7 social media tips for small businesses.

Social media has revolutionized the way we communicate with one another, and it has also become an essential part of doing business. It's now an exceptional tool for connecting with your customers, promoting your products or services, and building your business – all of which can play a significant role in your success.

Not sure where to start? We're here to help. As a business ourselves, we've learned how to leverage the power of these platforms, and we're here to help you do the same. When you're ready to navigate through the social space, read on for seven social media tips for small businesses.

1. **Know your audience.** Before you can create a successful social media strategy, you need to determine who you're talking to. Who is your target audience and how can they benefit from your brand? What information would they find relevant, useful, and engaging? Your first goal should be understanding and empathizing with your audience, so you can go on to offer solutions to their problems, add value to their lives, and share content that will resonate with them.

2. **Choose the right platforms.** With so many social media channels, it's easy to get overwhelmed. But the good news is: You don't have to maintain an active presence on all platforms. We recommend choosing one or two that align with your brand and investing your efforts there. For example, if your business is more visual, Instagram would be a great place to showcase your products or services. Alternatively, if your business offers B2B services, LinkedIn would be an ideal platform to promote your brand and connect with potential clients.

3. **Create unique, engaging content.** Ever heard the expression, "Content is king?" It dates back to the '90s, but still rings true today because all marketing strategies have content at their core. Instead of solely promoting your products, use content marketing via social media to showcase your

unique expertise, build trust, and give potential clients an incentive to do business with you. Share engaging blog posts, infographics, videos, and other content that can educate people about who you are, what you do, and how you help your customers. These tactics will not only establish your brand, but they have the power to increase engagement and generate quality leads.

4. **Be authentic.** In today's world, authenticity is an essential factor in social media success. Consumers want to connect with brands that are genuine and real, so don't be afraid to show your personality and values through your channels.

5. **Leverage paid advertising.** Social media platforms offer paid advertising options that enable you to promote your brand, services, and products to people who are most likely to be interested in them. And because organic reach is far from what it once was, it literally pays to use paid advertising. Simply set your targeting options and a budget, then monitor your campaign closely to ensure it's getting the best results.

6. **Engage with your followers.** Social media is all about two-way communication: a dialogue, not a monologue. To engage with your audience, get involved in conversations and discussions about your industry, respond to comments and messages promptly, and be personable in your interactions. Listening to and conversing with your followers will help you create a sense of community around your brand, improve your reputation, and increase your chances of getting new customers.

7. **Analyze your results.** To make sure you know what's working and what's not, use analytics tools – provided by each social media platform – to track your performance. Then, use those insights to refine your strategy and optimize your content.

Want to learn more about marketing your small business? Read our blog post: [How to get positive reviews online](). And if you want to learn more about protecting your small business, start a conversation with a [local, independent agent](). We offer comprehensive [commercial insurance coverage](), plus unique enhancements.