



ENSEMBLE

Digital Media & Marketing



UNDERSTANDING SOCIAL MEDIA

Your Ultimate Guide to Digital Marketing

about EDM

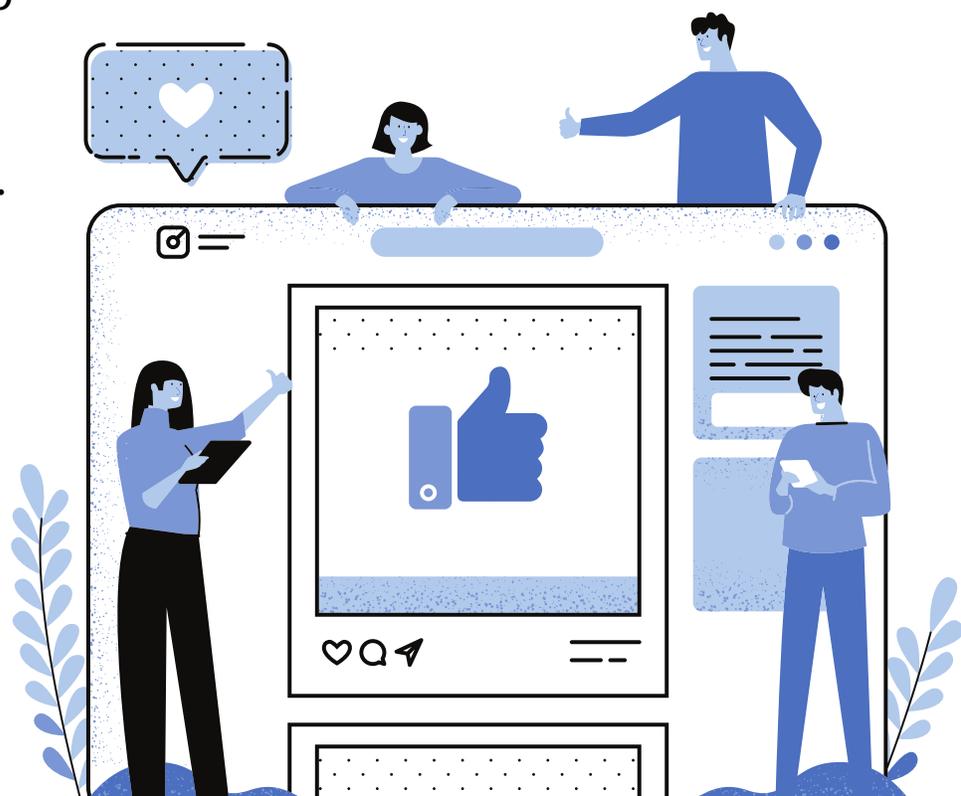
At Ensemble Digital Media, our mission is to help you establish and grow your business through the use of digital marketing. We believe that by using the cutting-edge technology and tactics, we can create a comprehensive strategy that will enable you to reach your goals.

What does this mean for you? It means that we are dedicated to targeting your unique audience with top-tier campaigns that will help them understand and appreciate your product or service. In addition to traditional advertising techniques, we also specialize in search engine optimization (SEO), social media marketing, and website design and development.

We leverage the power of social media and branding to generate leads, growth, and marketing strategies.

We utilize the power of design and make use of it to create products that are easy to understand, marketable, and successful.

**WE'RE
PASSIONATE
ABOUT OUR
WORK AND
PUT OUR
CLIENTS FIRST.**



INTRODUCTION

Social media is an amazing way to share your thoughts and experiences, as it is also a great way to build relationships and connect with like-minded people. But what if you wanted to go one step further? What if you wanted to connect with millions of people all over the world?

It might seem impossible, but that's exactly what Ensemble Digital Media decided to do. We put all our energy into drafting one social media package to help you set up on your own and grow your platforms.



If you're trying to open up a business and want to expand your reach through digital marketing, or have been doing digital marketing but are not seeing growth, then this toolkit is for you. It will provide you with the insights, templates, and contents to achieve your social media goals.

