

stotts CREATIVE

A GUIDE TO SOCIAL MEDIA MARKETING

FOR SMALL BUSINESS OWNERS



Welcome!

Thank you for signing up to download our free ebook on social media marketing! We hope that it helps you grow your business and reach more customers online. In this guide, you will learn all about the most effective ways to use different social media platforms to market your small business.



ABOUT ME

My name is Bre and I am the owner of Stotts Creative. With almost six years of experience in digital marketing, brand protection, and paid search, I have helped small businesses and brands build their online presence and tell their stories.

I am passionate about seeing those I partner with succeed. If my clients win, I win. Period.

Whether you are just getting started with social media marketing or you are a seasoned pro, we hope that this resource will give you the tools and information you need to succeed.

If you would like more information on how to set up a social media strategy that is tailored to your small business's needs, please get in touch with our team at Info@stottscreative.co.

Bre Stotts

WHAT IS Social Media Marketing?

Social Media Marketing (SMM) is the process of using social media platforms to connect with your customers and grow your business. Depending on the size and scope of your company, you may use a variety of platforms to reach your target audience. When you reach your audience effectively through SMM, you can create strong connections with people that are more likely to turn into paying customers.

Common Social Media Platforms



Why Does SMM Matter?

For small businesses, social media brings both opportunity and responsibility. Social media presents the opportunity to grow lasting and scalable relationships with your organization's customer base through. If you want to succeed in your niche, you need to be able to build a strong social media presence and connect with your customers.

To keep it simple: Your customers are online. If your company is not around to answer the search or interest of your potential customers, a competitor will be.

Understand How to Reach Your Target Audience

One of the key ways to reach the right potential customer is to identify which platforms are right for your company and how you can best utilize them. Each platform tends to have different demographics and requires a different approach. Facebook, LinkedIn, and Instagram are all great platforms for reaching a wide audience, but are most effective when used in a tailored way.

Some social media platforms, like TikTok, tend to have a younger audience, which means that you'll need to adapt your content and marketing strategy to more videos and trend-related content.

No matter which platform you choose, building a strong presence on social media happens because of regular content creation and engagement. This means posting content on a regular basis and engaging with your followers through comments or messages.

One of the best ways to create content is by establishing a content calendar that outlines the specific topics and types of posts you will create. Some common types of content that small businesses can post on most platforms are tips and tricks, day in the life, Q & A, reviews, offers, tutorials, and behind-the-scenes.

What Is UGC?

Another type of content we recommend is UGC, or user-generated content. This is a great way to share your product in action and for your customers to get involved with your brand. Some common ways to do this are:

- ✓ Testimonials
 - ✓ User-Generated Photos
 - ✓ Contests or Giveaways
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Let's Talk Influencers And Engagement

Another key component of social media marketing is connecting with influencers who can help promote your business. Influencer marketing involves partnering with well-known individuals or organizations in your industry, such as bloggers, journalists, or celebrities, to help spread awareness of your company and reach a wider audience. It can be an effective way to reach new people and gain credibility for your brand.



important tip

We recommend engaging right before you post and up to 15 minutes after. This will help increase the likelihood that people will see and respond to your post.

Engagement also plays an important role on social media. This means responding to messages and comments in a timely manner, posting content that people respond well to as well as creating or joining discussions related to your niche.

As long as you are consistent and committed to keeping up your social media presence, it's possible to see great results from your efforts on these platforms.

Establish Your Online Presence With Consistency

There are many different tools that can help small businesses stay consistent by scheduling posts in advance. Social media management tools, like Hootsuite and Later.com, can help you manage multiple accounts across different social media platforms.

By planning content ahead of time you can save time and energy, and stay on top of your social media strategy. If you write blogs or have a podcast, you can also repurpose that content through your social media strategy.

If you are just starting out with using social media for your small business, it's a good idea to reach out to a digital marketing agency, like Stotts Creative, that can help you create a plan and offer support. These professionals will be able to use their expertise to come up with the best course of action for your specific business, and can help you stay on track in the long-term. Most small businesses that utilize SMM services save more time and see better results.

If you are ready to reach new customers, build connections, establish credibility in their industry, and get more leads.... simply be consistent.

