

Why social media matters for your business, and 3 ways to use it with impact *(not effort)*.

Myth:

You need thousands of followers to succeed on social media.

Too many businesses are missing opportunities with their customers because they think social media is just a numbers game. It's not.

In today's landscape, your presence on social platforms is all about putting your expertise and personality on display in the spaces where your audience can engage with you.

Long story short:

You have a website so that customers can see how you meet their needs. You have a social media account so that they can see that your organization is alive and thriving.

Getting started (or restarted) on these platforms can feel daunting. Here's are your guiding principles to make it easy and worth your while:

3 Keys to an Impactful Social Account



1 Avoid selling

You've been trained in the art of pitching your product or service, but social media posts are not the place for that (use ads if you're looking to sell something). Your posts on any platform should showcase your expertise or company culture - think employee celebrations, company outings, research/articles of value to your audience, and references to resources on your website.

2 Support your audience

Are your customers asking you the same question every week? Can you answer that question in a post? Maybe you could encourage others with a similar question to comment or direct message you. Do this and make sure you follow up. When your audience feels like you are listening, but your competition isn't - you win.

3 Have a plan

Authentic posts are always the best, but they should have some planning behind them. Decide what you want your account to be about and execute on that with consistency. If you don't have time to post every day, use scheduling features within the platforms or with apps like Buffer, which allow you to plan a week of posts in advance.

Ready to get social?

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