

10 SOCIAL MEDIA TIPS FOR SMALL BUSINESSES



In our experience most small business owners would love to be able to communicate their clearly defined business message to carefully targeted consumers every single day, and all on a minimal or modest budget. Straight forward as it may sound, most small business owners would agree that it's not quite so easy!

Social Media is the go-to marketing tool for most - after all it's free to set up an account and can potentially put your business in front of millions of users. As such, it needs handling with care. In this article we've pulled together some effective social media tips to set you up for success.

Social Media Tips for Small Businesses

1. Commit to the cause

Anyone & everyone is on social media, so you really can't afford not to be involved. But it can take a lot of time, planning & commitment to make a success of it – and success does not come overnight. If you do not feel you can commit the time needed to invest in building your social media presence, then assign someone else in your business (or outsource it to a Social Media Manager) who you can trust to do it properly for you.

2. Spend time on the strategy

Creating a Social Media Strategy at the outset is essential to ensuring that your planning efforts are all headed in the right direction. Create a top line draft plan for the next 3 months that includes all the key messages that you want to share. Then create a detailed plan of all your posts for the next 4 weeks so that you always stay on message & avoid the panic of looking for content at the last minute! Do not be disillusioned if you don't immediately get hundreds of followers to your page: it can take months to build your brand presence & work out what really resonates with your audience.

3. Know your audience

You need to know exactly who your potential consumers are, and what they care about. It can be really helpful to create a pen portrait for your target consumer – give them a name, decide their age, think about where they might live, what type of work they do & how they like to spend their free time. Then think about why your product or service appeals to them. Do some research into how this type of shopper uses social media. With this information you will be much better placed to make a meaningful connection with them.

4. Choose the right platforms

Once you know which platforms your target consumer uses, you can determine where your business will feature. Two or three platforms is a good place to start.

Facebook is recommended as number 1: it's the most widely used of social media platforms so its demographic of users is highly likely to include your target consumer. You will need to pay to play though – an advertising budget is essential to reaching your audience on Facebook.

Instagram is owned by Facebook so it offers the same extensive user base & advertising options. However, it is possible to build your followers organically, without an ads budget on Instagram. It is a visual platform – all posts must contain an image or video – which makes it all the more memorable for users.

Pinterest is like a visual search engine, and with over 291 million active users every month (81% of them female) it is a really important tool for many businesses, especially creative ones. So if you are in the business of food, fashion, weddings, lifestyle or interiors, then this one is worth considering. Be prepared to invest a lot of time on asset creation for Pinterest though as it is continually being updated with fresh content.

Twitter has 336 million monthly active users. It allows you to post images & videos with character limited messages, and is most commonly used for real time updates. Hashtags are a great way of engaging with potential new consumers on Twitter.

LinkedIn can be a powerful tool for B2B. It is great for networking, recruitment & sharing & learning industry knowledge.

You Tube can serve a number of different purposes: it's a search engine, a hosting platform, an advertising platform & a social network. Mostly, people just go there to watch videos! So if you've got interesting & entertaining video content, You Tube can be a great way to build brand awareness.

TikTok has taken the world by storm during this years lockdown. With its constant stream of 15 second video uploads, over 500 million monthly users watch TikTok, most them being 16-24 year olds. Some brands are starting to use TikTok as part of their marketing campaigns, but so far this seems to be through using Influencers to reach their audience. Watch this space!

5. Show off your personality

Your brand personality needs to shine through your social content. Be authentic & honest – nobody wants be friends with someone who talks about themselves all the time! When you do talk about your product, be able to explain your USP in simple terms. Your USP is exactly why your customers will buy into your product over somebody else's, so you need to nail your message & stick to it.

6. Get social: listen rather than promote

Once you've decided which platforms to use, start posting your high quality content so that you can engage with your audience. Tempting as it is to simply promote your products, advert style posts are a turn off to most people. Mix up your content with entertaining & informative posts & try to start interesting conversations to build a relationship with your followers. The better the engagement, the more successful your social media strategy will be. Listening to your followers is an amazing way to get real insights to their attitudes which may well help inform the way you think about new products or even your pricing and promotions.

7. Quality content

Video is now the preferred type of content amongst users from brands. It is great for grabbing & holding attention or sharing, & looks great on websites too. Research what kind of videos your competitors are making, see what kind of videos your customers are watching. Use all this knowledge to inform your own videos. Pictures & graphic can be really effective too – like everything on social, it's good to mix it up a bit.

8. Run a competition

This is a great way for new accounts to build up their followers on Facebook or Instagram. Just make sure you do it once you've got some great content planned so that you can retain all the new followers that the competition will bring! Tempting as it is to make the entry rules share / tag / follow, this method is not going to work. Facebook rules no longer allow such competitions, so if you go ahead with this method you run the risk of having your post removed or worse, your page taken down. All you need to do is ask entrants to post a message in their comments as part of your T&Cs & their contacts will see it anyway!

9. Boost

Set aside an affordable budget for paid promotions. Boosting posts that you know to have strong engagement is a great way to spread the word about your page. You can create a target audience to ensure that your message reaches the right people.

10. Keep close to Insights

By regularly checking your Insights page you can learn so much about which type of content your audience responds to, which will inform your content of the future. By constantly reviewing, adjusting, listening & learning you will succeed in growing & retaining an engaged group of followers who are more likely to stay with your business as it grows.

Please get in touch if you would like help with your Social Media Management. Wynne Business specialise in launching products with UK retailers. We can help with any aspect of the sales & marketing process & offer tailor made Social Media Packages for SME's. Speak to us about your brand today!

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