

# 10 Social Media Marketing Tips for Small Businesses

A Hootsuite eBook



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The beauty of social media is that anybody can harness its potential if you have the know-how and the right tools. In order to set up an effective social media strategy, a basic understanding of the relationship between business and social media is needed. To help you, we have compiled the top 10 social media marketing tips for small businesses.

1. Use Social Media to Sell Your Product
2. Join Twitter to Improve Your Customer Relationships
3. Increase Twitter Followers to Increase Your Reach
4. Build Relationships First
5. Optimize Volume of Tweets to Fit Your Needs
6. Optimize Tweet Times to Maximize Impact
7. Join LinkedIn to Establish Your Social Media Presence
8. Create a LinkedIn Company Page
9. Improve Your Facebook Page Engagement
10. Ensure First Point of Contact is Successful

# 1. Use Social Media to Sell Your Product



Before social media became a platform for selling products, the selling relationship for businesses looked like this: listen, help solve problems, and make the sale.

With the advent of social media as a selling tool, the only difference is that you have more real-time access to your potential customers during their buyers' research. Technologies and tools have been developed to help you sell at a larger, more efficient scale. The following steps will help you use social media to sell your products and services:

**“The secret to social media success isn't in talking - it's in listening”**

*Dave Kerpen*

## **Listen to what your customers are saying**

The most valuable lesson we can teach you is to pay attention to what your followers are saying on social. Monitor social channels, looking for mentions of your brand, mentions of competitors' brands, or any questions or complaints about products or services offered. Use their comments as feedback to improve your offering, and create content, like blog posts or ebooks, based on their most frequently asked questions.

## **Make use of the different social network platforms**

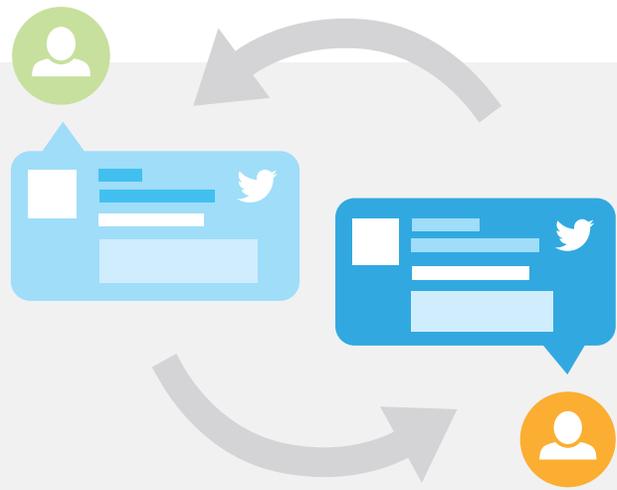
Each social network has a different type of audience engagement to offer. Depending on what your objectives are, leverage the different platforms like Facebook, Twitter, and LinkedIn and use them to your benefit.

For example: Facebook is better for engaging an existing community of customers or fans of your brand. Use this to gather feedback, celebrate customers and upsell products. Twitter, however, is a fast and real-time information source which can be used to find new customers talking about their needs.

## **Help solve your customers' problems**

If you are listening closely you will soon notice that your followers will express some sort of need or problem. This is your chance to demonstrate your expertise. Engage with those followers with timely answers to their questions, pointing them to places on your website where they can find help, or enticing them with products or services you sell.

## 2. Join Twitter to Improve Your Customer Relationships



“People are more likely (72%) to make a future purchase from an SMB after they follow or interact with them on Twitter. We also see a lift (30%) in people who are likely to recommend. Why do recommendations matter? Because they drive traffic: 86% of respondents said they are more likely to visit an SMB if a friend recommends them.”

Twitter can help your business build relationships with customers, and connect you with the businesses and communities you are interested in. You can also use Twitter to create brand awareness, market new products and gain feedback from your customers.

In an [infographic](#) Twitter released this year they found that once someone follows your business on Twitter, they're much more likely to turn into customers. Those followers-turned-customers also end up driving traffic to your sites, which becomes the best kind of recommendation or services you sell.



### 3. Increase Your Twitter Followers to Increase Your Reach



There are many things you can do to build a relevant Twitter following. The following core concepts will help your small business build an effective Twitter presence:

#### Find and follow relevant people

- Find experts and thought leaders in your industry and follow them.
- Search for potential customers or people that are interested in your industry.

#### Create a thoughtful and authentic content strategy

- Tweet content that is interesting and relevant to your target audience.
- Give customers promotions and incentives to follow and share.
- Create a single official hashtag - something concise. The TV show Glee uses #glee so that the conversations around the cast and episodes are easy to follow and organize.

#### Engage with your audience

- Monitor your social feeds and reply to your followers questions with thoughtful responses that can help them.

#### Integrate Twitter into your existing channels and use Twitter as an extension of your website

- By promoting your Twitter account on your previously established channels, it opens up a real time way to communicate with your audience.

500  
Million Tweets A Day



230  
Million Active Users



“With 500 million Tweets a day and 230 million active users, people turn to Twitter to bring them closer to the things they care about, whether it’s the news that affects their lives or the businesses down the block.”

