SOCIAL MEDIA FOR SMALL BUSINESSES

IDEAS, TIPS, & STRATEGIES

Includes...

- Understanding the Numbers
- Specific Strategies to Try
- Tips for Different Channels
- Resources

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Small businesses can advance their reach considerably by differentiating from the competition while **also** focusing on the numbers.

Understanding the Numbers

Impressions:

The number of times your content is displayed to users, regardless of whether they interact with it.

Views:

The number of times a video is played.

Interactions:

The number of times users engage with your content, such as liking, commenting, or sharing it.

Shares:

The number of times users share your content with their own followers.

The best way to measure the success of your social media content is to use a combination of these metrics. This will give you a more complete picture of how people are interacting with your content and how effective your social media marketing strategy is.

Here are some additional things to keep in mind when using these metrics:

- The **numbers can vary** depending on the platform you're using. For example, X and TikTok tend to have higher engagement rates than Facebook and LinkedIn.
- The **time of day and day of the week** can also affect the numbers.
- Also consider the **type of content** you're posting. For example, videos tend to get more views and shares than text posts.

By understanding the difference between these metrics and how they can be used, you can better measure the success of your social media content and improve your marketing strategy.

What to Expect

Be patient!

In the initial months of posting you may not see much activity.
This is normal! Generally, people need to get used to seeing you in order to feel comfortable enough to interact.

They will not flood to your website and overwhelm your inbox!
Same goes for a new or newly revamped website. They will also not rush to sign up for your newsletter. Same reason as above, they need to get used to seeing you out there in order to feel comfortable enough to react.

Social media has one of the lowest ROI's (Return on Investment). However, it is by far, still one of the most affordable options for a small business.

What helps:

Boost posts.
Boosting can get your posts seen by significantly more people. AND it is low cost. I recommend setting a budget of $20-40 per month to start.

Use video.
Posts with video get viewed significantly more than those without video.

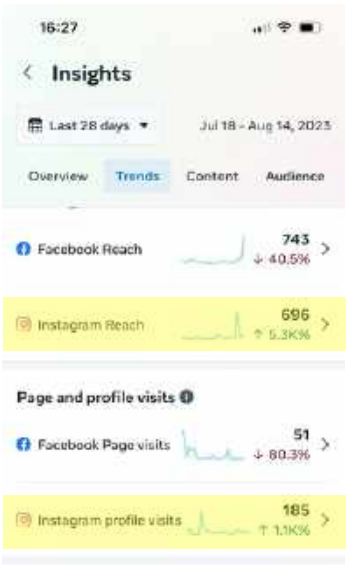
Cross-promote.
Use more than one social media channel.

Share your stuff.
When you post from a company page, also share it from your personal page.

Strategies to Try

- **Don't be too salesy.** This can make people stop following you.
  - Focus on creating content that is informative, supportive, engaging.
  - You may not always be talking about your product or service.
- **Recency and frequency** make you more recognizable.
  - You posted recently - at least every other day
  - You post frequently - no time off from it.
- **John's Strategy.** John's YouTube numbers skyrocket when he shares the video on LinkedIn. The multi-channel strategy works well!
- **Patience!** Give any strategy at least 6 months (I prefer a year) to prove itself. Otherwise, you're not giving the channel the opportunity to learn who reacts to your content.
- **Boost posts.** Boosting can get your posts seen by significantly more people. AND it is low cost. I recommend setting a budget of $20-40 per month to start.

Rena and Thea's Strategy. *For their 1st post on Instagram for their new business*, they first Followed 50 ancillary businesses. Their results are astonishing!



Instagram

Instagram is focused on visuals

1. **Introduce your business and what you do.** This is your chance to make a first impression, so make sure it's a good one! Share some photos of your products or services, and explain what makes your business unique.
2. **Showcase your work.** Don't be afraid to brag about your accomplishments! Share photos of your latest projects, and let your followers see the quality of your work.
3. **Highlight your team.** Your employees are the backbone of your business, so show them some love on Instagram! Share photos of them working hard, and let your followers get to know the people behind the brand.
4. **Share behind-the-scenes content.** Give your followers a glimpse into your day-to-day operations. Share photos of you brainstorming new ideas, working on projects, and interacting with customers.
5. **Run contests and giveaways.** This is a great way to generate excitement and engagement on your Instagram account. Offer prizes like free products, gift cards, or even cash.
6. **Use relevant hashtags.** Hashtags are a great way to get your content seen by more people. When you use relevant hashtags, your posts will show up in search results for those hashtags.
7. **Engage with your followers.** Respond to comments and questions, and participate in conversations. The more you engage with your followers, the more likely they are to stick around and interact with your content.
8. **Promote your products and services.** Of course, you want to promote your products and services on Instagram! But don't be too salesy. Instead, focus on creating content that is informative and engaging.
9. **Run social media ads.** If you want to reach a wider audience, you can run social media ads on Instagram. Social media ads can be a great way to promote your products, services, or events.
10. **Use Instagram Stories.** Instagram Stories are a great way to share more personal and behind-the-scenes content with your followers. They're also a great way to run contests and giveaways.

