



# Contents

<b>An Introduction To Social Media Marketing</b>	<b>3</b>
<b>Chapter 1: Facebook</b>	<b>5</b>
<b>Chapter 2: Twitter</b>	<b>9</b>
<b>Chapter 3: Google+</b>	<b>13</b>
<b>Chapter 4: Pinterest</b>	<b>17</b>
<b>Chapter 5: Additional Social Tools</b>	<b>19</b>
<b>Conclusion: Get Social!</b>	<b>20</b>



# An Introduction To Social Media Marketing

Social media is a wonderful and exciting world, and understanding each of the tools available will give you the confidence to build a real following that you can leverage to increase sales, expand brand awareness, or establish a personal relationship with your customers. Best of all, these social media platforms are free to use. As a small business, you may not have the budget to hire a social media manager or agency, but using social media doesn't have to be expensive.



This guide will help you gain a firm grasp on using Facebook, Twitter, Google+, and Pinterest. This guide will also touch base on other social platforms as well such as LinkedIn and YouTube. Once you understand the function of each platform, you'll be able to navigate them with ease and functionality, and you can start creating buzz in no time.

# ***Before We Begin...***

Here are a few examples of ways in which you can use social media to expand and promote your business:

- **Use Facebook and Google+ as a customer retention tool by personally posting on clients' profiles, thanking them for their business.**
- **Tweet daily or weekly discounts to your followers on Twitter.**
- **Post new product pictures or recommended items on your Pinterest board, keeping your clients visually interested.**
- **Make your brand a vital resource by posting business related advice or tips on your Facebook page.**
- **Keep customers informed of your company's happenings, events, or news via Google+.**
  - **Post photos of relevant info (products, events, happy customers, everyday office happenings) on Facebook and Pinterest to give your followers a glimpse into your real life.**
- **Use all your social media platforms for sales leads. Potential clients may start messaging you on Facebook or Twitter, so be prepared to interact on these mediums as well.**



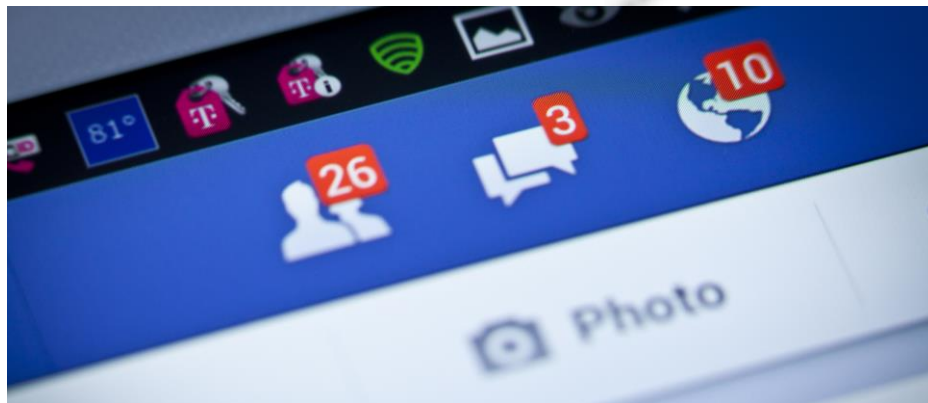
# Chapter 1: Facebook

**Facebook has become a global phenomenon.**



**You hear the social network being discussed in everyday conversation, whether it's in an office, classroom, or home. It has allowed people to connect with each other anywhere in the world and is now a vital resource for businesses and brands too. Facebook is a virtual and free way for businesses to promote themselves, reach potential customers, and communicate with existing clients. Once you have a following, you can use Facebook to advertise new products, offer discount programs, and announce company news.**

**More than one billion users are active on Facebook today including many in your community. Neighbors are chatting about the takeout they just had. Parents are recommending kid-friendly excursions to one another. Colleagues are sharing career tips and beach reading suggestions. Facebook offers a connection into one another's personal lives.**



**For a small business, Facebook offers a convenient, and often free, avenue to connect with potential customers. It gives businesses an opportunity to build relationships with existing customers and become a fixture in your community.**

**When people Like your Facebook Page, they're opening your message to their own social network. When they comment on, or Like a status update or post, it will appear in some of their friends' Facebook news feeds, sending your business viral. Also, when they Like your page, there is an opportunity for them to tag you in their own updates as well, opening you up to their friend list.**

# The number one key to an effective Facebook Page?



## Engage Your Fans!

You want the people who Like your Page to read status updates, comment on and even share your updates with their friends.

This is important because the way Facebook decides what to show users in their news feed is based on whom they regularly interact with. If you want to be part of that, then you need to be worthy of their interaction. Facebook Pages aren't for the lazy, but you also don't have to be a professional or post a billion times a week.