## 4. Build Relationships First



Take advantage of the different social networks such as Twitter and LinkedIn. Use these channels to find potential customers and reach out to these potential customers online. The following will help you build strong relationships:

- Set up search streams and keyword searches to find potential customers
- Listen to what your potential customers are talking about and engage in those conversations
- Invest time in these relationships by continuing the conversation

In social media, quality is more valuable than quantity, so choose to follow people that you can build relationships with. Also, if someone follows you, only follow them back if they are a potential customer or someone that is relevant to your business.

## 5. Optimize Volume of Tweets to Fit Your Needs



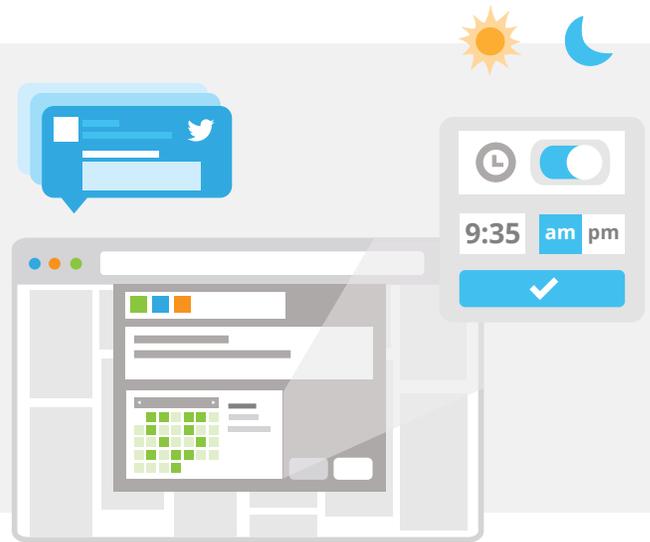
There is no magic number of tweets or sure-fire content strategy that works everytime. The best strategy is to test and learn to see what feels right for your business.

**For example, create a test content strategy:**

- Make it a week long
- Each day, publish a varying number of tweets
- After 1 week, use HootSuite's analytic modules to see your followers engagement levels
- Depending on the results, adjust your strategy accordingly

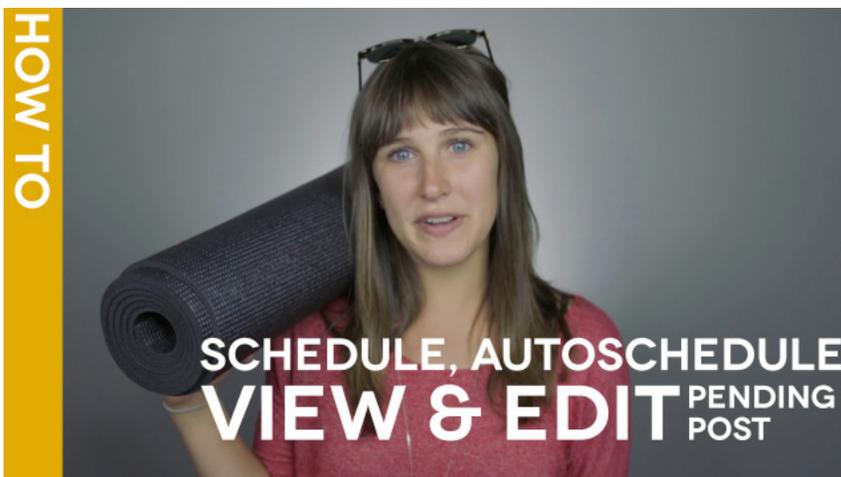


## 6. Optimize Tweet Times to Maximize Impact



There is no exact science to optimized tweet times, but generally it refers to the time of day when your posts will receive the maximum level of engagement. Your posts should go out at a time when your audience is active so they receive a higher level of visibility. The tools below will help you choose what time you would like to send messages.

- With HootSuite's [Hootlet](#), you can either manually schedule your messages or use the AutoSchedule.
- The [AutoSchedule](#) feature schedules your messages for you, based on optimal tweet times.



For more information on how to install and use the Hootlet and AutoSchedule, take a look at this [HootTip](#)

## 7. Join LinkedIn to Establish Your Social Media Presence



LinkedIn allows you and your business to connect to a massive network of professionals, industry leaders, potential hires and clients in a specific, brand-focused way. As a result, LinkedIn is inherently valuable to your career.

### Use LinkedIn To



- Establish your Social Media Presence
- Attract Fans and Clients
- Connect with Your Followers
- Amplify your Message

A great resource for social media thought leadership is the [LinkedIn blog](#) — a library of innovative social content written by some of today's leaders.

