

using social media for your **BUSINESS**

HOW TO GROW YOUR FAN BASE



Dr Sylvan Lightbourne



a
BEGINNERS GUIDE
FOR STARTING *an*
ENGAGED *and* LOYAL
ONLINE FOLLOWING

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introduction

Social media platforms like Facebook, Twitter, and Instagram, make creating and posting content for a potential audience of billions, almost effortless. Before social media's rise in popularity, businesses would gain customers through traditional advertising techniques.

With traditional advertising, you have to know how to brand your business, letting your customers know what your company is about, and everything that goes with it. This allows consumers to see how it is different from your competitors.

Using social media is no different from traditional advertising techniques in that it is a direct reflection on your business and what it can do for your customers.

To establish your brand on the various social media platforms, there are a few things that you must do to ensure that your brand is what you want it to be.

A good brand will be engaging to customers, will give them the opportunity to see that you are different from your competition, and will put your business in the best light possible.

To build a loyal social media following, you have to focus your efforts on being consistent, providing great visuals, doing it differently, and go for simplicity.

Choosing the right social media network and the right way to advertise your business will enable you to make sure that you are getting the most out of your social media marketing campaign.

While you can eventually build up to having more than one network, when you are first building your social media branding, it is better to start out with a single platform because it will be easier to manage as you learn what works and what doesn't.

There are ways that you can determine which social media platform will work best for you.

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*USING FACEBOOK
FOR your
BUSINESS*

FACEBOOK

Facebook is one of the largest and most widely recognized social media platforms in the world. Billions of people have personal profiles on the site, and thousands of businesses have active pages.

From connecting with old classmates to getting deals for local companies, you can do just about anything on the site. You can even play games that are directly connected to the site.

The only problem with Facebook is that there is a lot that you can do as a business owner and offers a ton for the people who want to visit your page, which can make getting started with the platform confusing.



There are specially designed algorithms that will direct people to your page, even if you don't invite them. The algorithms are in constant flux, but Facebook is always coming up with new ways to make sure that they are fair to all businesses who have pages. They want to make sure that companies who place their trust in the site can get the traffic they need, making it necessary for the site to change the algorithms regularly.

This can make it extremely difficult to get organic traffic to your Facebook page, but it's not impossible. There are a few things that you can do to ensure that you are getting the most out of your Facebook page and build a loyal following.

ENTERING INFO

Facebook has a convenient feature that you can use in designing your business page. It works much in the same way that a wizard would work to help you set something up, ensuring that you don't forget to include all of your essential business information.

It will ask you for your business name, your hours of operation, the website address, and some other information that is important for making your business page stand out. It will also ask you to describe your business.

It is essential that the description that you provide is accurate and reflects the values that you hold as a company. If you want people to see your business and follow your brand, this is extremely important.



ADDING PICTURES

As you set up your business page, one of the first things that Facebook will ask you for is a profile picture. This picture needs to be a reflection of your business.

You can use a picture that shows a collection of your products, a photo that features the front of your business, or even a picture of you or one of your employees performing a service that you offer.



CONT'D

The profile picture should at least look semi-professional and should always reflect what you want people to see about your business. It should be relevant and easy to understand what is going on in the picture.

Another picture that Facebook will ask you for is a cover photo that will be displayed at the top of your page. For this, you should consider designing a photo that features the name of your business and your contact information.

Even if you have already included this information on your page, it's always a good idea to use your logo in your cover photo.

Having the cover photo contain your contact information will make it easier for customers to contact you when they are ready to do business or if they have a question.