According to www.oberlo.com , there are now 3.96 billion people using social media networks globally with 4.8% increase each year and Social Media Marketing (SMM) has become the most **powerful, versatile, and cost-effective** strategies to grow and promote business in the new era. Social Media helps business people reach their target audience, create a loyal fanbase, build their brand and boost sales and revenue for minimal cost.

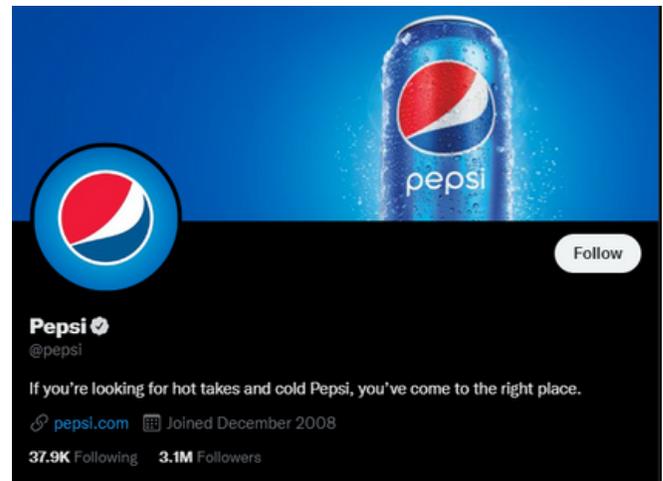
The use of social media in business marketing may seem overwhelming but it is one of the best phenomenal opportunities there is in the digital era. Studies show that 97% of marketers use social media, and 78% of salespeople outsell their peers by leveraging it for their business. However, it's crucial to use social media effectively to achieve business goals. One study conducted by the Social Media Examiner shows that out about 60% of the marketers who use SMM don't know how to effectively use it for optimized results.

As you proceed reading this article, I will be discussing **10 significant advantages** of using Social Media and share how you can use these tips as leverage for optimal business growth.



Consumers buy brands they recognize. Therefore, boosting brand recognition and awareness is every company's fundamental goal. Brand recognition is measured by people's ability to identify a product by looking at its logo, tagline, or advertisement. Most of the time consumers also recognize a brand via an audio cue, such as iPhone or Nokia's signature ringtones. Using social media is the best way to build a brand in the digital age. It gets your brand in front of a massive audience effortlessly and cost-effectively. They can always see and know about your product even if they don't intend to buy it.

Knowing how to place your logo strategically to accentuate your branding is a must and a plus. If you take a look at Pepsi's profile on Twitter, you'll see it's clutter-free and straightforward. Their logo is visible on the profile picture, and the cover photo has a Pepsi can with their brand color palette. The cover photo connects the logo to the idea of a fresh cold drink for people who love sports.



