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Social Media Marketing

Social media marketing can seem like quite a daunting task for many self-employed business owners, considering the huge variety of possible channels to use, but what every business needs to do is pick the channel that will be the most effective for communicating to customers. Always remember, social media marketing is about being engaging. To help your customers choose the right social media channels for their marketing strategy, it's important to understand how each is used:

Facebook | By far, the social media site with the most users, Facebook is great for interacting and engaging with customers, as well as getting to know them. Messaging here should be targeted, but a little more casual. This is a good “first” venue for many locally focused small self-employed businesses.

Twitter | Twitter has reinvented how we communicate with customers. Information here needs to be quick and to the point with the 140 character limit. Share updates and interesting bits of information, as well as tweet back and forth with your customers about both positive and negative experiences. Your customers need to be prepared to keep the chatter going to get results.

Pinterest | Pinterest has huge value for product marketing. An interesting photo and a simple explanation is all you need. It's a great way to promote new products to customers and drive traffic to your website with backlinks in “pins.” This is a great venue for crafts and artists.

Instagram | Another visual based social media venue, Instagram is ideal for sharing new products and pictures of staff that gives customers a “behind the scenes” look. Customers increasingly love the “human” aspect of small businesses and this is a great way to show it, especially with their simple sharing options across multiple social profiles. This may be a good second or third stage target once your customers get their feet on the ground.

LinkedIn | Unlike other popular social media channels, LinkedIn has a much more professional and formal environment. Here you will likely see individuals and companies sharing interests and networking. LinkedIn is also predominately used in B2B marketing and branding. This is not the first choice for most self-employed individuals, but may be an effective venue for professional B2B services such as website designers and various types of consultants targeting medium and large businesses.

With all the options available, encourage your customers to select one or two channels to start with, so that they don't overwhelm themselves. After all, having one active social profile is much better than having five inactive ones.

For more information, visit: <http://www.buzvr.org/>

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