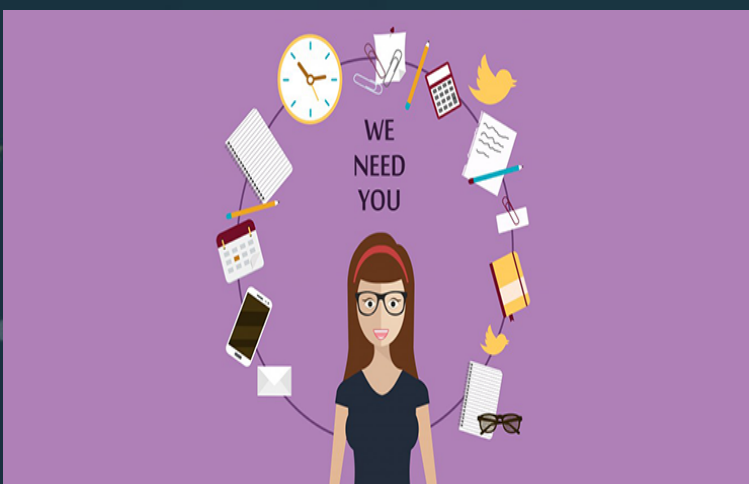


CREATE DAILY UPDATES

Once you have your business page setup, the most invaluable thing you can do is to use it. Make sure that you are posting about your business on a regular basis, ensuring that the information you share is relevant to your company and industry.

While you want to avoid having all your posts focused on things like sales and promotional material, Facebook is an excellent place to post any discounts you are offering or deals that might be going on in your business.

In general, you want to limit these types of posts to no more than once a week to avoid your customers getting annoyed with your blatant sales promotions.



CONT'D



While it can be challenging to post something to your Facebook business page every day, especially if you don't have a social media manager, you should make sure that you find a way.

To help make it a bit easier, you can schedule future posts through a convenient and easy to use tool that is offered by Facebook, or you can use **NUMEROUS** free or low-cost online tool.

Take time once a week to create the posts and schedule them so that they will automatically post when you want them to throughout the week.

Remember to plan them at different times throughout the day. According to numerous studies, the best times to post to Facebook are 9 am, 1 pm, and 3 pm.

USING REAL CONTENT

When you post to Facebook, you want to be sure that you are posting high-quality content.

The general rule of thumb is that no more than 20 percent of your posts should be promotional, leaving the other 80 percent to be value-added content, including articles on subjects related to your business and industry.

This will show your customers that you are connected to the industry.



CONT'D

One thing that you need to be sure to avoid is posting content, articles, or links on controversial topics. Don't post things that are political in nature or anything that could make it seem like you are taking one side of a controversial issue.

Generally, you want to keep your business page on Facebook, lighthearted and avoid any heavier topics that could upset some of your potential customers.

The last thing you want to do is lose potential customers over a post you made, even if it is something that you feel strongly about on a personal level.



CONNECT WITH YOURSELF

Something that you need to be sure to do is get personal with your own Facebook page. You want your personal profile to be as professional as possible so that you can connect it to your business page.

One thing that you may want to do is post content on your business page from your own Facebook personal page. Consider posting links a couple of times a week on your page but use your personal Facebook page to post from.

Connecting your personal profile to your business profile is a great way to make sure that people know who you are as the face of the company.



CONT'D

Most consumers like to see that there is a face behind the business. They don't want businesses and organizations to continually be posting, especially if they never know what type of person is behind the company.

When you connect your business page to your personal profile, you are putting a face to your business. People will be glad to see who is working behind the scenes and who runs the company.

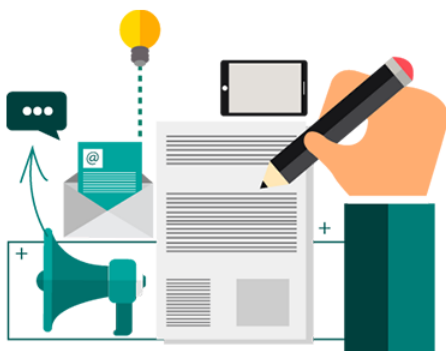
It is a good idea to try and make a personal connection with your customers to earn their loyalty.

GATHER REVIEWS

Every time that you do business with someone don't be afraid to ask them for a review. No matter how many times the algorithms change on Facebook, the reviews you get will play into it in some way.

This is something that will make your business look better and will enable you to show up more often in searches using the keywords that are related to your business. You can even ask your family and friends to leave you a positive review.

People can leave reviews without purchasing things, giving your business a bit of a boost. The review that your friends and family leave aren't even lies; they know the kind of work you do, and they are proud of the work, so they are just letting others know.