See Rena and Thea's strategy on page 3!

Facebook is focused on connecting

1. **Introduce your business and what you do.** This is your chance to make a first impression, so make sure it's a good one! Share a photo of your business, and explain what you do and why you're passionate about it.
2. **Share customer testimonials.** This is a great way to build trust with potential customers. Share positive reviews from past customers, and let them tell your story for you.
3. **Run contests and giveaways.** This is a great way to generate excitement and engagement on your Facebook page. Offer prizes like free products, gift cards, or even cash.
4. **Post educational content.** This is a great way to position yourself as an expert in your field. Share blog posts, infographics, or videos that teach your audience something new.
5. **Host live Q&As.** This is a great way to connect with your audience and answer their questions. Set aside some time each week to host a live Q&A on Facebook, and let your followers ask you anything they want.
6. **Use Facebook ads.** If you want to reach a wider audience, you can run Facebook ads. Facebook ads can be a great way to promote your products, services, or events.
7. **Post seasonal content.** Don't forget to celebrate the holidays and other special occasions with your Facebook followers. Share festive photos, videos, and promotions to keep your audience engaged.
8. **Collaborate with other businesses.** This is a great way to reach a new audience and cross-promote your businesses. Partner with other businesses in your industry, or even in unrelated industries, to create mutually beneficial content.
9. **Be consistent.** The key to success on Facebook is consistency. Post new content regularly, and interact with your followers often. The more active you are on Facebook, the more likely people are to see your content and engage with it.
10. **Have fun!** Facebook should be a fun and engaging experience for you and your followers. Don't be afraid to post lighthearted content, share your personality, and let your brand shine through.

"On days when I don't have something prepared to post, I re-share posts that I've done in the past. They almost always get new interest."
Tom Ilstrup, TLC Homes

YouTube

YouTube's algorithm prioritizes audience satisfaction and long-term creator-audience relationships.

1. **Introduce your business and what you do.** This is a great way to make a first impression and introduce your business to the world.
2. **Showcase your products or services.** Share videos of your products in action or in use. This is a great way to show potential customers what you have to offer.
3. **Give product demonstrations or tutorials.** This is a great way to educate potential customers about your products and how to use them.
4. **Share behind-the-scenes content.** Give viewers a glimpse into your business operations, such as your manufacturing process or your team at work. This can help to build trust and rapport with your audience.
5. **Interview customers or industry experts.** This is a great way to get insights from people who have used your products or services, or who are experts in your industry.
6. **Run contests or giveaways.** This is a great way to generate excitement and engagement around your brand.
7. **Create educational content.** Share videos that teach viewers something new, such as how to start a business or how to use a specific product. This can help you position yourself as an expert in your field.
8. **Collaborate with other businesses.** This is a great way to reach a new audience and cross-promote your businesses.
9. **Use humor or storytelling.** If you can make people laugh or tell a great story, they're more likely to remember you and your brand.
10. **Be consistent.** The key to success on YouTube is consistency. Post new videos regularly and interact with your viewers often.

When I (Connie) work on a client's YouTube channel I make sure to maximize everything I can on the backend. The settings, captions, etc. This makes them more searchable.

LinkedIn is the place to reach those in professional services positions

1. **Complete your company and personal profiles.** Make sure your company and personal profiles are complete and up-to-date. This includes adding a profile photo, a headline, and a summary that highlights your skills and experience.
2. **Make connections.** Connect with potential customers, partners, and industry experts on LinkedIn. The more connections you have, the more people will see your content and learn about your business.
3. **Join relevant groups.** Join relevant LinkedIn groups to connect with people in your industry and share your content with a wider audience.
4. **Post high-quality content.** Share valuable content that is relevant to your target audience. This could include blog posts, infographics, videos, or even just thought leadership pieces.
5. **Use relevant hashtags.** When you post content on LinkedIn, use relevant hashtags to help people find it. This will increase your reach and visibility.
6. **Engage with your audience.** Respond to comments and questions, and participate in conversations. This will show potential customers that you're active and engaged on LinkedIn.
7. **Be consistent.** The key to success on LinkedIn is consistency. Post new content regularly, and interact with your audience often. The more active you are on LinkedIn, the more likely people are to see your content and engage with it.
8. **Measure your results.** It's important to measure the results of your LinkedIn marketing efforts so you can see what's working and what's not. LinkedIn offers a variety of tools to help you track your results.
9. **Use LinkedIn to build relationships.** LinkedIn is a great platform for building relationships with potential customers, partners, and industry experts. Use it to connect with people, learn from them, and help them out.