1 INCREASES BRAND AWARENESS

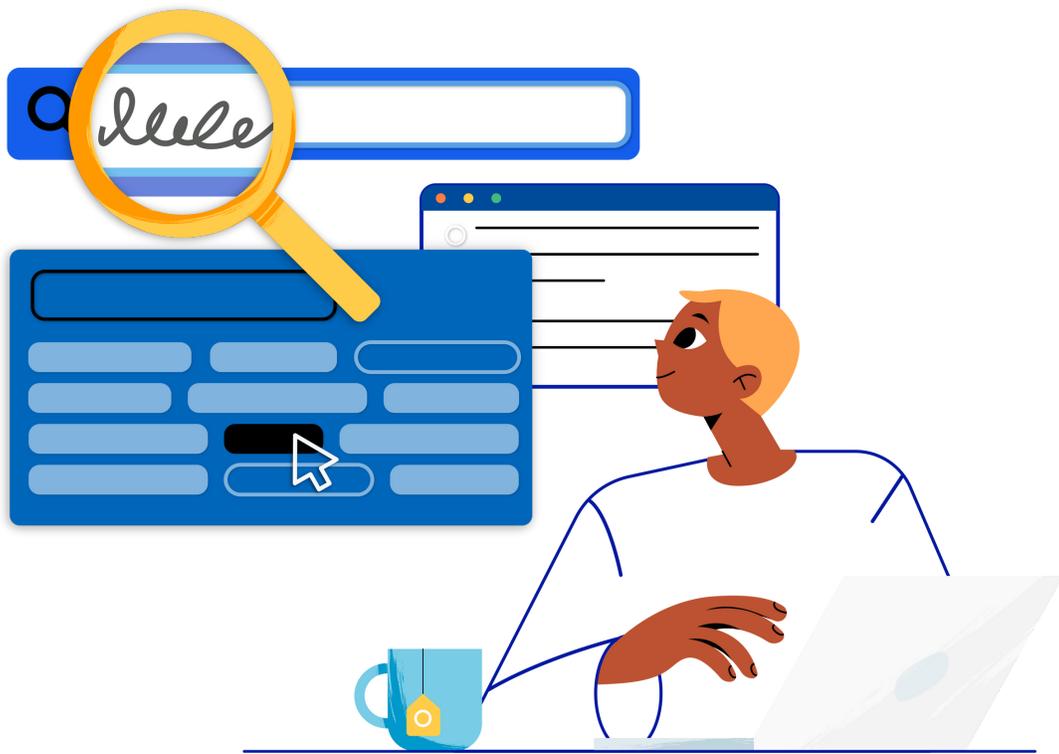
Generating conversations and marketing hype about their brand is every business's ultimate goal. Therefore, if you want people to invest in or buy your products or services, try to encourage positive conversations or discussions around or about your brand. Social media is the most effective channel to help you create a hype with minimum or no investment.

If you take a look at the social media marketing strategy of the Southwest Airline, they greatly rely heavily on social conversations. The Southwest Airline used these conversations to reinforce their customer relationships; they accomplish it by being appreciative and attentive towards their customers. When you can stimulate genuine conversations on social media, you receive a great deal of feedback about your products.

Here's a tip for you, **post or share contents that can trigger a conversation or reactions from your followers or audience.** Mention or give "shout-outs" to your partner companies or collaborators or partner influencers and other companies in your network. Open-ended questions are also a great way to initiate interactions.

2 CREATES A HYPE AROUND YOUR PRODUCTS

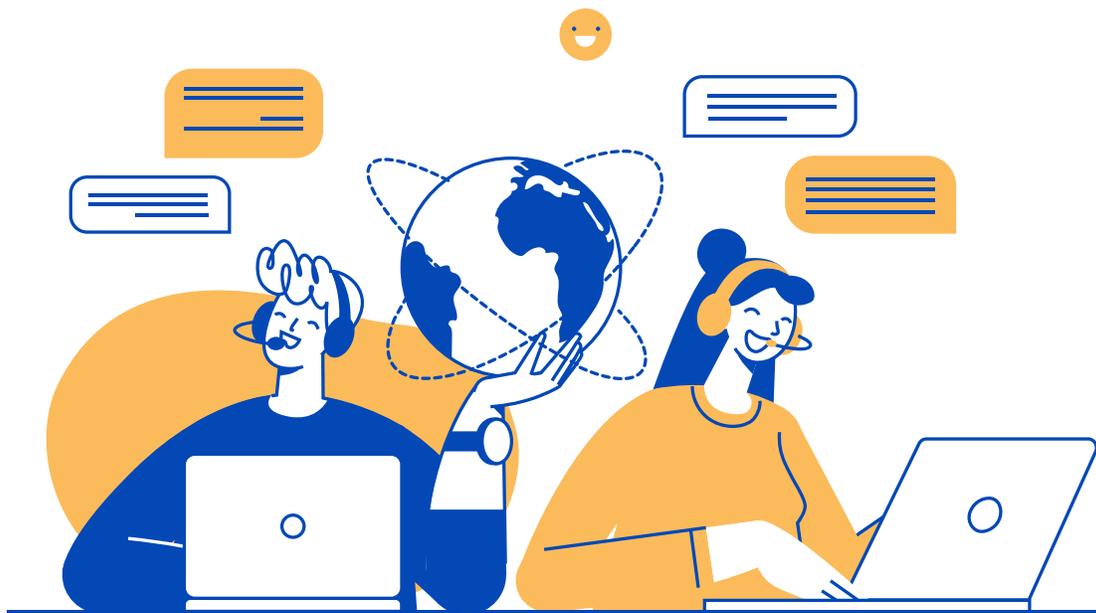
Most social media platforms have built-in analytical tools to gather data about audience behavior towards your social media posts and activities. It may be like social listening, but it is different. You should focus on a **specific product and the keywords** your customers are using to search for it. These insights from the analytics will help you modify your marketing strategy and improve your campaigns.