RESPOND TO MESSAGES

No matter the type of message a customer sends you, it is vital that you respond to it. The more that you respond to customers, the more that you will be seen as a legitimate business on Facebook.

The site will track when you respond to messages and how long it takes you to respond. Customers will also take notice of this and will begin to realize just how much their business means to you.

It is a good idea to continue to respond to your customers, no matter what they are talking about.

TALK TO YOUR CUSTOMERS

Along with being willing to talk to your customers when they send you messages, you need to connect with them if they leave a comment on your page or they say something to you on the page.

This will allow you to make a good connection with your customers and provide you with a great opportunity to resolve any problems that they may have.

Always leave the option on that allows people to post to your business page. If someone posts a negative comment about your business, or if they choose to post a complaint or problem on your page, it is important that you address it immediately.



UTILIZING YOUTUBE



YOUTUBE

YouTube is the most popular, video sharing site in the world, and was one of the first social media sites that allowed you to post videos that they had made into an online format.

It predates even smartphones and has allowed people to make a name for themselves in the online world. Unlike the other social media platforms,

YouTube focuses solely on videos. While users of the social media site have the ability to comment on the videos that people have posted, and those who create the video can respond to the comments, there is no messaging system, and there is no timeline that has the information of the people who are on the videos.

Even the profile of the video creator is limited to information about the videos that they make.



The benefit of using YouTube is that you can reach millions of people and there isn't a complicated algorithm to keep up with. YouTube has mostly used the same type of algorithm since they first started allowing people to search for profiles, pages, and videos. There are a few steps that you can take to make sure that your YouTube channel is the best option possible for your business and to ensure that your customers are going to be drawn to it.

You can utilize YouTube as a useful marketing tool. It works exceptionally well for people who want to be able to make sure that they are getting the most out of their experience on YouTube. While it is an excellent option for businesses who sell services, because they can show off those services, you are also able to effectively sell products on the site by creating videos of your products in use.

SETTING UP YOUR ACCOUNT

The most important thing that you need to do when setting up your YouTube business channel is to make sure that you can actually have a channel for your business. If you already have a YouTube account, this means making changes to the account you already have.

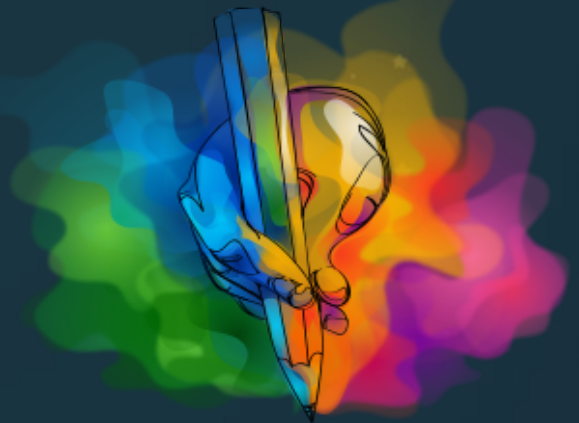
When setting up your YouTube account, you want to be sure to have it connected to your business email. This is important to keep your personal channels separate from your business channel.



Avoiding any crossover that may come from the two channels is essential, the people who have decided to view your business, may not want to see that you can crack an egg one-handed.

Your YouTube channel should be primarily used for business videos. Some ideas that you can do for business videos is showing off the products that you have.

Take some time to make videos of how to use your products, showing your employees performing the services that you offer, and you can even provide promotions on your video that people can take advantage of.



All of the videos that you post on your channel should be related to your business, no matter what type of video you choose to create.

MAKING YOUR OWN CHANNEL

The channel that you create needs to be related to your business and should only feature videos of your business. Once you have created your account, you can go in and create different channels. In the beginning, try to stick with just a single channel to keep things less confusing.

This will also allow you the chance to make sure that you are getting the most out of the experience. The videos that you are going to upload should be directly related to your business.



If you want to share videos that other people have created for the industry, make sure that you ask them first before adding them to your channel.

You want to make sure that the channel you add these videos to is separate from your own business channel so that people can see that there is a difference.

