

Social Media Tips For Growing Your Business

Summary:

In this week's episode of the MegaMarketer Coachcast, Scott Smith interviews Sara Kathryn King. Sara Kathryn is the marketing coordinator of Walker 360 and they discuss a number of strategies that you can use to accelerate your social media efforts and grow your business.

Learn about the most popular social media platforms and each one has to be approached in a different way in order to see results. Find out how to begin building a following that leads to real growth and how to get started advertising with social media as well.

Main Questions Asked:

- What are some of the cons of Facebook?
- Is there any value in Instagram for businesses?
- Are there any other platforms that would be helpful for business?
- What should we do to start building a following?
- What are some tips on advertising?

Key Lessons Learned:

Social Media

- Facebook analytics are pushing back against businesses. Only 3-5% of the people that like your page will see what you post.
- Twitter is the second most popular social media platform but it comes with a lot of limitations, including the character count, that can make it difficult to use.
- Instagram is a great platform to share stories on and highlight your customer's stories as well. Another benefit is the paid posts are a little more natural when compared to other social media platforms.
- The main goal of posting to social media is engagement. It should be a way to support your customers and allow them to ask questions, not sell them all the time.
- If all you do is sell, people will begin to walk away.

- People are going to YouTube to learn about a specific need they have. Video has a major benefit to your SEO efforts and you don't need to have studio quality video to see results.
- Everyone has heard content is king, the truth is 'great content is king'. Great content builds credibility, trust, and authority.
- When creating content, think about specific questions your customers have and then answer those directly.
- To build a following ask your customers to leave reviews and feedback on platforms you use. People look for reviews before choosing a company to work with. The worst that can happen is your customer says no.
- The most important thing about social media is consistency, if you are going to post once a week stick to it. Post great content and don't make everything about sales.

Advertising

- Facebook is the easiest platform to begin advertising with. You can set your budget to as low as \$5 and it lets you advertise on Instagram at the same time without even having an Instagram page.
- Facebook comes with an analytics package that allows you to understand when and who is most important to your message. Instead of blasting everyone, you can target exactly who your ideal customer is.
- 8% of your budget should be committed to social media advertising.

Thank you for listening! If you enjoyed this podcast, please subscribe and leave a 5-star rating and review in iTunes!

Links to Resources Mentioned

coaches@hudsonink.com