3 ALLOWS YOU TO GATHER DATA FROM AUDIENCE RESEARCH

Customer service is a must for a thriving business. Investing in proactive customer service pays off as customer loyalty and increased customer satisfaction. More consumers are using social media to inquire about products and seek instant support.

Instant customer support is already prevalent on Twitter, especially among service sectors such as airlines, network providers, and food brands. People ask time-sensitive questions on Twitter and get instant responses from the companies.



**ALLOWS YOU TO
PROVIDE INSTANT
4 CUSTOMER
SERVICE**

Brand loyalty is every company's premium asset. Social media allows businesses to build customer loyalty for free. In a world where every business is fighting for attention, people interact with the brands they love. Unsurprisingly, more than half of the customers who follow your brand are likely to be loyal to your brand.

Usually, this is how it works: **A social media user follows you. Then they start choosing you over your other competitions. Finally, they begin to advocate your brand online and become your loyal customer, increasing your website traffic.**

Reward your loyal customers occasionally by announcing special promotional schemes and discounts. However, be mindful of not violating Facebook's promotional content guidelines. You can collaborate with startups and other businesses that might be interested in giving out merchandise (t-shirts, hats, sunglasses, corporate and fashion accessories, office stationery, discount vouchers) to promote their brands. You can also give away your products for free on special occasions, festivals, and events.

**5 HELPS BUILD
CUSTOMER
LOYALTY**

Social media has a significant impact on SEO. **Google considers social shares, likes, and mentions as a major ranking factor.**

Furthermore, a diverse audience views your content on social networks. This audience could include bloggers, writers, content publishers, or major brands. They can gather ideas from your post, write a new article and link back to you. This way, you earn free inbound links that can improve your rankings against your competition. Both Google and Bing display tweets in their search results. That's why the topics that trend on Twitter also rank on top in Google search.



6 HELPS YOU EARN INBOUND LINKS AND IMPROVE SEARCH ENGINE OPTIMIZATION (SEO)

Most social media platforms are free to use. But you might need to pay for Social Media Management and promotion. For most businesses, organic promotion is enough.

But for paid advertising, you should decide on a budget before you start your campaign. Social platforms use artificial intelligence to take care of your advertisements' performance and provide you with custom-built, targetable audiences. **As a result, you get to target the right audiences and start getting better results with minimum investment.**



7 SOCIAL MEDIA IS MOSTLY FREE AND COST-EFFECTIVE

SMM is incomplete without retargeting. Audience targeting is a handy feature of paid advertising on social media. Given that only 2% of customers purchase something during their first visit to your website, you should have a solid plan to target the remaining 98% using a sales funnel. The most popular method to target this audience is to run retargeting ads.

When a visitor comes to your site, the website places cookies on its browser. When they leave without buying and revisit the social media site, the retargeting service starts displaying the ad in their feed. **It acts as a gentle reminder and is usually successful in driving conversion.**



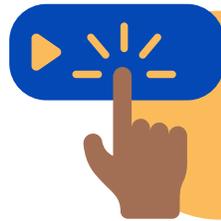
8 **ALLOWS YOU TO**
RETARGET YOUR
AUDIENCE

Social media allows you to share your stories with the potential for them to go viral. You can use stories to promote your cause, run a campaign, or support your branding efforts. **A story that targets emotions and is inspired by other viral stories** has a high chance of going viral. You might have seen various viral stories. They use a good plot and emotions — struggle, conflict, heartbreak, or heroic courage — to achieve something big. **Such videos have a cryptic message that leaves a lasting impression.**



9 GIVES VISIBILITY TO YOUR CAUSE

Apart from sending traffic to your website, social media also helps in driving conversions. You can take the following steps to boost conversions through social posts and ads:



1 Add strong calls to action (CTAs)

2

Create engaging landing pages for your ads to prevent customers from bouncing off



3 Announce contests and giveaways frequently

4

Use social ads but don't post promotional content in organic space



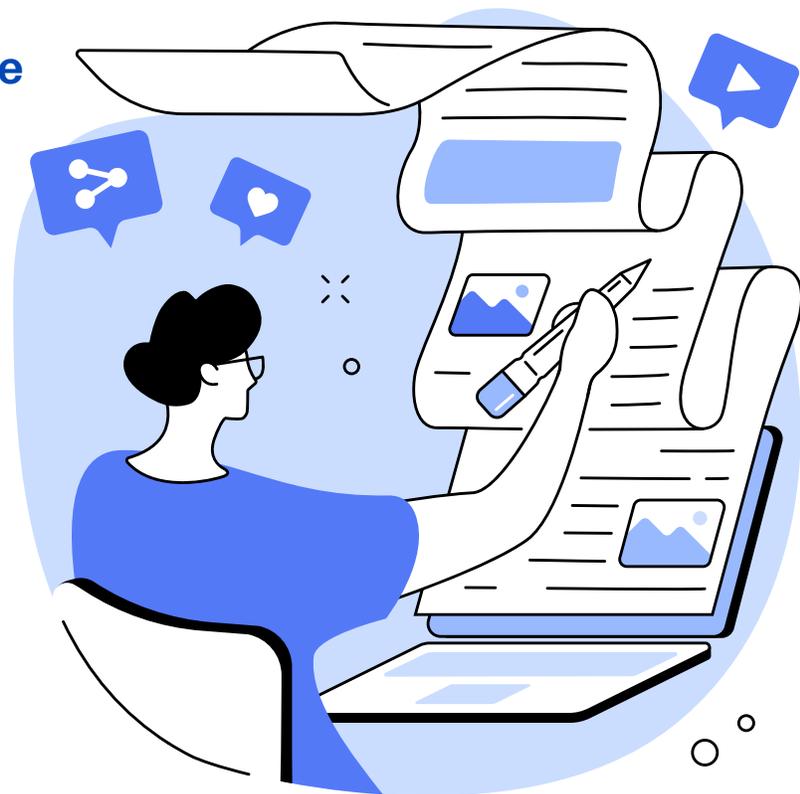
10 DRIVES CONVERSIONS

Social media is currently the biggest platform to market content. According to www.quantummarketer.com, each month in 2022, approximately 90 million business Facebook pages and 140 million brands use Facebook every month. You can use both free and paid tactics to promote your content on various social platforms. You can also use content repurposing to increase its impact.

You must take into consideration the following when promoting a post:

1. **Its headline**
2. **It should have a catchy image**
3. **The time of posting**

Use your creativity when writing a message for your posts. The content should be original and appealing. Use storytelling to prevent promotional content from looking like an ad.



11 PROMOTES YOUR CONTENT

CONCLUSION

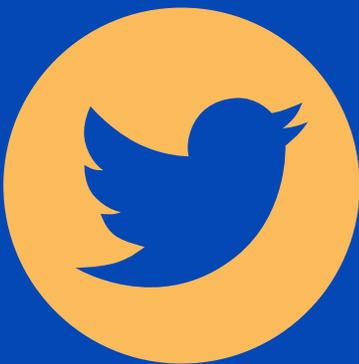
Much like with other digital marketing strategies, success through SMM largely depends on learning, experimenting, and updating your strategy from time to time. Its benefits and rewards almost always outweigh the time, cost, and effort it demands. Within a few weeks of implementing effective SMM, you will likely see an increase in traffic, conversion rate, brand loyalty, and improved SEO. Furthermore, since it is highly cost-effective, you have nothing to lose. Your competitors are already there on different social platforms leveraging SMM's benefits. **You should use it too and make it your own.**