When it comes to creating a name for the channel, you want to make sure that you always include your business name in the channel name.

Including your business name in the channel name gives viewers the opportunity not only to see the name of your business but also how you do business.

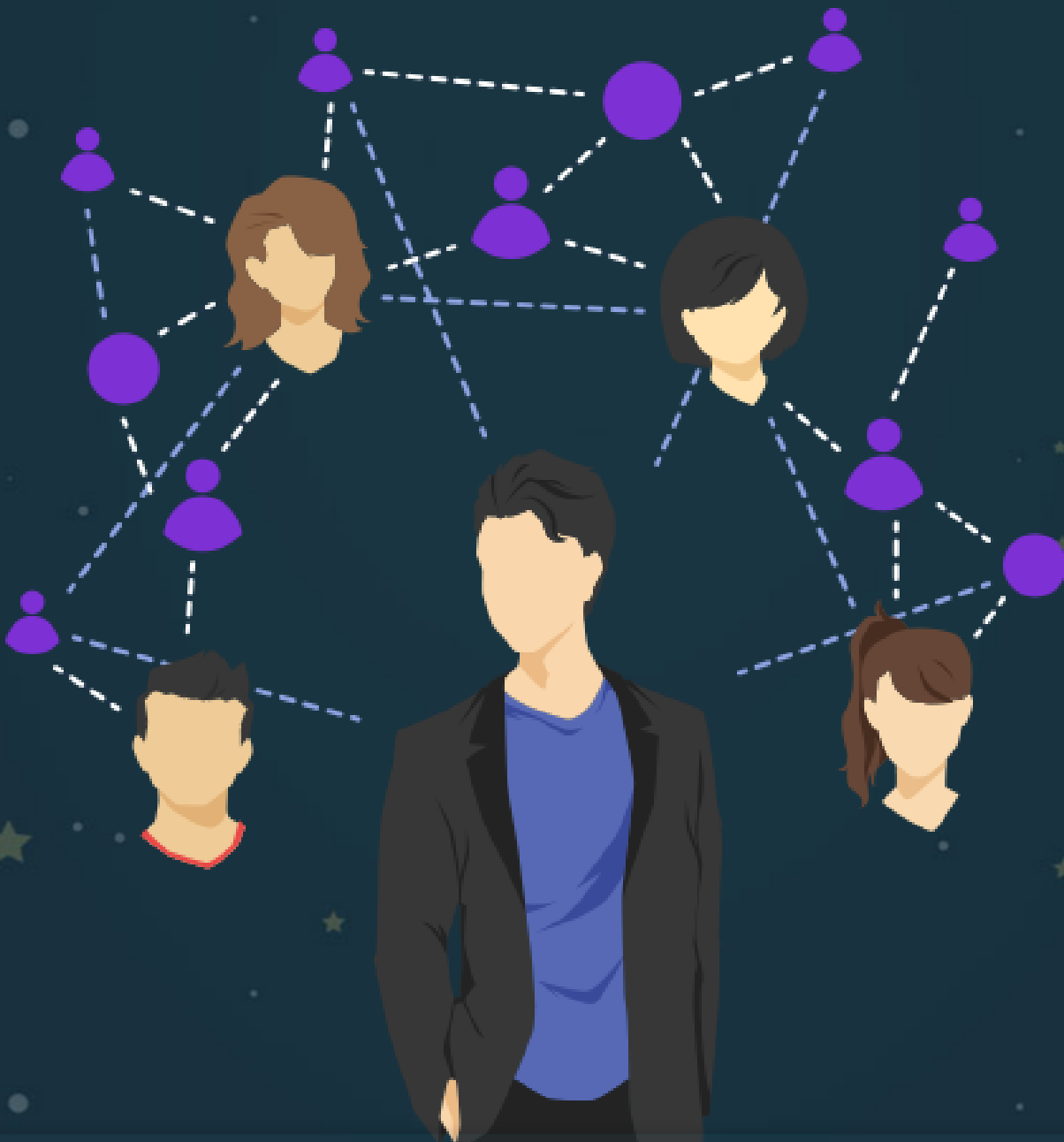
Try to avoid making your channel names too specific to prevent the exclusion of anything important.

