

Social Media Marketing

Social Media

Social media is the tool we use to communicate with different kind of people within or beyond the community through the internet. It is the number one activity on the web; therefore, you cannot afford to ignore it. Today if people want to find information they go straight to their computer. They have access to the internet on their office, home, cars and on their smart phones; therefore, small and big businesses can benefit from it.

- Spend time and search your competitors. Look at what types of pages they have built. Look at their post, videos and ads. What do they focus on and what strategies are they using. Look at their weaknesses and strengths.
- Don't overwhelm yourself with all the social media sites out there. Do some research on what your target market is, set goals on how to measure success, and look at which site will help you the most.
- Deliver only quality content, NOT COMMERCIALS. For example, how to videos, frequently asked questions and blogs. Build interest and trust so your customer has a high perceived value for your business.

Four Basic Steps to Social Media Success

1. Find Interested People	2. Deliver Quality Content	3. Capture Information	4. Stay in Touch
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Remember: "You do not make money with social media; you make money with people that know you and like you. You market with social media to develop relationships with people to like and trust you. Then, and only then, they will buy from you."-Jody Underhill

Benefits of social media

Trust	Familiarity	Offer Products/Services	Outstanding visibility
Increases Referrals	New Relationships	New Demand	Perceived as Expert

Helpful links

<http://searchengineland.com/library/how-to/how-to-social-media-marketing>

<http://www.youtube.com/watch?v=jQ8J3IHhn8A>



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