

TIPS FOR MAKING THE MOST OF SOCIAL MEDIA FOR YOUR BUSINESS

Smart marketers and business owners know they need to shift from mass marketing and traditional advertising to a more engaging, meaningful, and proactive methods. In other words, it is essential that you engage with them in a conversation.

Many have started the processes, blogs, tweets, posts, and so on, just as the social media "experts" told them to do. But after a few weeks, they stopped. This is unfortunate because the mission of almost every new business is to find and keep profitable customers and convert them into loyal brand advocates so they create buzz and influence the next set of new customers.

Although delving into or back into social media probably feels overwhelming, here are a few strategies to help maximize your chances of gaining the business of these social seekers.

UNDERSTAND THE WAY PEOPLE BUY TODAY

What influences perceptions today



The number of followers on Twitter



The quality of local reviews



Your Facebook presence



Your website (on their computers and smartphones)



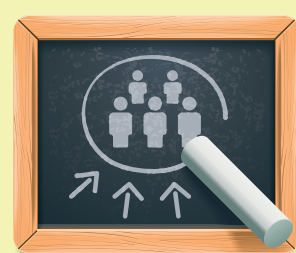
Your blog

Prospects research, investigate, compare and make judgements about businesses before they even consider making purchases.

MEET PROSPECTS WHEREVER THEY ARE



Create comprehensive profiles of your perfect customers.



Choose the social media where your audience is most likely to be found.

REINFORCE YOUR UNIQUE SELLING POSITION

Answer these questions:

- Why are you in this business?
- What makes your offering unique?
- What makes you and your business different, special, distinct, unusual, and uncommon (It might be the equipment, a technique, a niche you serve or your previous work experience)?
- What are you passionate about?
- What part of your business do you love the most?

This will help you tell your story in an authentic way, which will help you connect with people—the whole point of being on social media channels!

LOOK YOUR BEST



Ensure your website is current, uses SEO best practices and is responsive to appear well on all devices.



Establish or maintain a blog.

TELL YOUR STORY



As one person to another



Being true to yourself



Asking questions to learn about your audience



Consistently and over time



Considering how can you make a difference

INVEST THE TIME



Expect it to take 6 to 12 months to see results



Dedicate at least 20 minutes every other day on your plan and sharing your passion and your story socially



Set appointments for yourself and don't miss them



Focus on providing value (versus return on investment)