



Social media is a fast, free, effective way to promote your home business. However, there is a method to the social media madness not just in posting content people want to talk about, but in building a following. There are ways to buy thousands of followers, and you might be tempted to take advantage of them. However, that can lead to problems, including unengaged followers or even loss of your account. If you're focused on quality followers who are interested in your products or services, the only way to get them is by earning them organically.

### **Be Regular and Consistent**

Part of social media's effectiveness is being able to keep your name and message in front of your followers. A post here and there a couple times of week will get lost in the millions of other posts. Further, whatever social media strategy you choose, it's wise to stick with as long as it works.

### **Speak to Your Market**

People aren't that interested in knowing what you had for breakfast unless, of course, you're a food blogger. When it comes to social media marketing, the goal is to keep your market informed about topics related to your business.

### **Match the Message and Format to the Proper Network**

What works on Twitter doesn't necessarily work on LinkedIn, Instagram or Facebook. The types of messages you post should vary across networks, as well as their frequency. For example, you can post 10 to 15 times a day on Twitter and not bother anyone. However, 10-15 LinkedIn, Facebook or Instagram posts might appear obnoxious. Take the time to learn and study the social media networks you use and fit your posts to each.

### **Include Social Media Follow Buttons Everywhere Possible**

It's a good idea to put social media follow buttons on every page of your website, on printed media like business card and in your emails at the very least. Your social networks may even allow links to other network profiles.

### **Follow Influencers and Share Their Content**

If you are knowledgeable and up-to-date in your industry, you should know who the influencers are. You can also use a resource such as BuzzSumo to find influencers in your topic area. Once you follow them, you should share their content with your followers. Many will follow you back, and the goal is for them to share your content as well.

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### **Remind Your Email Subscribers About Your Social Accounts**

If you have a newsletter or email list, then be sure to give a shout-out to your social media accounts in each correspondence you send, as well as follow buttons. It also doesn't hurt to promote your newsletter or email list on your social media as well.

### **Respond to Your Followers**

Respond to comments, questions or mentions made by your followers. This is how you deepen connections, foster engagement, and build trust. Why bother having social media if you're not going to be social?

### **Use Hashtags Where Appropriate**

Twitter is the king of hashtags, which is helpful since the conversation moves at lightning speed. Hashtags help people find content on the topics that are of interest to them. Use of hashtags on other social media sites can be helpful, but don't overdo it. Remember, people want to see real content, not a bunch of #s.

### **Make It Easy for Others to Share Your Content**

Most visitors aren't going to deal with the hassle of copying and pasting your URL to their social media. Make it easy for them to share your content by including social share links on your blog or website.

Follow these steps and you'll be sure to get an engaging following, other things you can do include promoting on Facebook and Instagram. Boosting a post does cost and I would definitely recommend for Instagram as for Facebook there are a few things you can try out first if you are selling a product or service;

- Posting on Community pages (provided that the admin allows this)
- Posting on Buy & Sell sites (local or global if your product applies to everyone)

All it takes is one new customer who may then refer you if you do a good job.

Be sure to request feedback from your customers so you can improve processes to entice them to come back and use you again. Don't be afraid to ask for a review, This is a massive help when it comes to getting found on Google which we will cover in the next PDF.

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