

SOCIAL MEDIA TIPS TO
GROW YOUR BUSINESS



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Before we dive there are a couple things you should consider when thinking about growing your business on social media.

Think of social media, like a ~~networking~~ cocktail event or like you're sitting with them over tea or coffee. Meaning, when you first meet someone, you don't immediately hit them with "hi! I'm a marketing and branding strategist, and I have this awesome sale that I'm currently running and you should totally get in on it before it ends tomorrow!", hello awkward encounter and person immediately walking, no running away from you.

Instead, you probably sound a little more like this: "Oh my gosh! I love your dress, where did you get it from?!" and then of course the conversation organically unfolds and maybe halfway through they ask what you do, and of course you answer. That sounds like a more natural interaction, right?

Right!

We totally need to keep that in mind when we engage on social media! We want to invite them in for a conversation, not hit them over the head with whatever sale we're running.

It's also really important to keep in mind the **Know, Like, and Trust factor**.

Meaning, people first need to know you exist in order to do business with you, then on some level they need to like you, and then people need to trust you in order for them to hand over their wallets and do business with you.

Here, let me break it down!

KNOW

In order for someone to be considering working with you, they first need to know you exist. (Duh!)

This is all about generating brand awareness. This comes in all shapes and sizes, from paid media (advertising), earned media (press releases, industry publications, features), owned media (blogging, testimonials, user-generated content), to shared media (non-paid social media), in between there's also collaborations and partnerships that all help you create awareness, letting people know you exist!

Once they know who you are and what you offer, they have to connect with you and/or your business.

LIKE

Before you get too far down this rabbit hole, just remember, you're not Nutella and you can't make everyone happy! And, that's more than okay. You need to attract your ideal clients and repel the ones that aren't. This factor is all about connecting with your audience. They have to feel a connection with you or your business in order to want to take it to the next step.

TRUST

This is so important in converting potential clients. They need to trust you, on so many levels before they're willing to swipe that card. You have to show them you know what you're talking about, that you're credible (testimonials and reviews are a great way to do this!), and give them a peek into your process. If the two other factors are there, once they trust you, they're in! Helping you grow your creative business!

Okay, now that we got that out of the way, the next 5 tips will make a lot more sense!

5 Tips

TO HELP YOU GROW YOUR BUSINESS ON SOCIAL MEDIA

TIP 1: BE SOCIAL ON SOCIAL MEDIA!

This is all about showing up and connecting with people on social media. You don't want to post your post and then abandon the platform - stick around, connect and engage with others and start a conversation!

TIP 2: SOCIAL MEDIA IS NOT A ONE-SIZE FITS ALL

Ditch what the "experts" are saying, and do what works best for you and your audience. There is no universal perfect time of day or day of the week to post - this is going to be dependent on your audience. Not the expert's audience who wrote the article!

The best thing to do is test new content, times of day, day of the week, and play around with it to see what your audience likes and do more of that!

TIP 3: NOT ALL PLATFORMS ARE CREATED EQUALLY

Just like the tip above, what's working for someone else may not work for you. Before determining if you should or shouldn't be on a platform, take a look to see where your audience hangs out. Are they older? They might be on Facebook more than Instagram. Are they searching for specific content, Pinterest might be the better platform then.

Fun Fact: Pinterest is not a social media platform, but rather a search engine like Google.

TIP 4: PROVIDE VALUABLE CONTENT

Remember, social media should be social, but you are running a business and it's important to bring in new customers, sharing valuable content that answers their questions or pain points is a great way to build trust in the online space. Just remember to mix it up, so you're not only building trust, but you're also building the like factor.

TIP 5: BE CONSISTENT!

Consistency is key is literally every aspect of running a business. Consistently show up, consistently provide value, consistently engage and connect, and before you know it, you've created awareness and people now know you exist, making it easier for them to eventually do business with you