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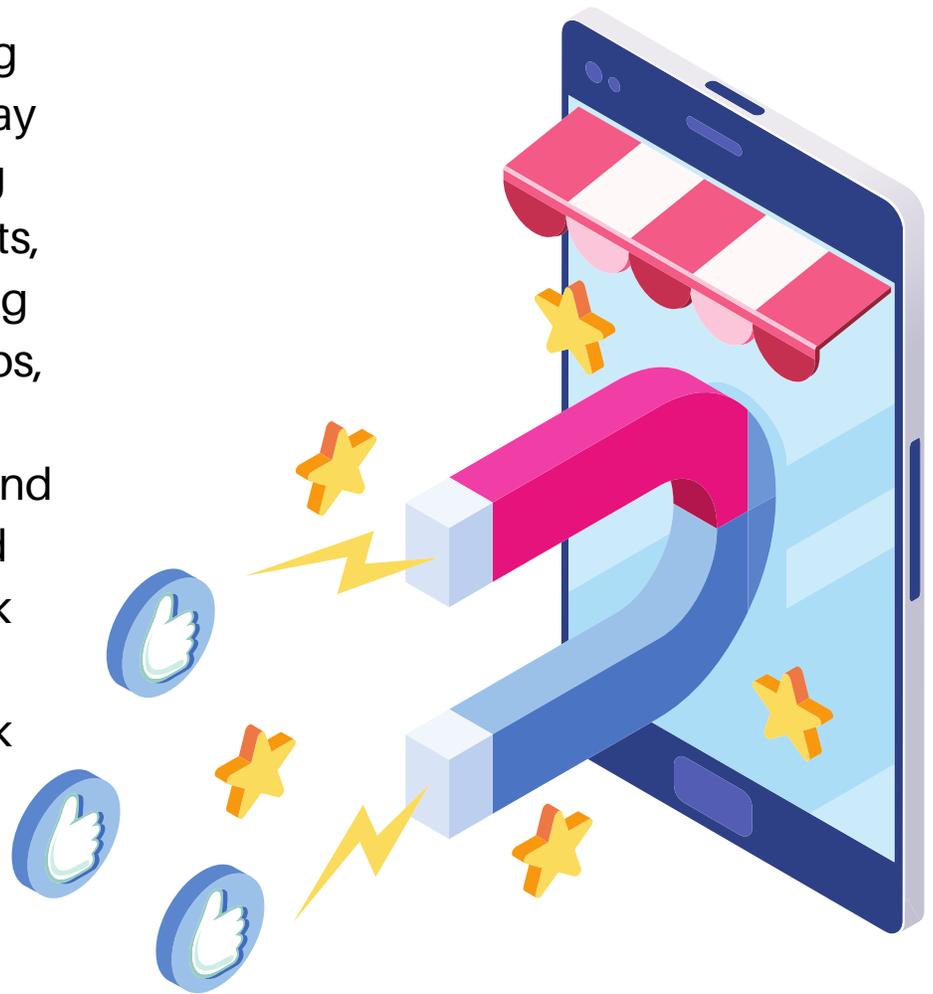
**UNDERSTANDING
EACH PLATFORM**



FACEBOOK

Facebook has come a long way since its humble beginnings as a social networking site for students at Harvard University. Since then, it's evolved into one of the world's most popular online platforms for both personal and business use.

Facebook marketing offers a versatile array of brand advertising tools in many formats, from video streaming to community groups, to monetize live events. To understand the full capacity and value that Facebook marketing can offer, it's important to look back through its history and development.



THE NUMBERS



According to a recent study, 74% of American adults who use Facebook visit the site at least once a day. This makes Facebook one of the three most popular websites on earth, behind only Google and YouTube. What is even more impressive is that Facebook's annual growth rate remains relatively stable at around 12%. Although some of its main rivals are gaining ground on it (Google reportedly received more site visits in 2019 than Facebook), they still can't touch Facebook's user base or its annual revenue. In 2019, Facebook brought in an impressive 21.18 billion site visits - making it the clear winner in terms of numbers.

For businesses, Facebook is still one of the most effective ways to market their products or services. In a report published by Statista, it was found that the number of Facebook users who visit the site at least once a day is higher than the number of Instagram users (63%) and Snapchat users (61%) who visited those sites daily. This means that Facebook is one of the most commonly used sites among adults. Additionally, it was found that nearly 75% of high-income earners use Facebook. What these findings mean for businesses is that Facebook is still one of the most effective ways to market their products or services.