# **6 Ideas for Good Facebook Updates**

- **Photo with a brief description**
- **One or two sentences about something happening locally**
- **Good news about your business or the local community**
  - **Specials, promotions or sales**
- **Links to relevant blog posts or website pages**
  - **Links to media mentions**

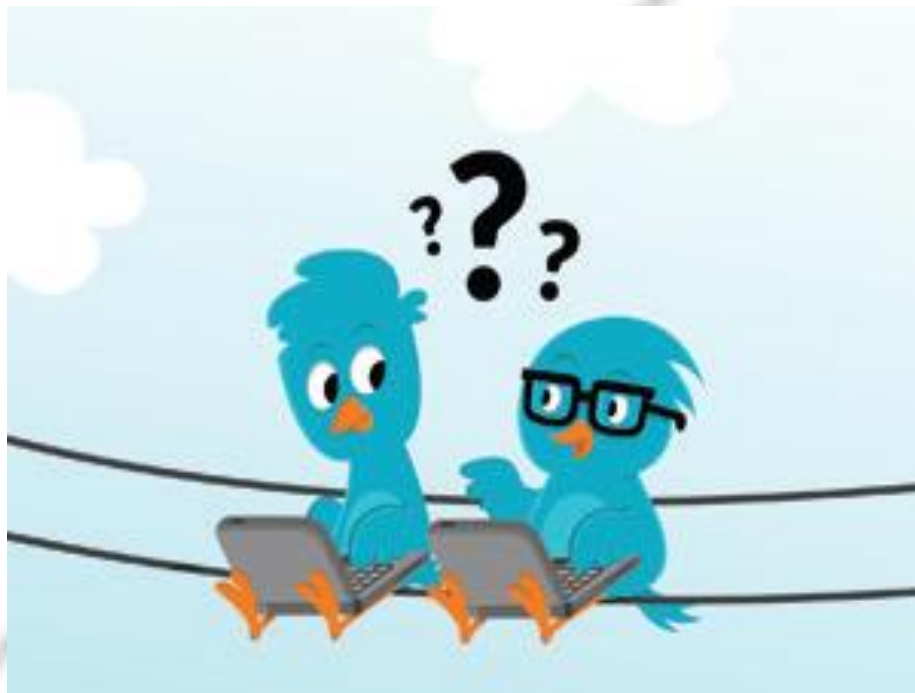


## Chapter 2: Twitter

**The word “tweet” may sound silly, but the results of tweeting are not. Millions of users on Twitter tweet updates everyday including celebrities, media outlets, businesses, and musicians. Using Twitter is fun, easy, and it may take a few tries to get your message into 140 characters, but you’ll pick up some tricks along the way (like using Bitly.com to shorten your links!). Twitter is meant to be updated daily, so if you aren’t active, it’s harder to gain followers and create a presence. Writing quick tweets and @ mentions to customers is as simple as saying thank you for a recent order or sharing a link to an article you thought was a good read. Twitter is conversational, so as long as you have something to say, you’re golden!**



**Twitter is a popular microblogging platform where users share short status updates including links to webpages, photos and articles.**



**Twitter is a great way for smaller businesses to build a following, announce news or promotions and respond to customer questions, or even complaints. Say what you need to say in as few words and characters as possible.**



**So, what can your business get out of a Twitter presence? Twitter allows you to connect on a personal level with potential and existing customers. As a small business, this is an incredible asset as you become a company your customers know and trust. Because you can quickly respond to customers' tweets, you can build great rapport.**

**Twitter is all about conversation and making connections with others. Thus effective tweeting begins with tweets that are interesting, informative or useful. Don't waste character space with unnecessary words or phrases, and don't bother sending out generic "Good morning!" tweets. Instead, focus on interesting observations, links to webpages, blog posts and articles (with a brief description beforehand) and responding to others with useful insight.**

# **9 Things You Should Know about Hashtags:**

- 1. Hashtags should pertain to the topic of your tweet.**
- 2. Don't overuse hashtags – it looks like spam.**
- 3. Limit your hashtags to 2-3 per tweet.**
- 4. Using hashtags can help you connect your business to others with similar interests.**
- 5. Anyone can create a hashtag at any time.**
- 6. Hashtags are searchable on Twitter, helping people find interesting tweets and users.**
- 7. Clicking on a hashtag brings up all the recent tweets that used that hashtag.**
- 8. Hashtags can be used to tie together posts in a Twitter party or chat.**
- 9. Hijacking a hashtag with an unrelated tweet is bad form.**

