

Sample Blog Post:

Lost @ Social Media Sea: Make Your Small Business Stand Out Online



Small businesses have so much to offer potential customers and want to reach them. One great way to engage future consumers is through social media. But many business owners can find social media branding overwhelming. With so many platforms and channels - and new ones popping up every day - it can be hard to figure out where to start. It is important to ask questions when establishing your social media presence:

- Who is our target audience?
- What platforms offer the greatest access and the most benefits?
- How will our selected platforms provide a valuable ROI?

Once you've answered these questions, it is time to create content and engage potential customers. You want to get and keep your audience's attention with posts that drive them to a point of service. Whether you are promoting your new food truck or your family's accounting firm, your social media engagements should attract viable parties. To make your posts work for you, consider implementing some social media best practices:

- Post original content: Show people what makes your business different.

- Post often: But not *too* often. You want to remain visible on social media while not saturating followers' feeds.
- Use marketing automation tools: A great way to manage posts while capturing engagement analytics is through apps like [Buffer](#), [Hootsuite](#), and [TweetDeck](#).

Of course, if all of this still seems like a daunting task to bare, contact the social media rockstars here at our consulting firm to learn how we can help you shine online!

Sample Facebook Post:

Do you have the best small business in the world that no one knows about? Our latest blog post highlights the best social media practices that will help take your business to the next level!
#SocialMedia #BestPractices

Sample Twitter Post:

Have a great #SmallBusiness no one knows about? Check out our latest blog post to increase your online presence! #SocialMedia #BestPractices