NUMBERS DON'T LIE

facebook

FOR BUSINESS

WHY YOU NEED TO BE ON FACEBOOK!



facebook REACH!

Like · Comment

60% OF FORTUNE 500 COMPANIES HAVE A FACEBOOK PAGE.

62% OF MARKETERS SAID SOCIAL MEDIA BECAME MORE IMPORTANT IN THE LAST 6 MONTHS.

77% OF B2C COMPANIES SAY THEY ACQUIRED NEW CUSTOMERS THROUGH FACEBOOK.

43% OF B2B COMPANIES SAY THEY ACQUIRED NEW CUSTOMERS THROUGH FACEBOOK.



3

"LIKES" LEAD TO PURCHASES!

Like · Comment

CONSUMERS WHO FOLLOWED A LINK TO A RETAIL SITE FROM FACEBOOK SPENT AN AVERAGE OF \$102.59.

56% OF CUSTOMERS SAID THEY WERE MORE LIKELY TO RECOMMEND A BRAND.

51% SAID THEY ARE MORE LIKELY TO PURCHASE A PRODUCT AFTER LIKING THE BRAND'S PAGE.



5

WOMEN & MOMS

DOMINATE!

Like · Comment

55% WOMEN / 45% MEN

44% OF MOMS PURCHASE MORE FROM BRANDS THEY "LIKE" ON FACEBOOK.

42% OF MOMS HAVE MADE A PURCHASING DECISION FROM A RECOMMENDATION MADE ON A SOCIAL NETWORKING SITE.

2

facebook

SUCCESSFUL BRAND PAGES!



Like · Comment

INTERACT WITH CONSUMERS ON THEIR BRAND PAGE BY ANSWERING WALL POSTS & COMMENTS.

POST ENGAGING CONTENT SUCH AS VIDEOS, PICTURES, EXCLUSIVE OFFERS & QUESTIONS.



4

AUDIENCE ENGAGEMENT ON facebook

Like · Comment

BRAND INTERACTION INCREASED BY 176% THIS PAST YEAR!

THE AVERAGE FACEBOOK USER HAS 130 FRIENDS AND "LIKE" 80 PAGES.

80% OF SOCIAL MEDIA USERS IN THE U.S. PREFER TO CONNECT WITH BRANDS THROUGH FACEBOOK.

SOURCES:

Like · Comment

THESOCIALSKINNY.COM

SOCIALMEDIATODAY.COM

MASHABLE.COM

DIGITALBUZZBLOG.COM

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WHY FACEBOOK



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BENEFITS OF USING FACEBOOK



Wide Reach

Facebook is one of the most popular social networking websites in the world. It has over a billion active users and continues to grow by the day. With so many people using Facebook, it's an excellent platform for businesses to market their products and services. One of the best ways to promote your Facebook page is through ads. Ads can be placed on your page, in your group, or even in your profile itself. They can be targeted based on what you're selling or who your target audience is. And they can be seen by a huge audience—almost anyone who visits your page will see them.

