



» 11 social media tips to help promote your small business

In partnership with Barclaycard Business customer, Crowdify.

It's no secret that marketing your brand online is critically important for small businesses.

Now, more than ever before.

At the heart of digital marketing is social media.











Social media allows your business to interact and connect with customers, wherever they are, whatever time it is and with whatever products/services you offer. With the right strategy, design and insight, you can benefit massively in this space, thanks to a combination of low costs and high potential reach.

'Social media' is an umbrella term which covers the various platforms. Most businesses are on Facebook, Instagram, Twitter, LinkedIn and Google My Business, but whether every channel is useful for your business or not depends on your brand.



Media comparison

Social media channels

Channel	Best for...	Not so good for...	Getting the most from it...	Reaching people like...
Instagram 	<ul style="list-style-type: none"> Inspirational or aspirational content Showcasing products and people 	<ul style="list-style-type: none"> Practical information 	<ul style="list-style-type: none"> Capture imagination with well-designed and impactful imagery Be authentic and tell stories in a non-self-serving way 	<ul style="list-style-type: none"> 49 year olds and younger
Facebook 	<ul style="list-style-type: none"> Using more text in posts to tell your story Clear, concise information about your business Promoting events 	<ul style="list-style-type: none"> Videos longer than 2 minutes 	<ul style="list-style-type: none"> Make sure all business info is accurate Use updates to inform your followers of practical, detailed information 	<ul style="list-style-type: none"> 25 year olds and over
Twitter 	<ul style="list-style-type: none"> Short communications Short-notice announcements Conversations with customers 	<ul style="list-style-type: none"> Detailed information Visuals Aspirational content 	<ul style="list-style-type: none"> Engage – if your business receives a complaint, answer it but move the conversation into private messages Engage with relevant posts from customers, potential customers, partners, or other non-competing small businesses 	<ul style="list-style-type: none"> Business professionals Journalists Big brands Influencers
LinkedIn 	<ul style="list-style-type: none"> Sharing information about your business, not your product Recruitment 	<ul style="list-style-type: none"> Customer interaction 	<ul style="list-style-type: none"> Use personal profiles and business channels to engage in relevant conversations Post blogs/comments relevant to your industry 	<ul style="list-style-type: none"> Business professionals Recent graduates
Google My Business 	<ul style="list-style-type: none"> Customer reviews Basic business info Linking to other social channels Increasing your visibility in search engines (SEO) 	<ul style="list-style-type: none"> Brand Identity – format is generic 	<ul style="list-style-type: none"> Make sure all business info is up to date and your website and other social channels are linked Reply to every review – good or bad 	<ul style="list-style-type: none"> Everyone
YouTube 	<ul style="list-style-type: none"> Storytelling Product demonstrations Feedback 	<ul style="list-style-type: none"> Fast growth Revenue Interaction 	<ul style="list-style-type: none"> Create short (7 – 15 minutes), fast-moving videos that are relevant to your business but also engage with the wider world 	<ul style="list-style-type: none"> Those looking for 'How to' videos e.g home improvers Gamers / techies
TikTok 	<ul style="list-style-type: none"> Short videos 	<ul style="list-style-type: none"> Linking to another website, and sending traffic out of TikTok 	<ul style="list-style-type: none"> Hop on trends, but in a way that is relevant to your business 	<ul style="list-style-type: none"> 16 – 24 year olds
Pinterest 	<ul style="list-style-type: none"> Sharing products/ venues and services through photography 	<ul style="list-style-type: none"> Generating leads Comms 	<ul style="list-style-type: none"> Make sure your content inspires people, as this is a place people come when they are searching for a solution, a plan, ideas 	<ul style="list-style-type: none"> Creatives Wedding / event planners Home improvers
Nextdoor 	<ul style="list-style-type: none"> Hyper-local business communication Information about your local area 	<ul style="list-style-type: none"> Online or national businesses / brands 	<ul style="list-style-type: none"> Be active – engage with the local community, don't just push your own business 	<ul style="list-style-type: none"> Local communities Families
Snapchat 	<ul style="list-style-type: none"> Short, entertaining videos 	<ul style="list-style-type: none"> Articles with lots of text and information 	<ul style="list-style-type: none"> Sometimes images and videos captured on Snapchat can be a little low in quality, so try to edit them first 	<ul style="list-style-type: none"> 25 year olds and younger

Hints and tips

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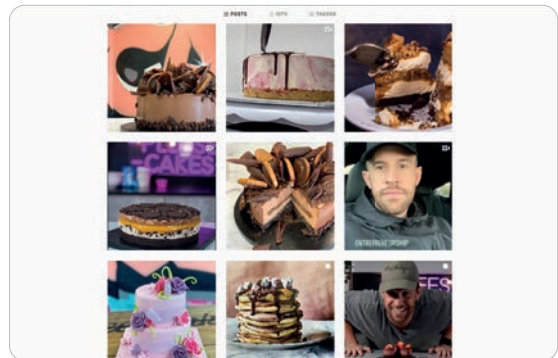
1. Be authentic, passionate and relevant, never generic

This means not following the crowd and doing 'what's hot', but instead being true to what you and your business are all about. By all means, keep a track of the kind of posts people are liking and sharing, but never lose sight of what makes you different and interesting to your target customers.



