



A GUIDE TO USING
social media
FOR YOUR SMALL BUSINESS



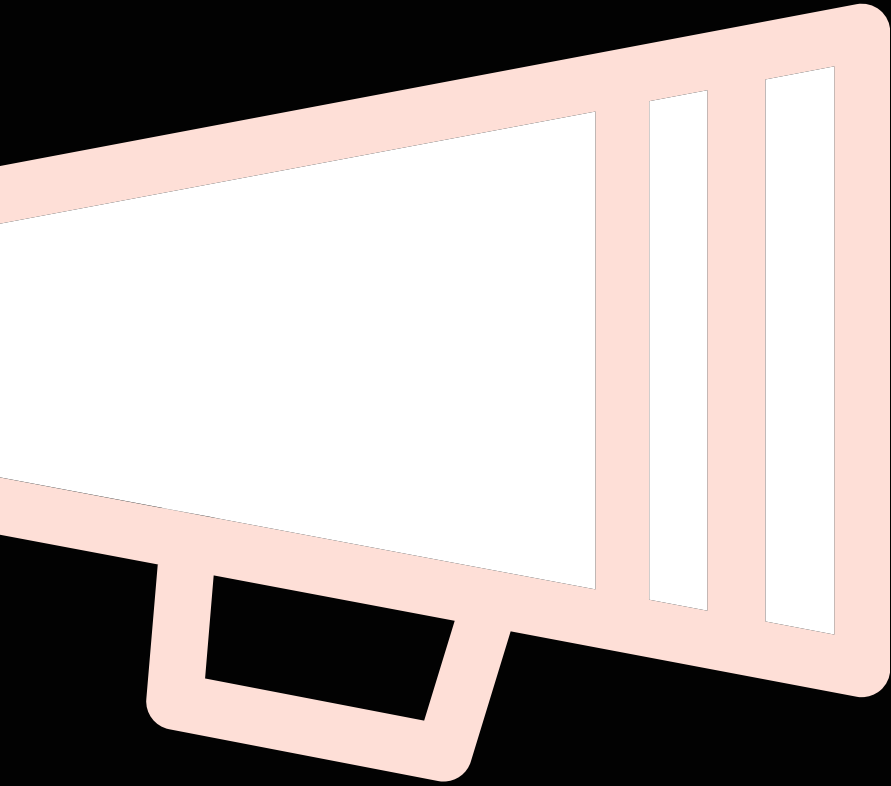
Meet the Team



Shatera Sangster
Founder & CEO

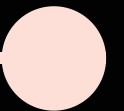


Princeton Mayberry
Chief Operating Officer



a quick note

Social media is an integral part of any small business success strategy. In fact, in today's day and age, small businesses cannot afford to ignore social media.



What is Social Media?

Social media are interactive technologies and digital channels that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks.

- Form of electronic communication
- Share ideas, personal messages and other forms of content
- Online communities





How does your business benefit?

- Brand building
- Instant communication with customers
- 24/7 availability
- Reach local and worldwide audiences
- Scalability
- Customer Insight/Feedback
- Customer Loyalty
- Conversion
- Humanization
- Inbound Traffic

The Figures

74%

of online adults use
social networking
sites everyday

57%

of your sales
funnel may be
accounted for by
social media

81%

of consumers research
online before making
big purchases

Have a Strategy to win!

Most people don't think of the word strategy when they think about social media. Most of us are using social media, however, when it comes to social media marketing, there's a lot more planning, research, and strategy involved. A social media strategy defines how your organization will use social media to achieve their goals. It's a statement of intent that outlines the goals and measurable objectives for using social media while targeting the outcomes that you want to achieve.



SOCIAL

MARKETING

YOUR GOALS MUST BE:

- **specific**
- **measurable**
- **attainable**
- **relevant**
- **time-oriented**



Platforms

Facebook
Youtube
Linkedin

Twitter
Instagram
TikTok



Analytics

The scientific process of discovering and communicating the meaningful patterns which can be found in data

- REACH
- ENGAGEMENT
- LIKES
- FOLLOWS
- SHARES
- VIDEO VIEWS.



Ads

Social media advertising, or social media targeting, are advertisements served to users on social media platforms. Social networks utilize user information to serve highly relevant advertisements based on interactions within a specific platform. In many instances, when the target market aligns with the user demographics of a social platform, social advertising can provide huge increases in conversions and sales with lower cost of acquisition.

thank you!

FOR YOUR TIME

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