

Social Media Marketing: Part of your Internet Toolbox

When it comes to social media, that statistics are staggering. Just take a look at the amount of active users these social media networks reach worldwide:

- 1 billion Facebook users
- 300 million Instagram and LinkedIn users
- 230 million Twitter users
- 100 million Pinterest users

With such large platforms, it can be said with certainty — any business can get much needed exposure on social media. If you are a business, organization or non-profit out there then social media can be a powerful tool to help drive exposure and growth for your business or cause. You have probably heard wonderful success stories business or organizations have experienced from social



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December) and how many people are competing for that particular search phrase. This information can drive all of your activities on the internet, from editorial calendars to content on your website.

Third, you need to have "home" on the internet. If you are going to promote a business or organization, you need to provide a place where people can learn more about you. You can't go waving your banner on social media without a place for people to learn how they can buy from you or support your cause. Think about it from this perspective: you can't sell a home on the real estate market without having a home to sell first, correct? This is the same concept for a website.

As you can see, there is some foundational work that has to be done before you can truly start promoting yourself on social media. Having these three components in place will make it easier for people to find you and will make you more credible to encourage those purchase decisions. My overall recommendation is to

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Your Independent Local Community Newspaper

Your Voice News & Views is published weekly by
MAKE THE RIGHT CHOICE MEDIA, LLC.
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media. However, as with anything, you have to do it strategically.

How is social media done correctly?

First, you need to have something to sell, promote or educate about. This sounds simple enough, but being concise is key. On the internet, you have about 10 seconds to make an impression with people and communicate how you are going to solve their problem or provide their need. Work on that 60 second elevator speech and use it across all platforms.

Second, you need to know what people are looking for. Makes sense right? How can you provide a need or solve a problem if you don't know what people are searching for? You can actually conduct research on search terms, or "keywords", to see what time of year people look for things | as an example: Christmas trees in