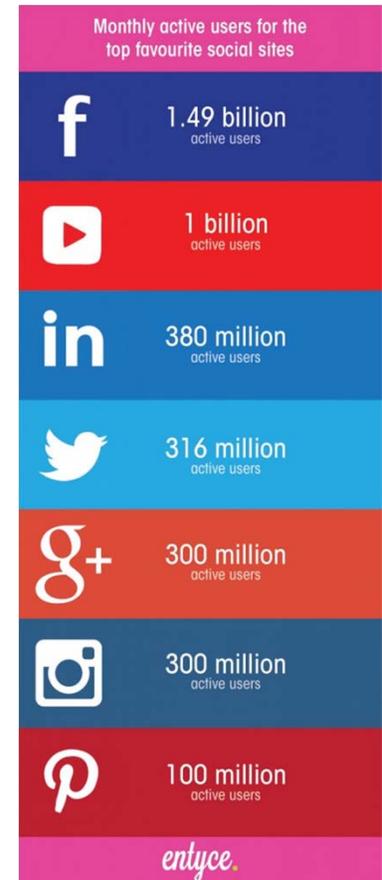
- By leveraging social media for your company, you will gain instant access to:
  - Free/low-cost marketing and advertising
  - Crowdsourcing
  - Market/Trending analysis
  - Competition/Intel
  - Industry thought leadership
  - Customer service platform



# Potential Audience Base

- Once you've signed up, your company now has access to the following:
  - Facebook: Over 1.49 billion MAU
  - Twitter: Over 316 million MAU
  - LinkedIn: Over 380 million MAU
  - YouTube: Over 1 billion MAU
  - Not to mention Instagram, Pinterest, Snapchat, Periscope, and Blabb

*\*MAU = monthly active users*



# You signed up, now what?

- Manage the message
  - Figure out your company's key messaging and what kind of identity and tone you'd like your page to have across social platforms
- Set direction and then build momentum
  - Remember that each company started at zero and that social media won't pay off without dedication and a strategy
- Sustain, drive and deliver results
  - Don't get call in the 'Likes' trap

If your audience could only remember one thing about your company, what do you want it to be?

# Tagging Accounts and Hashtags

- No matter which social media channel you use, “tagging” others is a good habit to get into
  - It builds camaraderie
  - Helps ensure they see it
  - Starts a conversation
- Hashtags are a word, or group of words after the # sign (like #buylocal, #marketing, etc.). For small businesses, hashtags give you a way to engage your brand with your market
  - Marketing strategies for hashtags are:
    - Brand and campaign specific
    - Trending
    - Content
- Less is more & know your platform



# Best Practices



# Before Digging In

- **Do not** feel pressured to be present and engaged on every platform
- **Do** reserve pages & handles for all the major platforms to ensure brand consistency across platforms
- **Do** work smarter, not harder. Take time to create a content strategy you can adopt across all social platforms
- **Do not** be afraid to experiment! Each platform is unique and dynamic.
- **Do not** give up! Social strategies take time to implement and social audiences take time to grow. It will not happen overnight.

# Best Practices: Facebook



- Upload an appropriate page profile and cover photo
- Complete the About section
- Be engaging
- Create a posting strategy
- Make your posts personal
- Responds to comments in a timely manner and use the commenters first name and respond respectfully
- Leverage hashtags intelligently
- Monitor page insights
- Keep outright promotional material to a minimum
- Post photos
- Run contests

# Best Practices: Twitter



- Follow at least 10 new people a week
- Tweet at least three times a week
- Tweet regularly about topics you know and/or interested in
- Engage in conversation by asking questions and interacting with five people/users a week
- Share information by tweeting abbreviated links
- Create a Twitter list of resources on any topic you desire

# Best Practices: LinkedIn



- Keep your company page up-to-date
- Use the products and services spotlight
- Solicit recommendations for your products
- Thought leadership: establish yourself and your brand as an authority within your area of focus
- Respond to posts, reviews and questions

# Best Practices: YouTube



- Make content, not ads
- Become the face of your business
- Push people to your website
- Collaborate with an already established creator
- Leverage YouTube videos for Search Engine Optimization (SEO)
- Create a clear call to action

# Questions & Answers

# FAQ's

- Social media accounts and management
- How to attract customers to your website
- Blogs and videos
- Website development and management
- Website analytics
- Customer relationship management
- How to utilize testimonials

# Questions?

- Are there any additional questions?