Here Are Some Common Social Media Strategies For:

- ✓ Instagram - To build a successful presence on Instagram, you need to be consistent with your posting schedule and engage with your followers through comments or messages. Some tips that can help you create quality content include using high-quality photos and videos, including hashtags in your posts, and adding captions that provide context or add value. :
 - ✓ Twitter - To succeed on Twitter, it's important that you are active and engaging with others. This means retweeting content, sharing relevant articles, and tagging other users in your posts. Additionally, you can use hashtags or trending topics to increase the visibility of your posts, but it's important to stay on-topic and relevant.
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Here Are Some Common Social Media Strategies For:

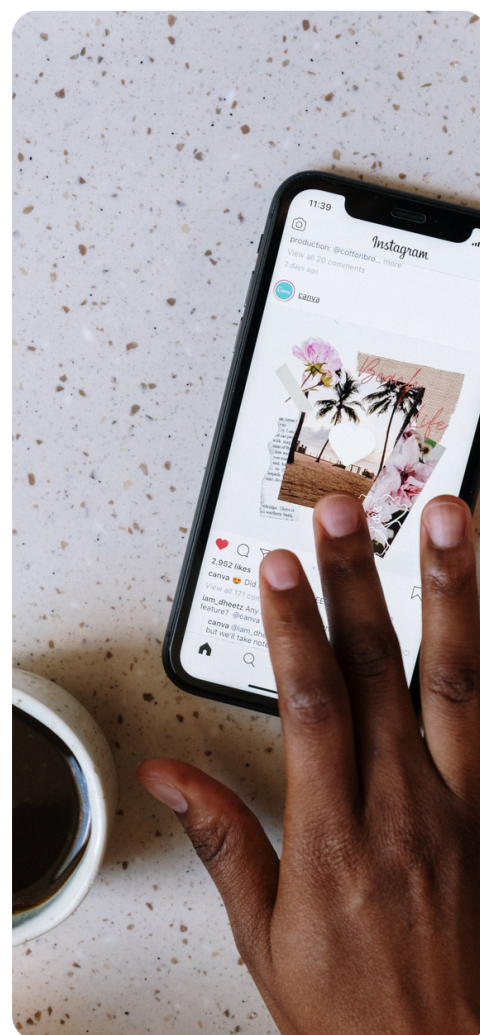
- ✓ Facebook - For small businesses, Facebook is a great platform for sharing blog posts, news, and events. You can engage your followers by running contests, polls, or Q&As, as well as posting content that is relevant to your audience. Another important element of Facebook marketing is paid advertising, which allows you to reach a wider audience and target specific demographics based on factors like age, gender, location, etc. Ads through Meta Business can also be linked to run on Instagram simultaneously.
 - ✓ LinkedIn - To build an effective presence on LinkedIn, you need to create an attractive company page that includes descriptions of your business as well as updated content such as blog posts and videos. It's also important to connect with other businesses in your industry, participate in discussions related to your niche, and start networking.
 - ✓ TikTok - TikTok is a social media platform that allows users to create and share short videos. To build an effective presence on TikTok, it's important to be consistent with the content you post, including videos that are relevant to your niche or audience. Additionally, it's a good idea to engage with others by using trending sounds, liking or commenting on others posts.
 - ✓ Pinterest - Pinterest is a great platform for businesses that are looking to use visual content to inspire their next purchase. Linking your content to trending pins or other boards can help grow your reach and increase engagement, while also providing value to your audience. Additionally, you can engage with others by leaving comments on their pins, following them, and sharing their content.
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Make sure that your content is unique, valuable, and engaging. Stay focused on providing value to your audience by sharing relevant information, and be sure to track the results of your social media efforts so you can optimize your strategy over time.

Take Your Small Business To The Next Level

Overall, there are many different strategies that you can use to build an effective presence on social media for your small business that can yield many benefits like increased sales, improved brand awareness, and enhanced customer engagement.

Whether you are just starting out or already have an established presence, it's important to stay focused on your goals and keep testing new strategies to find what works best for your business.



Here Are Some Of Our Other Social Media Tips And Tricks That Will Help Build A More Successful Strategy:

1. Become an expert on your niche or industry by staying up-to-date on the latest trends and news, posting valuable information and resources, and engaging with others in your field.
 2. Use analytics tools to track the performance of your social media posts and identify which content receives the highest engagement. This will help you better understand what resonates with your audience and what is working best for your business.
 3. Utilize paid advertising to reach a larger audience and target specific demographics that are relevant to your business. You can target users based on factors like location, gender, age, interests, etc.
 4. Don't always trust your socials. Make sure to have a strong, clean, easy-to-use website and other marketing strategies in place such as SMS Marketing, Email Marketing, or even paid advertising to help drive traffic back to your site.
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Want To Learn More?

Do you need help creating a social media strategy for your small business? Do you want to improve your current presence? Do you want to reach your target audience?

If you are interested in learning more about our social media marketing services and how we can help build an effective presence on social media, please visit our website or contact us today. We look forward to working with you!



Thank you!

Book Your FREE Social Media
Marketing Consultation Call

BOOK NOW



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