



YOUR GUIDE TO “LOCAL” SOCIAL MEDIA

You're probably already allocating funds into various marketing efforts, and social media should not be left off your list. Neglecting a presence on social media could cost you new customers and cause your current customers to lose interest in your brand. Meet your customers where they hang out most in order to build and retain relationships with them.

Stepping into the social media world can seem daunting, especially for many small businesses. There are an estimated 3.2 billion users on social media, so it's important for your business to be active online. But where does your business fit in? Check out this easy resource to help you become a *local* social media whiz in no time!

5 BIG WAYS FOR ANY BUSINESS TO USE SOCIAL MEDIA

#1 BUILD BRAND AWARENESS

Branding isn't only for large corporations. If you have a business, you have a brand. And social media is one of the most accessible tools for establishing your brand with an audience. Use social media to create and share unique content and messaging that reflects your brand. This will help consumers easily identify you in the social space. By engaging with your customers on social media, you increase your potential to expand your reach and gain new audiences for your brand.

#2 CULTIVATE YOUR AUDIENCE

Your target audience is already on social media, so stay connected with them by keeping customers and potential customers engaged with your brand. It's like when you were a teenager and you wanted to hang out at the mall...eventually you bought something!



#3 SHARE THE RIGHT BUSINESS INFORMATION

With what seems to be countless places your business info can be listed, it is vital to showcase the accurate and up-to-date information about your business online. Having incorrect information not only frustrates consumers but could also deter them from your business altogether. It can also cause issues with SEO and how your business performs in the maps section of the Google SERP.

#4 GROW FROM REVIEW MANAGEMENT

Having a social media presence lets your company know where you stand with your audience. Not only are you in front of your audience, but they are in front of you! Keep your online reputation intact by managing positive and negative reviews.

#5 ADVERTISE WHERE IT MATTERS

Advertising online is a more cost-effective option compared to traditional advertising efforts. Easily identify your consumers based on location and other helpful targeting features via social media. This helps your business focus on the groups of people interested in your product or service.

How will you use social media to grow your local service company?

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