

# Social Media Management for Business

## Uses and Benefits

### Major Benefits to Businesses on Social Media

Each platform has something to offer businesses. While some benefits are unique, and others overlap, the following list captures some of the major benefits afforded to businesses taking advantage of current social media channels.

Stay top of mind • Get insights into the behaviors of your “perfect customers” • Build stronger relationships with your current customers • Turn loyal customers into Brand Ambassadors or Grassroots Advocates • **Analyze your effectiveness through measurable results** • Stay current with trends and behaviors • Increase awareness of your brand and develop loyalty • See what your competitors are doing • Geo-target your content • Quickly and easily share your content • Increase traffic to your website and your search engine rankings • Provide amazing customer experiences • Highly targeted ads

#### Facebook

Think of Facebook as the place where customers find businesses and services that align with their social persona.

Facebook is currently the 800 lb. gorilla of social media platforms. Facebook not only has the most total active users (around 1.55 billion), it has become synonymous with social media itself. There's an estimated 645 million local business page views each week.

**Business uses:** Sharing important news, videos, photos, contests, offering coupons, surveys, live streaming, running ads, giveaways, and highlighting events. Businesses should use Facebook for growing a following. Facebook will take a considerable amount of time, and possibly a lot of money, to build a following. However, Facebook is great for discovering and fostering your grassroots brand ambassador and those are priceless.

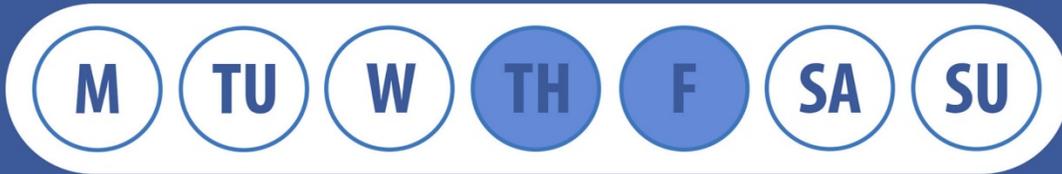
There are 12 different options when advertising on Facebook so there's bound to be a format that will help you reach your specific desired outcome.

**Benefits of Facebook:** Relatively, Facebook is a low cost marketing strategy • You have access to, and can have dialog with, both current and potential customers • You can target traffic from Facebook to your website • You can use Facebook to provide customer support • Keep customers up to date, in real-time, with changes, offers, sales, specials and more • Facebook offers extremely targeted advertising

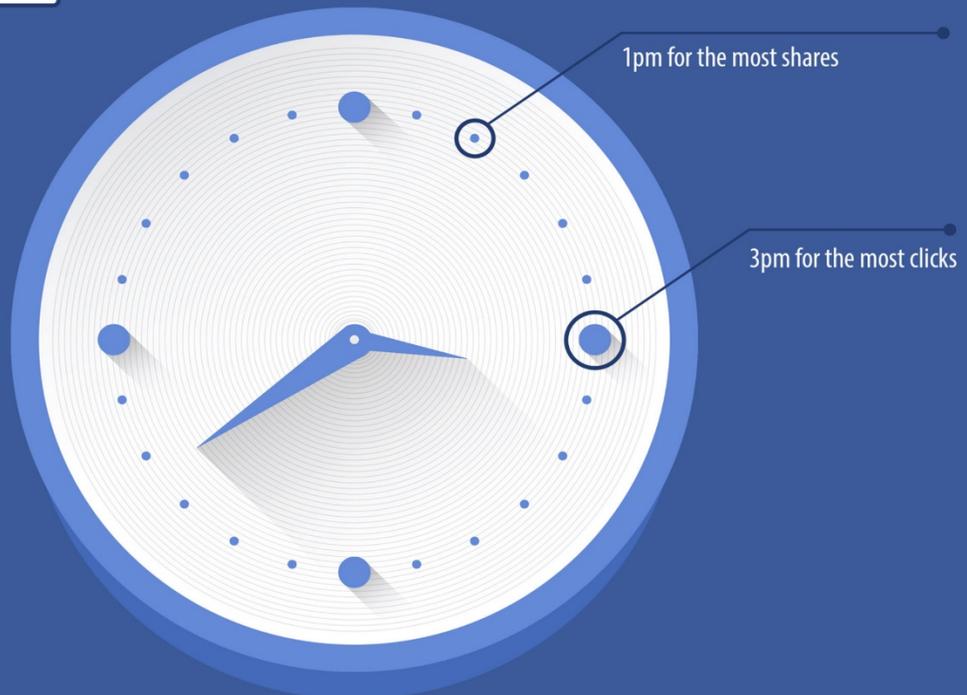
# FACEBOOK



## BEST DAYS TO POST



## BEST TIME OF DAY TO POST



## Twitter

Twitter offers local business owner a great way to connect with followers and other people of influence, 280 characters at a time.