You never want to put specific ideas or even a particular tip into the channel title.

UPLOADING VIDEOS

Once you've established your YouTube account and have set up a channel with the title and information that your customers need to reach you, you can start to upload your videos. If you are going to upload videos, you need to be sure that they are connected to your account.

When uploading videos, it is important to be careful with the content that you use. You can't film any of your customers without their express, written permission. Also, try to avoid using money terms or prices in your videos because if these change, it could cause you a massive headache.



ALWAYS CHOOSE QUALITY OVER QUANTITY

As you begin to make your videos, you have to think about what your customers might want to see. Do they want to see a video that is blurry, grainy, and shaky?

Or, do you think they want to look at videos that are high quality, and that look like they've been done by a professional?

You always have to consider your customers and have a good understanding of what they like, if you want to create a video that they will enjoy watching on your channel.



The best part of making videos that look professional is that you don't have to hire a professional videographer to get it right.

You want to get the most out of your experience and have videos that you are proud to share.

When shooting a video, always use a tripod to eliminate any shaking, and consider using a real camera instead of your cell phone.

When you make high-quality videos, you won't have to increase the quantity that you create to make up for the poor quality.

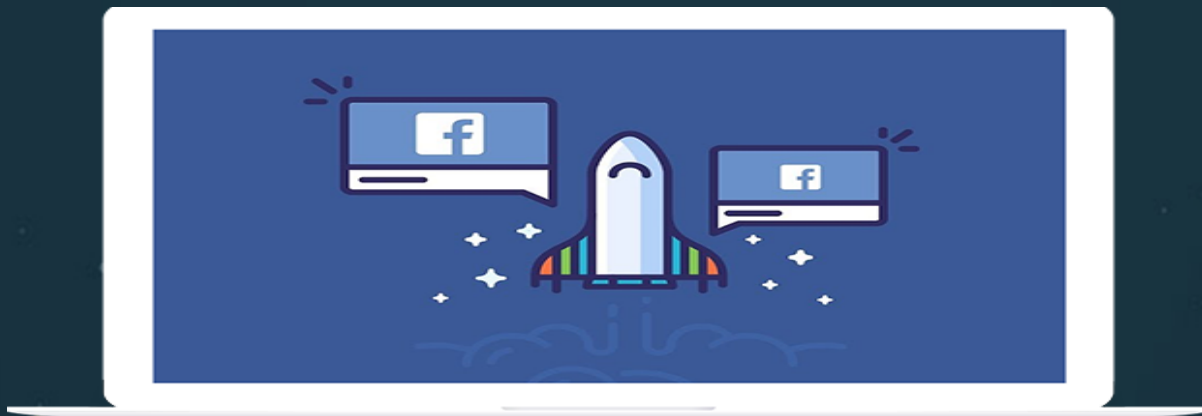
DETERMINING TITLES

While YouTube doesn't have complicated algorithms like Google or Facebook, you can still use the search engine feature to your advantage. Try to find the keywords that are associated with your video and include them in your title.

This will allow you the opportunity to ensure that people can locate your videos. By putting keywords in your title, people can more easily find your videos and will be able to get what they need out of the films.

To determine what keywords to use in your videos, you need to think about the content they contain. Think about what words you would use to search for the content in your video.

You can either use software to help you determine this, or you can ask your family and friends what keywords they would use in the search engine to find a video like yours. This will allow them to give you the keyword terms that you need to put into the title of your video. The name you give your video can make or break the number of views that you get.



CALL TO ACTION

As with any of your marketing efforts, you need to have a call to action with your videos. It is vital that you have something in your video that tells people to shop with you. The call to action tells your audience that there is so much more to your business.

It can be as simple as saying, "If you're ready to see the difference in [BLANK], then come visit us at [BLANK]." This is the most basic call to action that you can customize to fit your business.

You want to be sure to keep it short and uncomplicated. When it comes to your call to actions, you should always place them at the end of your videos. If it appears at the beginning of your video, people will forget about it by the time they finish viewing the content, especially if the content is engaging.

