

## OVERVIEW

More than five billion people worldwide use social media every day.

There's incredible brand power in this digital space, so how do you harness all of that potential?

Small-to-medium size businesses must understand who they are trying to reach, and what they want to say and accomplish with social media.

**“We build up our clients’ presence on the social media platforms that make sense to further engage people in their target markets. From consistent content posts to creating calls to action, our goal is to differentiate what they provide to the marketplace.”**

**Julie Gaier**  
TRG Content Marketer/Storyteller



## TYPES OF CONTENT

# Various Ways to Engage Audiences

- **Photos & Videos**
- **Blogs & Industry Articles**
- **Infographics**
- **Testimonials**
- **Community Events**
- **FAQs**
- **Case Studies**
- **Company News & Milestones**
- **Web Content**
- **Questions, Polls, Surveys**

## KEYS TO SUCCESS

- **Know Your Audience**  
Choose channels that reach them.
- **Define Your Goals**  
Use social media to support them.
- **Consider Your Message**  
Use the right keywords and hashtags to target your audience.
- **Be Consistent and Judicious**  
Content should be on-strategy. Long periods of inactivity do not reflect well.
- **Integrate Your Social Media**  
Use with other sales, marketing and HR tactics

## TOP SIX PLATFORMS

# How Do The Platforms Differ?



### LinkedIn

The leading business platform in B2B marketing worldwide; based on networking and news.



### Facebook

Primarily for B2C. Can be used by B2B organizations for building relationships with employees and niche audiences.



### X

Reaches audiences with short messages and engages directly with customers and some media outlets.



### Instagram

Offers more personal connection to differentiate your brand through videos and photos.



### YouTube

Uses video content to launch a product or service, share information and build credibility.



### Google Business Profile

An easy way to support SEO and generate greater awareness for businesses.

## MEASURING SUCCESS

Social media provides quantitative data that is easy to track.

Platforms provide a wealth of data, from followers to impressions, and make that information easy to monitor.

For many small-to-medium sized businesses, a modest focus on quantitative data may be best. A slight increase in LinkedIn followers, for instance, will likely have little impact on your bottom line. More important is whether the job candidates looking for your business discover a professional digital presence. For most emerging businesses, especially B2B, social media is about credibility.

## BEST MANAGEMENT PRACTICES

- Post once or twice per week to remain consistent and relevant
- Use every opportunity to promote social media pages through emails, printed materials, website, etc.
- When applicable, send followers from social media to your company or organization website
- Respond to questions and complaints as quickly as possible
- Encourage employees to use their personal profile and ask friends and others to like the company page

## TIPS & TRICKS

# Social Media is Never One & Done

- **Engage Your Audience** by answering questions and thanking them for their support.
- **Tag Influencers** (i.e. organizations, publications, etc.) to expand your reach.
- **Include a Call-to-Action** to engage your people to do something on your site, (i.e. comment, listen to a webinar, etc.)
- **Add Links** to your social media platforms in company email signatures and on your website.
- **Be Patient** and allow time to build a loyal audience with consistent, quality content.

## Maximize Short Video For Your B2B Brand

- Create branded videos to boost awareness
- Produce testimonial videos
- Showcase employees and workplace culture
- Craft short videos about FAQs

## Carousel Posts Achieve High B2B Engagement Rates

- Display several products at once
- Explain various features of a product or service
- Highlight customer reviews or testimonials
- Share behind-the-scenes stories



## Not Sure Where to Start? We Can Help!

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