Twitter is currently one of the top 10 websites in the United States and has over 300 million total active users.

**Business uses:** Quickly spread information or news, manage customer service, share videos, links, and surveys, build your fan base and help others build theirs by retweeting. Your Tweets have the chance to go viral if you've found a user with a lot of followers. You can Live Tweet during events or your favorite television show.

Tweets and brands can be promoted to gain more followers and brand recognition. Once you have a decent following, Twitter can drive traffic where you want. Just include a link in your tweet to send people to a site or post. As long as there's value where they land, your Twitter followers will continue to support you.

**Benefits of Twitter:** • Twitter lets you show off your company or brand personality • You can research latest trends and generate leads • Provide customer support and look for feedback

# TWITTER



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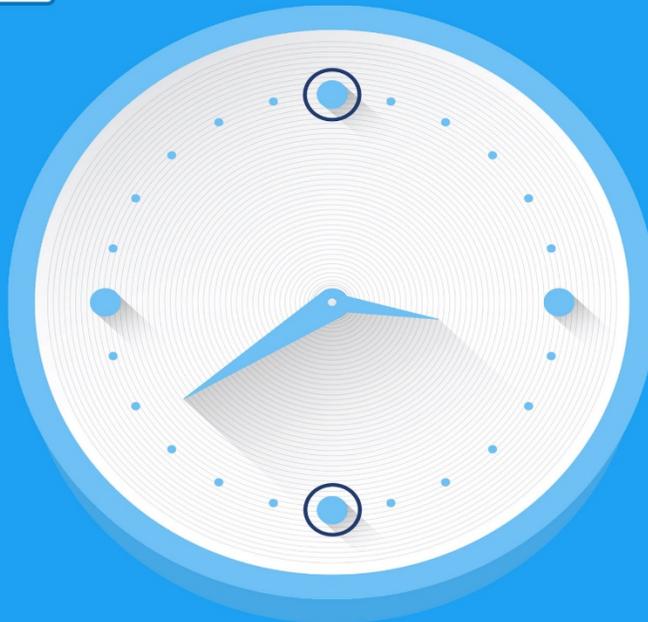
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## BEST TIME OF DAY TO POST



12pm and 6pm for the highest Click Through Rate (CTR) 5pm for the most retweets

## **LinkedIn**

LinkedIn is to professional networking as Facebook is to social networking. With 230 million users and 2.7 million business pages, LinkedIn is a worthwhile addition to your marketing radar.

**Business uses:** Join LinkedIn groups to establish your business and brand as an industry expert. Use LinkedIn to ask contemporaries questions or to answer questions to display your knowledge. List your business on the LinkedIn Company Directory so other professionals can follow your business. Recommend people and businesses for product or services. In-turn, you'll start receiving recommendations too. People viewing your page will see what you've been recommended for and who did the endorsing. Conduct market research by conducting polls of your close contacts (1st degree) or pay to poll a much larger chunk of LinkedIn users.

**Benefits of LinkedIn:** •Networking • Improve your SEO ranking • Networking • Increase credibility through recommendations • Networking • Collaborating with other businesses • Did I mention Networking?

# LINKEDIN

LinkedIn



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## BEST TIME OF DAY TO POST



During work hours

## **Pinterest**

While Pinterest offers a cornucopia of visually based boards of interest, it is not as broad based as Facebook or Twitter. Pinterest users are mostly women (80%) between the ages of 25-45 and top categories on the site consist of fashion, physical exercise, beauty, recipes, photography, and endless DIY projects. Consider if your business fits into one of those categories or, if not, how you can reach the primary audience.

**Business uses:** Rich Pins- product pins can link directly back to the selling website and inform the pinner, in real-time when the price has been lowered. Article pins stand out because they look different. If your content has an image, it can be pinned and shared. If you sell physical products, create a gift giving guide. Moving to a new office? Get input from followers on what they'd like to see—especially if they're also customers-and allow them to pin their ideas. Creating an event? Make a secret group board and invite employees or loyal customers to pin their favorite ideas about everything from the venue to the decorations. Don't sell physical products? Never underestimate the power of a good How-to-Checklist. You can also advertise on Pinterest using Promoted Pins.

