

Social Media Tips to Drive Your Business Forward

Online presence is important for any business, but it doesn't stop with just a killer website. Even if you're producing excellent content with a great user experience, you're limiting yourself if you're not harnessing the power of social media. We've put together a series of tips to help you navigate the world of social media marketing and come out on top.

Get ready to rev your engines and delve into the world of social media, giving you the tools needed to speed past the competition!

Instagram

First thing's first, be sure to use a business account rather than a personal account. A business account on Instagram gives you access to things not provided with a personal account, such as:

- Instagram insights
- Instagram ads
- Instagram shopping
- Primary and secondary messaging boxes
- Contact information
- Call-to-action button on your profile

Instagram Continued

Since Instagram is largely a visual platform, it's a great opportunity to establish your brand's "look." You can build a following with visually compelling content, including methods like:

- Videos, reels, IGTV
- Photographs, graphics, text-based images
- Enticing contests and giveaways
- Feed posts, stories, and highlights

Instagram business accounts allow you to put your company information in your bio so that your followers and prospective clients have easy access to your address, phone number, and a personalized description of your company. Optimize your use of hashtags when posting to reach the largest audience possible and pull ahead of the competition!

Instagram analysis allows you to create a strategy to increase engagement, optimize posting time, increase views, and attract the right followers. Reach out to WEB ROI for more information on how to build this strategy to accelerate your business forward!

Facebook

As with Instagram, it's important to use a business-specific Facebook page. With Facebook, the essentials are simple yet crucial:

- Use a recognizable profile photo and an engaging cover photo
- Add a call-to-action button to drive traffic to the correct lanes
- Fill in your "About" section with pertinent information, including elements like a link to your main website
- Routinely post photographs, videos, infographics, and more to keep your audience engaged

With Facebook, you can utilize content calendars to determine the ideal time to post to propel your business forward. Facebook is a perfect platform for engaging directly with your consumers, allowing you to monitor and respond to messages and comments swiftly.

When utilizing a Facebook business account, you gain the ability to promote your page, take advantage of Facebook advertisements, and keep track of your metrics to help you direct traffic toward your business and pull ahead of the competition.

LinkedIn

With a LinkedIn account, you have the opportunity to add company information to your page and invite connections to follow your page, increasing your reach and your online presence. LinkedIn allows you to:

- Add a custom LinkedIn call-to-action button
- Share posts with rich media
- Optimize your posts for reach and impact, allowing you to post actionable content

What's more, LinkedIn is the ideal platform for you to target the right audience. You can join and create groups to interact with a community of like-minded people interested in your business and leverage those groups to strengthen your relationships and expand your networks. Through the matched audiences feature, you can reach key businesses and users for your content, ensuring that you're not spinning your wheels without getting anywhere.

Social Advertisements

Once you've established company accounts on multiple platforms, you're ready to begin advertising. Begin by determining the best platforms for your business and setting clear goals for what you want your advertising to accomplish. Set a budget and consider the type of ads you'd like to create, whether they're videos, pictures, stories, or any other form of media that will catch your audience's attention.

Use these advertisements to offer something unique to your prospective clients and generate leads for your business. Create an ad campaign that appeals to the correct audience and track your progress!

You can track your metrics and sales, allowing you to optimize every element of your ad campaign and ensure that you're on the road to success. Social media is a powerhouse in business and advertising today, and it simply cannot be overlooked!

Need Help?

Navigating the world of social media is tricky, and you're going to have to learn as you go. Social media advertising is complex and sometimes challenging to navigate, but not to worry, we're here to help! At WEB ROI, we have the skill and experience to help you to build a strong social media presence and guide you in developing a successful ad campaign. Reach out to us at WEB ROI if you're ready to step into the driver's seat and launch your business forward!