If you place it in the middle of your video, it can seem like too much of a sales pitch and could result in your audience leaving your channel before they get to the end of the video. By putting it at the end, your call to action will be fresh in their minds.





*TWITTING ABOUT
YOUR BUSINESS*

TWITTER

While Facebook is all about making the overall connection with your customers and YouTube is about making videos to show your customers what your business is about,

Twitter is about showing your customers what you have going on during the day through quick blurbs. Twitter is a quick and easy way for customers to check up on a business and the world in general because of its easy to use platform.

If you've never used Twitter before here's a quick run-down of the site. Twitter allows you to create 280-4000 character posts about anything that you want.

It is easy to say a few words about something, leave it there and go about your day without having to worry about writing long posts and drawn out content.

Twitter regularly updates their feeds, which means your feed can drastically change from one minute to the next.

It is a high-speed recollection of everything that is going on in the world from current events to business news, to opinions that people have on a variety of subjects.

When it comes to your business, you should be using the platform to tweet about things that are going on in the industry and things that are relevant to your business.



YOUR 1ST TWEET

The most important thing about your first tweet is that it is getting your company's name into the Twitter universe. Before you send out your first tweet, it is important that you've fully finished setting up your account.

The first tweet that you send should be something that is witty and clever to grab your audience's attention. While you can create a free account on Twitter, you may want to consider paying for the business version, so you can take full advantage of the advertisement feature that you can use on Twitter to help you get more followers.

When it comes to the platform, only business accounts can take advantage of the ability to advertise. It is vital that you make sure that the first few tweets you send include a link to your website. If you don't want to waste characters, you can use URL changes to make your URL much smaller.

It is also a good idea to post at least one picture with your first few tweets. While Twitter isn't necessarily the best place to advertise your photos, it does allow you to share images and show your followers what your company is up to.



FOLLOWING OTHERS

Once you've set up your account, you'll want to start following other users of the site. Follow your personal Twitter account and other businesses that are similar in nature to yours, as well as industry insiders.

You can also follow news and other informational accounts but be cautious with these because it can turn out to be detrimental to your business if you show people how you feel about specific controversial topics.

With 100 million + active daily users of Twitter, there are more than enough options regarding people and businesses that you can follow on the site. There is no limit to who or what you can follow on the site, so be sure to follow as many people as you want.

This is one of the best ways for you to expose your business to the world and try to get the followers that you need without having to ask for them or pay for advertising.

When you follow a business or resources that are related to your business or industry, you give yourself and your business a better chance to gain more customers and increase traffic to your business website. It also allows you to show people that you are relevant and that you know the hot topics in your industry.



RETWEETING

Similar to Facebook, retweeting means sharing someone else's original tweet. Doing this allows you to connect with other companies that are related to your industry.

This is especially true with larger companies like wholesalers that you might use. By retweeting things that they've said, you are giving them a connection to you.

With the different connections that you can make on Twitter, it's a good idea to try to retweet relevant information and Tweets as often as you can.

While you still want to create your own tweets and put things on your account that are related to your business, retweeting other's information is just as important because it is something that will ensure that you are getting the most out of the platform and it will allow you to connect with other companies.



USING HASHTAGS

While hashtags can now be used on every relevant social media site, they initially started out with Twitter and continue to be a prominent feature of the site.

If someone wants to search for something, they don't necessarily want to search for all of the words. Instead, they search for a specific hashtag to see what other people have said about the subject.

As a business, it is also a good idea to try and come up with your own hashtags as well as using some common ones like #sale or #success. When you do this, everyone who searches a common hashtag will see the hashtags that you've created for your business.

They can click on it to see every tweet that has included that hashtag. When they look at the hashtag, the chances are high that they will visit your Twitter profile and learn more about your business.

The more people who visit your profile, the more traffic you'll get to your other social media sites and website. Just like with YouTube, when you draw people to your Twitter account, they have the chance to see that you can provide them with the best products and services, according to you.

If you have included links in your tweets, along with having them on your profile page, people can quickly go to your website to see what your business is all about.