## Chapter 3: Google+

**Much like Facebook, Google+ allows you to post announcements and company news, but one major added benefit to using Google+ is that it can increase your search engine results just by using it. And, the more you use Google+, the more likely you'll increase your company's website search results. Google+ also specializes in multimedia and sharing tools. For example, Google+ Hangouts is a tool you can use to host, stream, broadcast and record video chats. Need to have a meeting or a call with a few team members and a client? Want to invite current or potential customers to chat about a new product or service? You can do that through Google+ Hangouts. Jump in there and use all that Google+ has to offer!**





# Google +

**Aside from being “just another social media platform,” Google+ also integrates Google products, services and search engine features all into one easy-to-navigate page.**

**As a business, you can create a Google+ Page and build a community around it. This not only gives you the benefit of connecting your business with potential customers, but also boosts your website’s placement in Google-powered search engine results.**

**Google+ content indexes well with Google’s search robots, so websites that post often appear higher in search results. Active use of Google + can lead more potential customers to you.**

# ***On Google+ You Can...***



- **Create “Circles” of people and companies that your business interacts with such as customers, vendors and partners.**
- **Schedule and host video chats via Google Hangouts.**
- **Post photos, videos, links and statuses.**
- **Create and participate in interest groups.**

**Twitter is for conversations.  
Facebook is for community building.  
Google+ is for information. Think of it  
as the classroom or manual of social  
media sites and treat your postings  
as such.**

**What should you be sharing? You'll  
want to share new content from your  
website so that the links get that  
search engine boost from being  
mentioned on Google+, but that's  
not all. Google+ is the perfect place  
to post tips, brief how-to items and  
articles that are more relevant to  
your business. The more useful the  
post, the more likely it'll be  
commented on or shared. Basically,  
you want to inform and enlighten  
your audience by being an expert in  
your field.**

## Chapter 4: Pinterest

**Looking to increase traffic to your website? Pinterest is a must, especially if you're a business looking for new customers.**



**Pinterest has business-specific pages and it allows you to pin everything from product photos, to services you offer with pricing, and fun or informative content.**

**Pinterest is all about visuals. You can create boards with themes, or organize boards into projects. Whatever you decide to do, remember to keep the content interesting and engaging (and don't forget to have fun)!**

**With that said, let's build a Pinterest profile in 3 Easy Steps!**

- 1) Go to the Pinterest homepage and elect to create a business profile for your company.**
- 2) Once your account is created, begin pinning some items from the recommendations section to gain followers. Conduct SEO to assist with gaining backlinks.**
- 3) Be real and inspiring to turn followers into customers.**



## Chapter 5: Additional Social Tools

**Within this guide, we decided to focus mainly on the four most popular social media platforms for small businesses. There are also other social platforms as well that can be utilized that can assist with your small business success online.**

**A few of these additional social media platforms include:**

- 1) LinkedIn**
- 2) Instagram**
- 3) Vine**
- 4) YouTube**
- 5) Flickr**

**There are also other social platforms as well that small businesses could utilize that we did not include.**

## Conclusion: Get Social!

**It's time to dive in and make a splash! To begin, pick one or two of the discussed platforms and set up an account. Jot down some ideas or topics you want to post about online. This could be anything from upcoming specials on products, a membership program you're launching, a big event coming up, or photos of happy customers. After you've got some ideas, start adding content to your profiles. You'll want to have a nice profile/company photo to use (or multiple ones), and an interesting, but short description of your company and services including links. Fill out each area of your profile until you're satisfied with the way it looks and flows.**

Once you've got the swag to back it up, start posting, tweeting and/or pinning. Suggest your page/profile to friends on Facebook, follow clients or other businesses on Twitter, and put important users in your Google+ circles. Once you begin updating your social media sites regularly, you'll find that building an audience and a following will come. The more people or pages you tag and users you tweet, the quicker you'll become visible to others. Posting engaging and resourceful information is more likely to gain new customers for your business. Don't be afraid to be bold; if you're a small business, give your followers a glimpse into your daily operations by posting office photos or by telling others about a recent goal you met. If you establish a connection with your followers, you can turn that connection into a sale.





**Using social media will boost brand awareness, help generate more sales, recruit new clients, and assist in retaining customers. You'll see all the possibilities available at your fingertips, and we encourage you to use them!**

# Was Our Social Media Guide Able To Assist You?

We hope that our complete guide was able to assist you in your digital marketing efforts. Contact us today for more helpful tips & tricks!

## Contact Us Today!

**Authored By:**  
Justin Rissmiller, Owner & Operator

**A Publication Of:**  
T&R Solutions: Define. Design. Progress.

<http://tandr.us>  
[info@tandr.us](mailto:info@tandr.us)  
[@tandrsolutions](#)