2. Be active

Social media feeds move at a ridiculously fast pace, so if you post frequently, you're more likely to get noticed. It's not necessarily about posting lots of times a day, but it is about having a steady stream of content to keep your audience interested.



3. Use faces

People buy from people, so it's important that your online presence is full of the people who make your business what it is. That might be you as the owner, your hard-working staff, or your happy customers. Just make sure they're real people (not stock images) and you mix things up with products to keep things interesting and fresh.



4. Be shareable

Easier said than done, but when you're creating a post, think about the quality of your content and what reaction you'd have to it if you were a customer – by doing that, you're more likely to achieve your goal. Would you laugh? Be shocked? Be intrigued or excited?

And don't be afraid to be honest with your followers about the power of their likes and shares for your business. Just make sure you answer the 'so what?' question with anything you post.



Hints and tips

5. Nurture your community by engaging

Social media is all about conversation – you need to be an engager, not a broadcaster. This means engaging with other people's posts (you can't expect people to engage with you if you don't engage with them), following relevant accounts and responding to comments and questions. When people engage with your posts, engage back, to help build trust and a loyal following. As fans like and share your content, you rise in the social algorithms and gain exposure.

The unique benefit of social for small media businesses is that it allows you to build and nurture relationships directly with potential customers over time, rather than asking for a sale up front.



6. Set (and stick to) goals

Your goal is not necessarily getting to 10,000 followers (although if you have that many, great!). The key here though is to make sure they're engaging with your content. It's much better to have a small, yet highly engaged following than 10,000 followers who don't look at or engage with your posts.

Goals should be specific to your business – if you want more people to know about you (brand awareness), you should set targets around engagement (likes, shares, follows etc.). If you're going for product sales, you'll want to measure clicks to your website. Whatever your goals and targets are, make sure you review them regularly and learn from them (see '11. Make use of free insights').



7. Be consistent

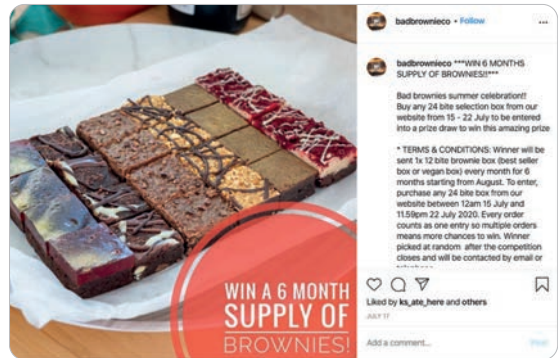
In tone of voice, design and posting frequency. This makes it easier to create content (because you have a set of guidelines to stick to) and it builds trust in your brand because people come to know what to expect from you online.



Hints and tips

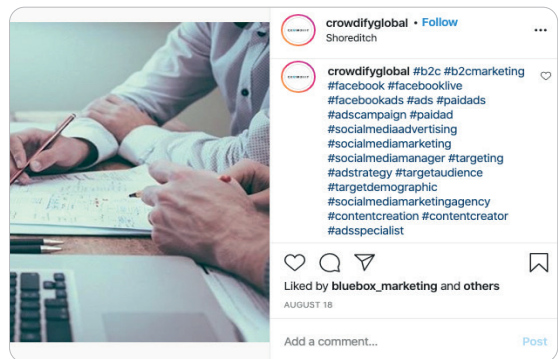
8. Have a strategy

A plan is crucial. Set social media goals just like you set business goals. Research your competition to find inspiration, create a content calendar and get a scheduling tool to free up more time for the all-important engagement.



9. Use hashtags where appropriate

Experiment with different types of post formats and content (e.g. videos, images, carousels, stories, etc.) and make use of hashtags. These are labels used on social media channels that make it easy for users to find posts about a subject or theme. You can use them on every social platform and the general rule is keep them short, simple, few in number and relevant – #donotoverhashtag



10. Do one thing well, and build on it

You don't need to be on every channel. Start off on the one or two you think best work for your business and do those well. If you think you need to build on that after a year or so, work out what has already worked for you, set goals and go for it. And it's important to have a different approach for each platform – blanket posting across channels won't get you the engagement you're after.



As with anything organic (i.e., that you haven't paid for) online, perseverance is key. It can take six months or more to see any traction. Maybe consider allocating some budget to paid activity to fill in the gap while you build your organic presence.

11. Make use of free insights

Use analytics from the various platforms to measure the performance of your posts – they're free and designed to give you a quick overview of what's working and what's not, so you can spend your precious time on the things that are giving you results.



Contact us

To reach your marketing potential online, you'll need to consider a variety of different elements, such as design and branding, search engine optimisation and creating compelling content.

That doesn't mean you need to do everything at once – speak to an experienced marketing agency like **Crowdify** crowdifyglobal.co.uk who can help.

Another crucial element to get right is eCommerce and taking payments.



We're happy to talk through your individual business needs at a time that suits you.

Call us on **0800 1585149**,
Monday to Friday, 9am – 5pm.