LINKING UP

The links that you put on Twitter are extremely important. This is because it is difficult to hook your Twitter account up to any of the other social media accounts.

This means that you will have to make sure that you can put the information from your other social media accounts on your Twitter account so that they are easily clickable, redirecting your audience to your other social media pages.

It is also crucial that you include links in your profile, giving customers more ways to reach you outside of the Twitterverse.



RESPONDING TO CUSTOMERS

Just like with your other social media sites, if someone tweets to or about your business, it is vital that you respond to them. Even if they just link to you or tag you in something through a hashtag, you need to make an effort to respond to them quickly.

Your customers want to feel connected to you and your business, so when you respond to them and let them know that you are paying attention to the things that they tweet, you will show them that they can make a connection with you.

Always keep an eye on the hashtags that are related to your business or industry. Keep a list of the ones that you have seen before and try to find new ones whenever you can, so you can stay up to date with the information that is included in the hashtags.

You may find that while your business grows, and your Twitter followers get bigger, you may have difficulty keeping up with everything. At this point, you may want to consider hiring a social media manager who can make sure that your accounts remain current and performing at their best.



CONSIDER ADVERTISING WITH TWITTER

The benefit of being able to advertise through a business account is that anyone can see the tweet, not just those who are following you.

This means that your tweet doesn't have to be retweeted or liked for everyone to see it. This can help you to get more organic hits and likes on your Twitter account.

The amount that you will have to pay for advertisements on Twitter will depend on the number of people Twitter allows to see your ad and how often it appears.





*CAPTURING
FOLLOWERS ON
INSTAGRAM*

INSTAGRAM

If you don't know what Instagram is, it is nothing more than a massive photo album that has contributors located around the world. When users upload their pictures to the site, their followers, and anyone else can see them.

This site allows users to show off their photography skills without having to do much else with it as you do with Facebook and Twitter. While Instagram can upload videos, the majority of users only upload and view photos so they can see what their friends, or favorite businesses, are up to. Instagram is extremely simple to use.

THE MOBILE ON THE GO

If you decide you want to use Instagram to promote your business, it is imperative that you have a mobile device. The only way you can upload pictures to the site is through the mobile app. This is because Instagram allows you to take photos directly from the app and upload them straight to your account.

TAKING PICTURES

Since pictures are the primary focus of the platform, you need to make sure that you have plenty of pictures of your business. You want to include images that are related to your business and the industry you're in, the products and services that you offer, and a few pictures of yourself and those who work for you.

You want to make sure you have several of these types of images before you sign up for your account to ensure that you get the best start possible on the social media platform. When you are running a business, there are many different things that you will want to take pictures of that you can upload to Instagram.

The images that you put on your account don't necessarily need to be professional, like the ones you post to your other social media accounts, but you do want to make sure that you are uploading the best pictures as possible to your account.

You want to make sure that they are simple, with a clear subject, and a good focus on the subject. Your followers should be able to know the purpose of the picture and how it is related to your business.

TAGGING YOUR PHOTOS

When you are first getting started with your Instagram account, you won't have too many followers, making it difficult to tag the actual people or products that are in the photo. To get around this in the beginning, you'll want to tag your personal account, so that it looks like you are tagging someone. As your follower base grows and you add more people to your audience, you can tag the ones that are in the photos. This allows your business to be more visible on the platform and gain more exposure for your company.

OPTIMIZING YOUR ACCOUNT

Instagram's advertisement program will be able to help you get the followers that you need to build your tribe. If you don't know how Instagram works and don't have a personal account, you may want to consider using their paid advertisement program to gain as many followers as possible.

By doing this, you have the opportunity to make sure that you are getting the most highquality followers. While Instagram isn't able to just give you followers, they can share your advertisements on the feeds of people who are looking at different things.

You'll be able to show up in the right feeds by having your business account optimized with the right information that is relevant to your business. Instagram's algorithm allows your business to show up in the feeds of people who need the products and services that you offer.

There are many different options that you can use on your account. You want to always make sure that you are putting all of your pertinent information on your account as you are setting it up. You want to make sure that you have included your location, your contact information, and a description of what your business is all about. Doing this will allow you to get the most out of the image sharing social media platform.

