



SOCIAL MEDIA MARKETING

TAKING ADVANTAGE OF THE POWER OF SOCIAL MEDIA

Social Media is a powerful tool when used correctly. It can be used to grow your brand, engage your target audience, and even break your own news.



Content Creation

Create unique and engaging social media posts. Include emojis & hashtags to grow your audience. Show up consistently. Captions should pique people's interest and encourage engagement.



Schedule Posts

Save time. Easily manage multiple platforms using tools like Hootsuite, Buffer, or Sprout Social. Schedule posts for the month, holidays, or daily promotional messages.



Brand Awareness

Utilize Social Media to become a familiar face within your followers' feed. Having a dedicated strategy to build buzz around a brand is key.



FREQUENTLY ASKED QUESTIONS ABOUT SOCIAL MEDIA:

What types of content should we post?

In our "new norm" it's acceptable and encouraged to show photos of your staff wearing masks, cleaning and sanitizing the common areas within your business where customers may spend time.

Showing customer testimonials is also great content to share on social media. Announcing new products or services, changes in your industry, announcing additions to your staff, tips, DIY tutorials, trivia questions, photo contests, posting videos will also boost your follower engagement.

When should we post?

Look at your analytics. When do your posts get the most engagement? This warrants some experimentation and tracking. Post at different times each day and experiment with days of the week. Which posts generate more engagement? Is it morning, evening, afternoon that get the best engagement? Is it videos, photos, or opinion polls that get the best interaction? Experimentation is key.

Which social media platforms should we use?

How much time do you have? That is the key question. If your time is limited be limited with the number of platforms you will manage.

Clients Choose Us!

If you're in need of optimized & engaging social media content, give us a chance to help you too!