

# 21 Secrets To Social Media Marketing For SMALL BUSINESS



Social media marketing for small business can be one of your most effective tools for marketing and sales - if you know what you're doing. Unfortunately, that's a mighty big **if**, since the majority of business owners, but what if I told you that the secrets to getting customers from social media? And I'm willing to share them with you? Pretty sweet, huh? Just keep reading.

## Here are 21 Ways To Use Social Media Marketing For Business To Get New Customers.

### 1 Know Who You're Targeting



Before you start doing anything else, I want you to make a decision and say it with me: **knowing exactly who you're targeting is a few times more important than anything else.** Because without this seemingly simple step, your social media marketing isn't going to be effective.

How old are they? What are their income levels? What are their other interests? What social media platforms do they use? Find out all of this information. If you want to use social media for business, you need to know.

### 2 Use the Right Platforms

Which social media platforms should you be using? The short answer: the one or two that your potential customers are using most often. Of course, that involves knowing your customer (and, hey, also having an understanding of both the user demographics and strengths/weaknesses of each social media channel).

For instance, if your product or service targets, say, folks over 50, you might not get the best ROI from Instagram, where 47% of post users are between 25-44. However, if you're a brand without images, like a law firm, you would be more apt to use Instagram, where you can use your feed for business branding opportunities.



### 3 Optimize Your Profiles for Business



You've created a social media profile, but have you filled in the details? Before you start using your page, go through your profile for business. Do you have a profile photo? Upload one. And don't just pick an old photo. Remember, this is going to be the image that thousands of other people associate with your business.

Next, fill out your bio. Let people know who you are and how you can help, but keep it short. Use keywords that will help people find your business through search.

And make sure to always call-to-action on the end, directing people to your website, landing page, or what have you. It's a good idea to make it a trackable link through bit.ly, so you'll know how and how many people are clicking through.

### 4 Build Your Brand

Even though your ultimate goal in using social media for business is to generate more sales, your strategy doesn't always have to be so direct. A strong brand will create sales all on its own.

So brands, how many people buy this item just based on the branding? Use social media as a way to build your own. That means increasing your brand awareness, building trust, and establishing authority through your content, your presentation, and how you interact with followers.

Because the more people that know about your business and see it in a positive light, the easier it will be for them to see people to buy from you.



### 5 Keep Your Branding Consistent



Different social media services call for different content, meaning you're not going to post the exact same material to your Twitter feed that you do to your Facebook page. But you still need to keep your branding consistent across all of them.

That includes things like the font design, colors, and images you use. Should be the same on Instagram as they are on Facebook. You should also maintain the same messaging across your tweets, captions, and snaps.

Keeping your branding consistent will go a long way to building the awareness, trust, and loyalty that makes about sales.

### 6 Connect with Influencers on Social Media

Why are some businesses working with social media influencers these days? Because it's more effective. In fact, a recent Nielsen study shows that influencers provided an ROI that was 11 times higher than other forms of digital marketing. Which influencers you work with and how you do it will depend on your brand and budget, but when done right, it can be super cheap. And don't worry, most influencers that fit a smaller budget can still be worth their weight in gold.



### 7 Let Your Fans Promote You



If your business is worth its salt, you'll eventually end up with paying customers who enjoy talking about and sharing your product or service on social media. Now, if you're, say, Apple, you won't be able to keep up with that, but for the rest of us, having social media for business, these folks can be almost mini-influencers.

If someone already praising you on social media for free, consider contacting them with an offer of a freebie, discount, etc. If they'll keep it up or use your official hashtags. These 1,000 follower accounts may not have the reach of an influencer with 100,000 or 1+ million followers, but their again, their appreciation is genuine and their help comes a lot cheaper.

For smaller accounts, at least give them a shout-out or a retweet, and let their organic praise act as promotion.

### 8 Run Contests and Deals

Whether you're trying to build your followers or increase engagement with the ones you already have, contests and deals can be a great way to do it. They can even increase your content creation and production to your customers.

Examples include an exclusive coupon code shared with your followers for a percent off a future purchase or a giveaway that asks people to tag friends and follow your page for a chance to win.



### 9 Post the Content Your Followers Want



Many businesses make the mistake of posting dry, straight-up product content to their feeds. But people don't appreciate on social media because they like information.

You want to get the word out on your business. And the best way to do that is with content that people are actually drawn to.

Pay attention to what kinds of posts are popular on each platform, and figure out how you can fit them to your message. I already posted out a couple ideas above, but here's another one: picture a car that's thousand words, and that's it right now.

### 10 Use Social Media Advertising

Most of these tips can be put to use for free or with the most budgeted budget. But organic social media marketing will only get you so far. If you want to maximize your reach and lead generation, it pays to pay. For social media ads, that is.

The good news is, paid ads can reach businesses and budgets of all sizes. From the smallest startup to the biggest corporation, for a little money, you can get your business in front of millions of new leads in the form of an Instagram story, Facebook messenger ad, promoted tweet, or YouTube video ad, growing your reach and your bottom line in the process.



### 11 Use a Call to Action



The call to action - sometimes referred to as CTA for the cool kids - has long been one of the most simple yet effective marketing tools around. And it's just as useful when applied to social media for business.

Posts that ask for likes get more likes. We're talking 2x to 3x more likes. The strategies for comments, shares, and retweets.

Want more followers? Ask people to follow you. Want more people to buy your product? Ask. Want more...okay you get the idea. If you want it, you have to ask for it.

