



In my opinion...

Social Media advice for Small Businesses

Here are 5 ways to strategically increase sales through social media

Woah, as soon as someone hears the word 'strategic' they go off running! There are many business owners out there who have 0 clue when it comes to running a social media presence for their business nevermind how to do it strategically...

It's usually the last thing they ever think about, because hey, a business owner wears many hats when building a business.

To take some of that pressure off your shoulders, I have outlined my top 4 ways to run your social media. This will also help to tailor your accounts to be used as a sales tool and not something which is neglected.

Build a community

Building a community will help you on a multitude of levels – no matter what you are selling.

Tips on building a community;

- Reply to comments/dm's
- Follow back
- Spread love to competitors
- Ask for reviews
- Offer discounts to your fans
- Seek out your target audience and follow them
- Engage on followers posts
- Use stories

Use #hashtags

One way to reach potential customers is to add relevant #s to your posts. Instagram have recently announced to use 3-5 hashtags under each post.

Show people off

To increase trust in your products/service, it's important to show the face behind the brand. Humans buy off other humans.

Host a giveaway

People LOVE free stuff! People in your community, who love you, will love YOUR free stuff even more. A giveaway is a great way to get your customers to shout all about you. My advice is to do a LIKE, TAG AND SHARE giveaway.

Get your followers to;

Like the post

Tag friends in the comments section

Share the post to their timelines or stories.

Resonate with your audience

To be successful on social media you must cater your content so it that resonates with your audience. To ensure you are successful at this, before you post, think of yourself as the consumer and think about how you would react to that piece of content.



- Would you buy off you with what you see on social media?
- Does it build your trust?
- What would you like to see more of?
- Would it motivate you to know more?

Show your face and treat your followers like family and I can guarantee you'll see those sales increase.

BONUS Social Media Secrets

Here's a list of different app's and websites I use to help me do my job. They'll make your life easier too.

- Canva
- Splice
- Facebook Publishing Tools
- TweetDeck
- Bit.ly



But hey, that's just in my opinion... xxx

Make sure to follow me across all social media channels for more tips and tricks within the social media game.



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