ADDING ## TO YOUR PHOTOS

Hashtags on Instagram are the same as they are with any other social media platform. The main difference is that the hashtags show up in the caption of your picture. Your followers can see the hashtags and can search the hashtag for other relevant posts related to it.

When you are creating hashtags for your photos you want to make them as short as possible, not too complicated, and always related to your business. When you are creating your hashtags, you want to think about what people are searching for when they are trying to find things out that are related to your business.

Similar to what you do when you are creating descriptions or optimizing your website, you want to make sure that you are doing everything to optimize the hashtags you are using on Instagram.

CONTINUING YOUR SUCCESS



CONTINUING YOUR SOCIAL MEDIA JOURNEY

Social media is not a passive marketing technique. It is something that you will need to continue to work on if you want to grow your business, increase your followers, gain more subscribers, and get more likes.

Even the companies and people who have the highest number of followers still need to work on making their social media profiles the best that they can be, so they can continue to convert those people into actual sales.

There is some maintenance that you will need to do once you have your accounts up and running. Similar to other types of marketing, you need to make sure that you are keeping up with your social media profiles and that you are making sure that your business is staying relevant within the industry.



TRY DIFFERENT METHODS

Different sites work best for different businesses, and even different industries.

Not every method will work and may not be the best way for you to get more followers.

Don't become discouraged if one site doesn't work. Always try the other types of social media until you find the right one that works for your business.



DON'T GIVE UP

If you feel that one of the social media sites isn't working for you, don't be so quick to give up on it.

Give it some time and make sure that your profile is correctly optimized. If the problem isn't resolved after a few months, then you can try another platform.

If you decide that you are going to switch social media sites, it is essential that you inform your followers of the change.

Let them know that you are moving to a different platform and include the link to your new profile.

After you've switched sites, unless you've completely closed your account, you need to revisit the original site from time to time to ensure there are no customer inquiries on the account.

INCLUDE YOUR WEBSITE

Similarly, to how you cross post to your different social media accounts, you should also be cross-posting to your website from your social media accounts.

You always want to make sure that you have the link to your site on all your social media profiles so that people can easily find you.

This is extremely important if you want to convert your followers into buyers. You also want to make sure that you have your social media accounts listed on your website.

The more people you have following you, even if they've already been to your site, the broader your reach, which will lead to even more followers.

CONSIDER A MANAGER

As your social media presence grows, and you start to gain more followers, you may find it difficult to keep up with and become overwhelmed with managing the information.

Unless you are in the business of social media marketing, this can be a huge problem.

The last thing that you want to be doing is dedicating all your energy and efforts to keep your social media accounts updated while ignoring the aspects of your business that keep your doors open.

If you do become overwhelmed with the process, you may want to consider hiring a social media manager to contribute all of the relevant information to your sites.

It will be their sole responsibility to manage your accounts and keep them up-to-date, freeing you up to focus on the more important aspects of your business



conclusion

Despite the fact that social media was initially intended to connect people on a personal level, it has evolved into so much more. You can now connect with people while playing games, getting deals on services and products, and staying up-to-date with the latest news.

The numerous social media platforms have essentially replaced the different things that people used to need different avenues to be able to do, and business marketing hasn't been exempt from this. Businesses are now able to utilize social media as a powerful marketing tool.

Whether you are an established business owner, or just getting started on your entrepreneurial adventure, you will be able to benefit from the various social media platforms. The power of social media lies in the ability to do anything for your customers while utilizing the different platforms.

By using social media in your business, you'll be able to reach more people and build your brand while watching your business grow. There are many aspects of social media, and nearly all of them can be utilized to help your business get the results it needs to be successful.

While social media wasn't initially intended for companies, it has been an invaluable tool and has helped enterprises work in the way they want. It is a great advertising tool that, if you aren't already utilizing, can be the missing piece in your overall advertising and marketing strategy.

The next step for growing your tribe and building your followers is to figure out which social media platform you want to start using and creating your business profile so that you can get the most out of your efforts.

Thank You