**Benefits of Pinterest:** Market research • Build a brand or business identity through pictures • Ideal for showcasing products or services but can also be used for written content

# PINTEREST



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BEST TIME OF DAY TO POST



8pm-11pm

## **Instagram**

Instagram is owned by Facebook so they play well together. Like Pinterest, Instagram is a visual channel based around photos and videos-and their filters, and is primarily used by women (70%) between the ages of 18-35. Unlike Pinterest, Instagram is almost completely mobile in nature. With over 400 million total active users, if you're not using Instagram you should reconsider.

**Business uses:** Post photos of your business and geotag your photos, show off your employees, take followers "behind the scenes" of your business, demonstrate what you're currently working on or what you've already done, create a "what is this photo of?" contest offering discounts to those who guess correctly, embed your Instagram photos on your website so visitors know you're active, and obviously, show off products if you have them.

**Benefits of Instagram:** • Use it as your media library and repurpose Instagram photos on your site and from your site to Instagram • Use Instagram ads to drive people to your Instagram account to gain new followers • A great place to get user generated content if you don't have enough of your own. Ask people to send in or tag your business or product in their photos

# INSTAGRAM



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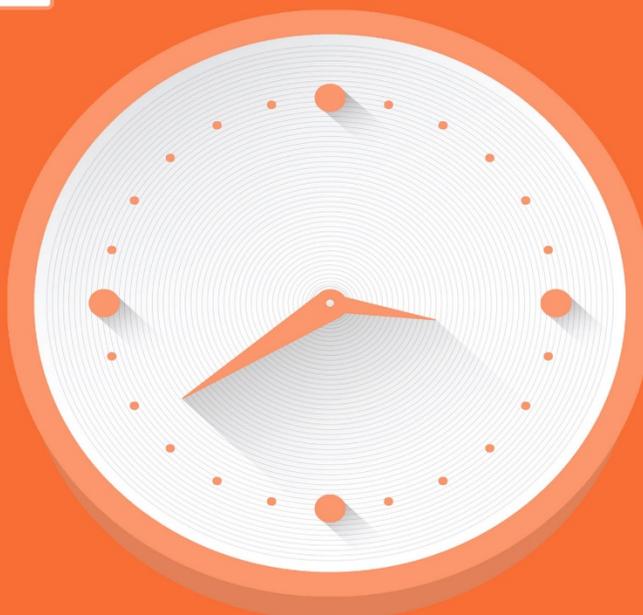
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BEST TIME OF DAY TO POST



Off work hours

## **YouTube**

YouTube is known for video. In fact, over 100 hours of video are uploaded to YouTube every hour. While successfully marketing your business using YouTube requires content in the form of video (and a lot of it), it can be done without being a hassle. YouTube is the second most utilized search engine behind Google. Google (Alphabet) owns YouTube so it's no surprise when YouTube videos show up in search results.

**Business uses:** Highlight your products or services, highlight your staff or the owner with interview videos, create a webinar and divide it into smaller videos, do a product demo or short tutorial, create a history of the company or corporate profile video, use the videos as a CTA (call to action) asking them to subscribe, like, share, or contact you for more information.

**Benefits of YouTube:** • Easy to share across multiple channels or embed on your site • Boosts search engine rankings • Opportunity to get in front of huge traffic volumes, and as we all know, the right video has the chance to go viral • Capture attention of captive audience thanks to the recommended videos

# YOUTUBE

You Tube



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BEST TIME OF DAY TO POST

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## **Flickr**

Owned by Yahoo, Flickr has been eclipsed by Instagram. This doesn't mean it isn't useful for your business. Flickr can store a massive amount (1 TB) of your photos and videos if you're a Yahoo client. You can also pay for unlimited storage options. Like its contemporaries, Pinterest and Instagram, Flickr is a visual platform meant for video and photos. You can find professional photographers and photo-bugs alike on Flickr and tons and tons of great photos.

**Business uses:** Like the other visual channels, Flickr can be used to grow your following or interest in your business through visual storytelling. Expand your network by spotlight your products with beautiful shots, highlighting your employees, and work you've done or you're doing. If you can tell a story about your business, product or service, you can do it through photos or video and share it to other social networks through Flickr.

**Benefits of Flickr:** • Large community. Flickr predates Instagram • Good source for creative commons photos for your site or promotional materials • Like Pinterest or Instagram, what can be captured by photos can be shared. Points for creativity

## **Tips**

- **Social media may be free, but think about the worth of your time!**
- **Social media takes *time* and an *investment* of your time over a *sustained period* in order to achieve results.**
- **Determine which is MOST relevant to your business. Rather be excellent with one or two channels than mediocre at five or six.**