"I've had good success in posting quality videos, edited but genuine, on YouTube and then posting those videos on LinkedIn. That increases my views a lot more than using just one of those platforms."

JOHN MELBYE, DDPP, DDOP, DDLP, CSCP
Become Demand Driven

Twitter was created to communicate and stay connected through the exchange of quick, frequent messages

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2. **Share customer testimonials.** This is a great way to build trust with potential customers. Share positive reviews from past customers, and let them tell your story for you.
3. **Run contests and giveaways.** This is a great way to generate excitement and engagement on your Twitter account. Offer prizes like free products, gift cards, or even cash.
4. **Post educational content.** This is a great way to position yourself as an expert in your field. Share blog posts, infographics, or videos that teach your audience something new.
5. **Host live Q&As.** This is a great way to connect with your audience and answer their questions. Set aside some time each week to host a live Q&A on Twitter, and let your followers ask you anything they want.
6. **Use Twitter ads.** If you want to reach a wider audience, you can run Twitter ads. Twitter ads can be a great way to promote your products, services, or events.
7. **Post seasonal content.** Don't forget to celebrate the holidays and other special occasions with your Twitter followers. Share festive photos, videos, and promotions to keep your audience engaged.
8. **Collaborate with other businesses.** This is a great way to reach a new audience and cross-promote your businesses. Partner with other businesses in your industry, or even in unrelated industries, to create mutually beneficial content.
9. **Be consistent.** The key to success on Twitter is consistency. Post new content regularly, and interact with your followers often. The more active you are on Twitter, the more likely people are to see your content and engage with it.
10. **Have fun!** Twitter should be a fun and engaging experience for you and your followers. Don't be afraid to post lighthearted content, share your personality, and let your brand shine through.

Elon Musk's goal is to turn it into an "everything app" in which 'consumers of the app can do a lot of different things on the platform, whether it's listen to a podcast, shop, watch videos' and more.

Tik Tok is for creating, sharing and discovering short videos. It's used as an outlet to express through singing, dancing, comedy, and lip-syncing.

1. **Find your niche.** What are you passionate about? What are you good at? What do you want to share with the world? Once you know your niche, you can start creating content that will appeal to your target audience.
2. **Use trending sounds and hashtags.** When people search for certain hashtags, your videos will show up in the results. So use trending hashtags to get your videos seen by more people.
3. **Keep your videos short and sweet.** TikTok users have short attention spans, so make sure your videos are no longer than 60 seconds.
4. **Be creative and original.** Don't just copy what other people are doing. Try to come up with your own unique ideas and content.
5. **Use high-quality video and audio.** People are more likely to watch and engage with videos that look and sound good.
6. **Add text and captions.** Text and captions can help people understand your videos better, especially if they're watching with the sound off.
7. **Promote your videos.** Share your videos on other social media platforms and ask your friends and family to watch and share them.
8. **Post regularly.** The more often you post, the more likely you are to reach a wider audience.
9. **Engage with your audience.** Respond to comments and questions, and participate in challenges and trends.
10. **Have fun!** TikTok is a social media platform, so enjoy yourself and let your personality shine through.

Resources

Keyword Search | Wordstream.com

Using keywords focused on your business can help you be found more easily. Look for keywords that your audience will Google you by.

Grammarly | Grammarly.com

If it wasn't for Grammarly this document would have been much more difficult to read! It'll check your spelling and grammar, and you don't have to apply its suggestions if you don't like them. I use the plug-in for Chrome.

Bard | bard.google.com

If you don't have the time or interest in writing blogs, posts, etc. Bard will do It for you. I use it often to write newsletter and blog articles. Do double check the accuracy and add some of your voice to it for authenticity.

Hashtag Finder | keywordtool.io

Yes, they are definitely still used, and yes you should use them. They should be based on your keywords and not overly generic, or hyper-focused or too creative. Think of them as search terms, that's primary how they are utilized.

Canva | canva.com

This is my go-to for graphic design, and the free plan is great. It provides professionallly designed templates that make it easy to design almost anything from social posts to video, brochures, etc.

MailChimp | mailchimp.com

MailChimp is great for your email newsletter. The free version is fine until you have over 2000 in your audience.

Buffer | buffer.com

Again with the free version. This will allow you to pre-schedule up to 10 posts across 3 social media channels.

#conclusion

Do you have something to share?

Ideas

Is there something else you'd like to see here?
Whether it's a new trend or something clever you've seen, I would love to hear about it!

Tips

What tips or tricks do you have that you think other small businesses could benefit from? **We all love things that make it easier, faster, and/or more effective.**

Strategies

What have you done that worked really well for you?
For my framework I define a strategy like this; I have a goal and the strategy is the way I plan to meet it.

Please send me the details and I may include them when I update this document.

Want a little more help?

I'm here for you. Contact me for a complimentary consultation.

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