

USING SOCIAL MEDIA FOR MARKETING

AN INTRODUCTION

This worksheet accompanies the Mini-Mastermind recording with Chrissie Webber of Powering Business Potential, where we discussed what role social media has as part of a small business's marketing & sales strategy.



Why are you using social media?

Chrissie explained that social media is used in virtually all larger businesses now, and that has naturally led to smaller businesses getting involved too. But have you really thought about what you are trying to achieve through use of social media?

Think about why you are using social media – what are you trying to achieve?

Social media can be very time consuming and very distracting! It can eat up your time, fool you into thinking that you are being productive and lead you into a false sense of security.

Ultimately, what is the point of social media?

Put simply, in business you can use social media to build relationships with people so that they become or remain a customer.

That means:

People have to be interested in what you post.

You should be aiming to encourage people to 'do something' as a result of reading your post.

Loyalty should be building so that when the customer is ready to buy, it is you that they come to.

What do you need to think about before investing loads of time in social media?

Here are some questions to help you think about how you are using social media in your business:

Q – Which social media platforms link your business with the customers you are targeting?

Q – What kind of content are you posting? People love articles, useful information, inspiration, aspiration, funny things. They don't tend to like being 'sold to'.

Q – Do you encourage people to visit your website via your social media posts by including links to your website?

Q – How are you encouraging your followers to engage with you?

Q – Are you allowing your personality to come through in your posts...people buy from people after all 😊

Is Social Media part of your Marketing Strategy?

Social media is just another way to communicate with your 'audience'. It should never be the only method you use (remember how many businesses suffered when Facebook stopped allowing business posts to reach 100% of followers...? Over-reliance on one marketing method is always dangerous).

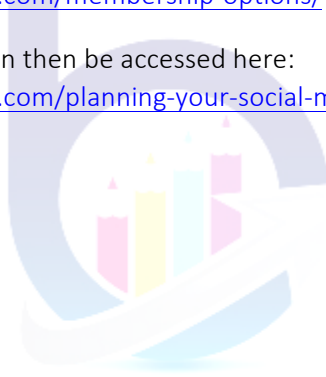
We have developed a useful **social media planning** tool to help you be more strategic with your social media. It is one of the resources that are included in the Business Skills Studio FREE membership package.

Sign up for your free Business Skills Studio membership here:

<http://www.businessskillsstudio.com/membership-options/>

The free social media planner can then be accessed here:

<http://www.businessskillsstudio.com/planning-your-social-media/>



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