### 12 Provide a Freebie or Special Offer

Of course, a call to action will be more effective when it's paired with something your followers want. And there are few things people want more than sales and free stuff. Who doesn't love a 20% off discount code, after all?

Also, know you lead magnet, these offers can help you collect emails for your list, bring attention to your brand, and even increase sales. They can include things like percentage off, coupons, free content, and more. Use them to your advantage in social media for business.



### 13 Make Sure to Be Social



Many businesses make the mistake of treating their social media pages as strictly business and forget about what social media's all about. After all, one of the terms social media is, you guessed it, social!

Remember, not everything you post for your company's feed has to be in the form of an official announcement. Take a moment to be funny, silly - and maybe even crack a joke or two. After all, 70% of people said they like businesses that show a sense of humor on social media.

### 14 Show Your Personality

What's the difference between being small talk about the weather and an impassioned conversation with someone you just met? Personality.

That's why when it comes to both your interactions with your followers and your social media presence in general, you want to show your personality. An account run by a former business executive who loves coffee will definitely be identified by a vegan yoga instructor's - and vice versa.

Of course, you'll want to share those parts of your personality that fit with your brand. For instance, if you sell knitwear, dog owners, your customers may not share your appreciation for death metal, but chances are, as a business owner, your interests are probably somewhat aligned with your brand already.



### 15 Ask for the Business



On the flip side, don't forget the reason your business is successful needs to generate business.

It's great to engage with people on social media, rack up followers, build up your brand awareness, and tout the benefits of your product or service, but none of that means much if you don't make the sale. Instead of just passively waiting for people to click through and buy, make it a point to actively ask for their business.

### 16 Provide Customer Service

Growing a business is about more than sales; you've got to keep those customers happy so that they keep coming back, tell their friends, and leave glowing reviews to your merchant page. And that means handling some good customer service.

Whether it's questions or complaints, social media has become a popular place for consumers to seek customer support in recent years. The best brands have embraced this - and you should too. But you have to be on your A-game, especially on Twitter, where 52% of consumers expect a response in 10 minutes or less.

It also helps to be proactive and actively seek out people who are confused about your product or wanting their frustrations without directly contacting your team.



### 17 Create and Use Hashtags



Remember back when hashtags were mostly just a Twitter thing? Well, those days are long gone.

If you're not including relevant and popular hashtags on your posts, you're leaving behind a lot of potential. So create and promote hashtags specifically for your business or campaigns, whether it's on Twitter, Instagram, or Pinterest, you're doing it wrong. Encourage your followers to use your hashtags too!

### 18 Search for Mentions

Many, if not most, of the people who tag your brand on social media, especially if you're a decent sized business, aren't going to do it directly on your Facebook page or by mentioning your Twitter handle.

To receive feedback and comments that don't make it to your notifications, it's a good idea to actively use the social media search function to look out for when talking about your brand, both good and bad. From there, you can reply to it, retweet it, direct them to your official channels, or even just wait for your internal quality control.



### 19 Spy on Your Competition



It's a bit...uh...in business and marketing, which truthfully you should never be able to use as a little espionage to keep an eye on your social media strategy.

That's right, I want you to spy on your competitors. What are the biggest brands in your industry? Find out. If you don't already know, and take a browser to their social media pages.

Which platforms are they using? What kind of content are they posting? What's their audience? Where are they getting the most engagement? Figure out what's working for them - and apply it to your own social media strategy.

### 20 Drive Traffic to Your Website

Social media is such an awesome tool for marketing your business that at the end of the day, you don't own your social media page; the platform does. It's a great tool that you can't ever have full control over.

Many businesses have had their pages suspended or even deleted entirely by Facebook in the past without warning. It can be over something as simple as a Terms of Service violation that you didn't know you made or even a competitor maliciously reporting your content.

Imagine losing your biggest marketing channel (especially in the time of a crisis) - and not even having backup copies. And there's almost the chance that the social media service you're dedicated to much time to eventually goes the way of MySpace.

Use social media marketing for business, but always as a lead to direct leads to your own platforms, like your website or blog, not an alternative. Include links in your bios, your posts, and your email newsletters where you can't find them.



### 21 Build Your Email List



One of the most effective tools for building your own platform and reducing your reliance on social media platforms is through an email list. An email list will tell you, the size of your email list is also one of the best ways to track the number of Facebook likes, Instagram followers, and more.

What's why you should always be searching for ways to turn those social media fans into members of your email list. Use your posts, ads, like, and even your Facebook cover photo to reveal from right where you want them, to your email subscriber sign-up form.

It's always a good idea to entice people to subscribe with some benefits or discount too.

### 22 Create Social Media Content in Bulk

Running a business is tough, and your schedule can get hectic. It's neither realistic nor efficient to block off chunks of time every day for creating and posting content to your social media pages.

Fortunately, there's a better way. Rather than trying to maintain a daily content schedule, you're going to craft a content month's worth of content upfront, then upload it in bulk, and set it to post on your feed automatically.

This will ensure that your social media pages are getting the consistent content that they need to grow without conflicting with your other busy daily schedule.



## Conclusion

By now, you've got a pretty formidable arsenal of tricks for using social media marketing for small business. You know which platforms to use and how to set up your pages.

You've got strategies for increasing your follower count and engaging your existing followers, posting content and building brand awareness. And you've even learned a couple more advanced social media tools to build your own platforms.

The only thing left to do is apply it all.