For a more indepth look at how take advantage of LinkedIn's potential, download our [Social Media Coach LinkedIn Guide](#)

**"This powerful integration allows marketing managers, HR professionals, community managers and business owners to better target their message to their exact audience and in turn help improve the performance of their company page."**

*Lana Khavinson,  
Senior Product Marketing Manager at LinkedIn*

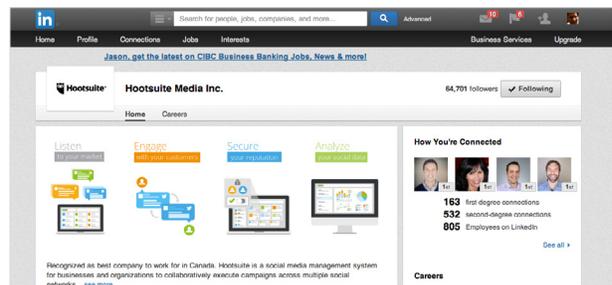
## 8. Create a LinkedIn Company Page



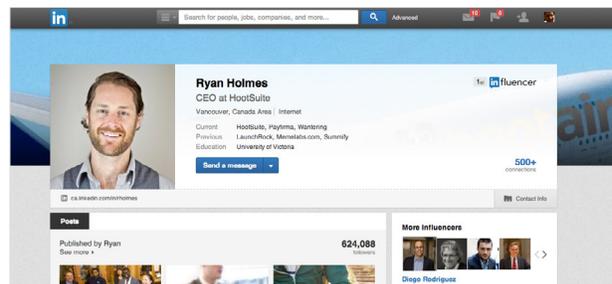
A LinkedIn Company page enhances a company's presence, and allows them to engage with a wider range of customers and prospects. A Company page also helps LinkedIn members learn about your business, brand, products and services, and job opportunities. Any LinkedIn member can follow a Company page.

LinkedIn Company pages also help businesses drive leads at a larger scale, showcase their story, and engage with their followers. With HootSuite, LinkedIn Company page management is made more efficient and effective for teams and departments using social media.

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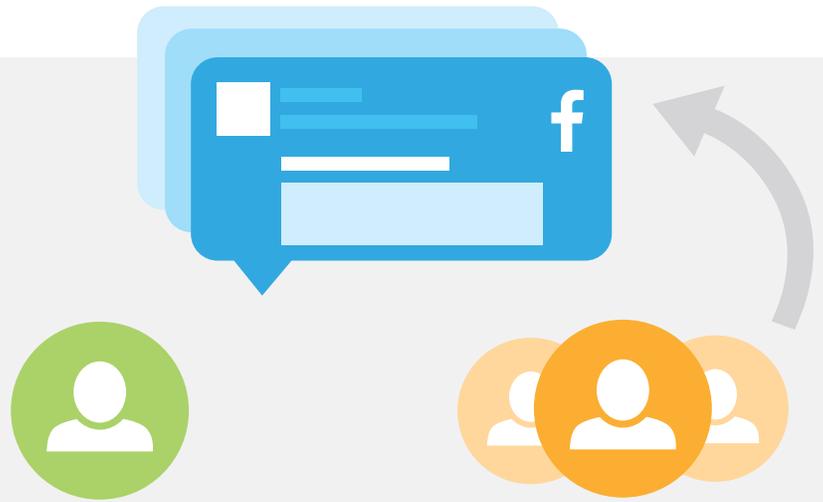


*Hootsuite's LinkedIn Company page*



*Ryan Holmes' personal LinkedIn profile*

## 9. Improve Your Facebook Page Engagement



Facebook is another social network that you can take advantage of with your small business. Alongside Twitter and LinkedIn Company pages, create a Facebook page that showcases your brand. To build your Facebook fan base, you need to be posting content that is interesting and relevant to your target audience.



### Post Interesting, Visual Content

Photos, faces and videos always perform better, and can easily be added to posts from within the HootSuite dashboard.



### Establish Personal Voice

Set a tone for your posts and add your brand's personality by speaking about topics your audience cares about.



### Don't Overdo It

You probably shouldn't exceed 1-3 Facebook posts per day. Aim for quality over quantity.



### Schedule Posts in Advance

HootSuite allows you to schedule posts in advance so that you do not have to check social media constantly throughout the day.

## 10. Ensure First Point of Contact is Successful



Treat your social media marketing strategy as the front page of your business. Your Facebook, LinkedIn, and Twitter profiles are often the first point of contact a potential customer has with your business. Use this to your advantage and put your best foot forward. Post content that is thoughtful, authentic and fits within your content strategy. Keep your marketing plan in mind and engage with your customers on a personal level to build relationships. Your customers want to know they are speaking to a real person, so keep your communication authentic.

With these tips in mind, you should have all the necessary tools to build a strong social media marketing presence for your small business.

### About Hootsuite Pro

HootSuite Pro is built for professionals who want to unlock the power of social media by driving more effective campaigns, making it simpler to follow and engage with customers and share the workload with teammates. All of this can be done from a single dashboard in HootSuite!

For more information please check out our plans page.

### Resources

<https://blog.twitter.com/2013/survey-how-small-and-medium-sized-businesses-benefit-from-their-twitter-presence>

<http://blog.hootsuite.com/twitter-followers-do-business/>

<https://business.twitter.com/marketing-twitter>

<https://business.twitter.com/build-your-community>

<https://business.twitter.com/twitter-basics>

<http://blog.hootsuite.com/10-ways-to-improve-audience-engagement-on-twitter/>

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