

# How To Use **Social Media** To Grow Your Business



## **1.) Figure Out Where Your Target Audience Is**

Where is your target audience spending time online? Before you start advertising on social media, it's important to identify what platform your most valuable prospects are using. For example, Instagram is most popular with millennials, while Facebook is popular across many age groups.



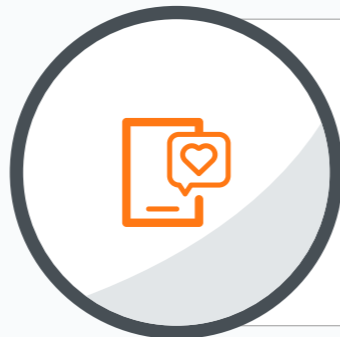
## **2.) Use Hashtags Wisely**

Posts with hashtags can get up to 70% more engagement than those that don't. Take some time to research hashtags related to your business, and use them wisely in your social media posts.



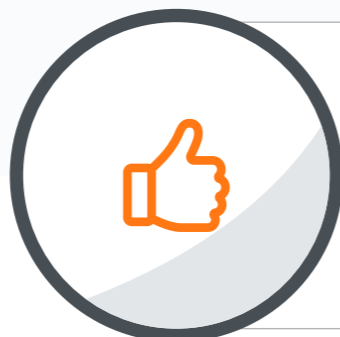
## **3.) Create Robust Social Media Profiles**

Before you start advertising on social media, make sure that your company has complete, up-to-date profiles on the platform you're planning to advertise on. Having a robust social presence signals authority and can improve the performance of your social media campaign.



## **4.) Format Ads Correctly**

Create eye-catching content and copy for your ads, and make it very clear what your company or brand is all about. Blurry images or stock photos probably won't make social media users stop scrolling.



## **5.) Track, Optimize, Repeat**

Before you click "start" on your social media campaign, it's important to understand how you'll measure the success of your ads. Having detailed tracking on your ads will allow you to see what ads and audiences are performing best, so you can optimize your social strategy to bring you more qualified leads.



*From hashtags, tweeting, stories, and posts, the world of Social Media can be a confusing place.*

*Coupled with ever-changing social trends, algorithm changes, and platform updates, managing a successful social media marketing campaign is difficult. It takes both a solid understanding of your target audience as well as platform-specific knowledge.*

*But, with the number of people actively using social media, it's a channel you can't ignore as part of your brand's marketing strategy. Instagram now has over 1 billion active monthly users, and Facebook sees 1.65 billion users daily.*

*If you're an SMB looking to increase your social presence, it's important to take a strategic approach to social media marketing. Learn more about the 5 key pillars of a successful social media strategy.*

## **Start Your Social Media Campaign Today**

*When used correctly, social media marketing can be a powerful way to build interest in your product or service. Make sure to take these best practices into account when creating your social media marketing campaign.*

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