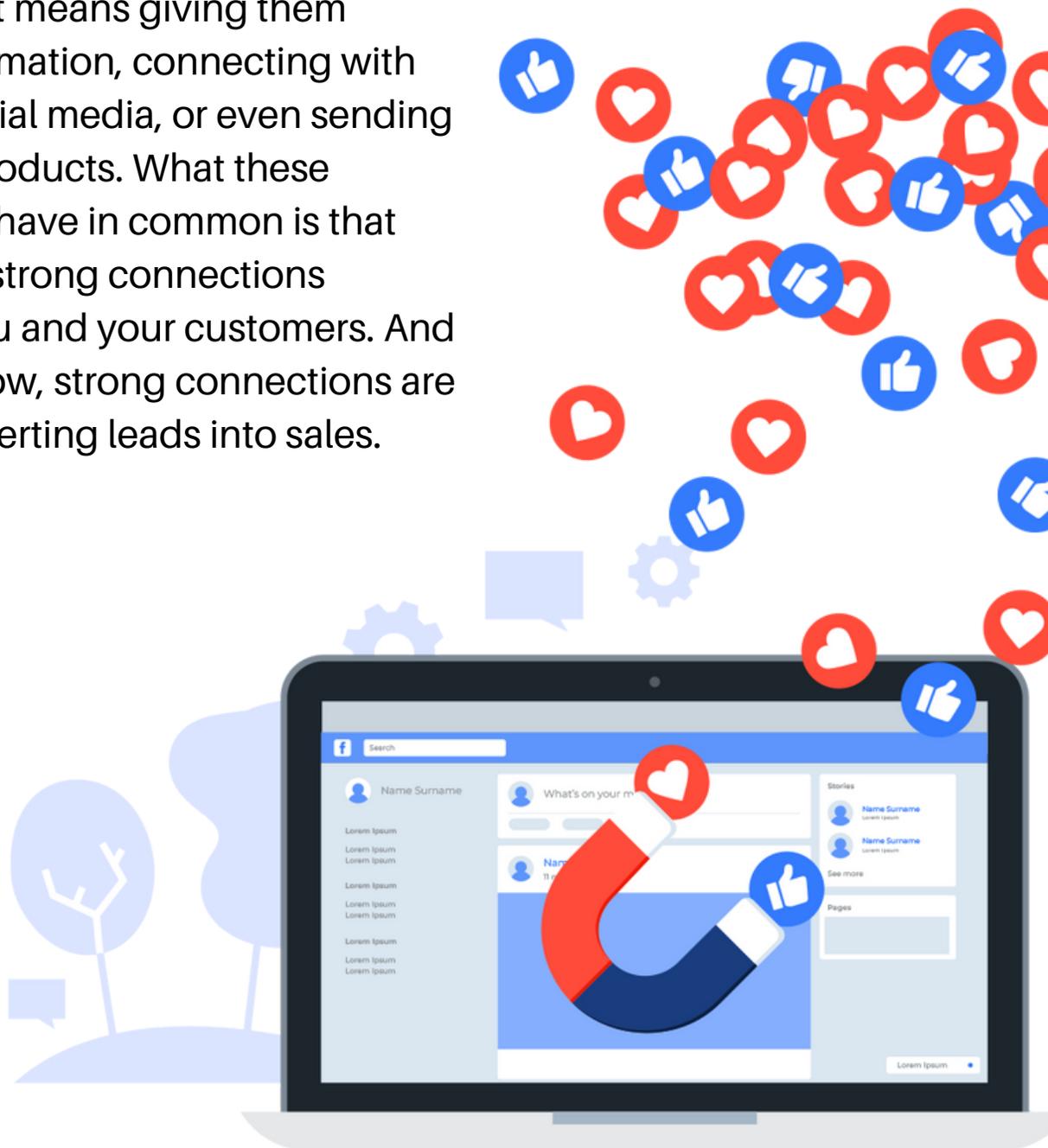
Free

Facebook is free to use, no matter how many page features or ads you take advantage of. This includes things like Facebook pages, groups, and ads. You don't need to pay for any of these features in order to start using them. However, if you want to take your business further by using Facebook ads, you will need to pay for them. But even then, ads on Facebook are very budget-friendly compared to ads on other platforms like Google or Twitter.

Great for brand loyalty and reaching out to customers

Brand Loyalty is one of the most important things a business can have. It helps customers remain loyal to your company, and it also encourages them to spread the word about your brand to their friends and family. When a customer has deep-seated loyalty to a company, it's much easier for that customer to make referrals.

That's why it's so important to continue engaging your customers regularly, whether that means giving them helpful information, connecting with them on social media, or even sending them free products. What these activities all have in common is that they create strong connections between you and your customers. And as we all know, strong connections are key for converting leads into sales.





Instagram is a social networking site that allows users to share pictures and videos of their daily lives. It's one of the leading social media platforms today and it's only growing more popular, especially among businesses and brands. Instagram is great for building relationships with the people who are important to you, as well as interacting with organizations you love (like your favorite brands). In this section, we're going to discuss the top ways to utilize this channel to optimize your growth and achieve business success.

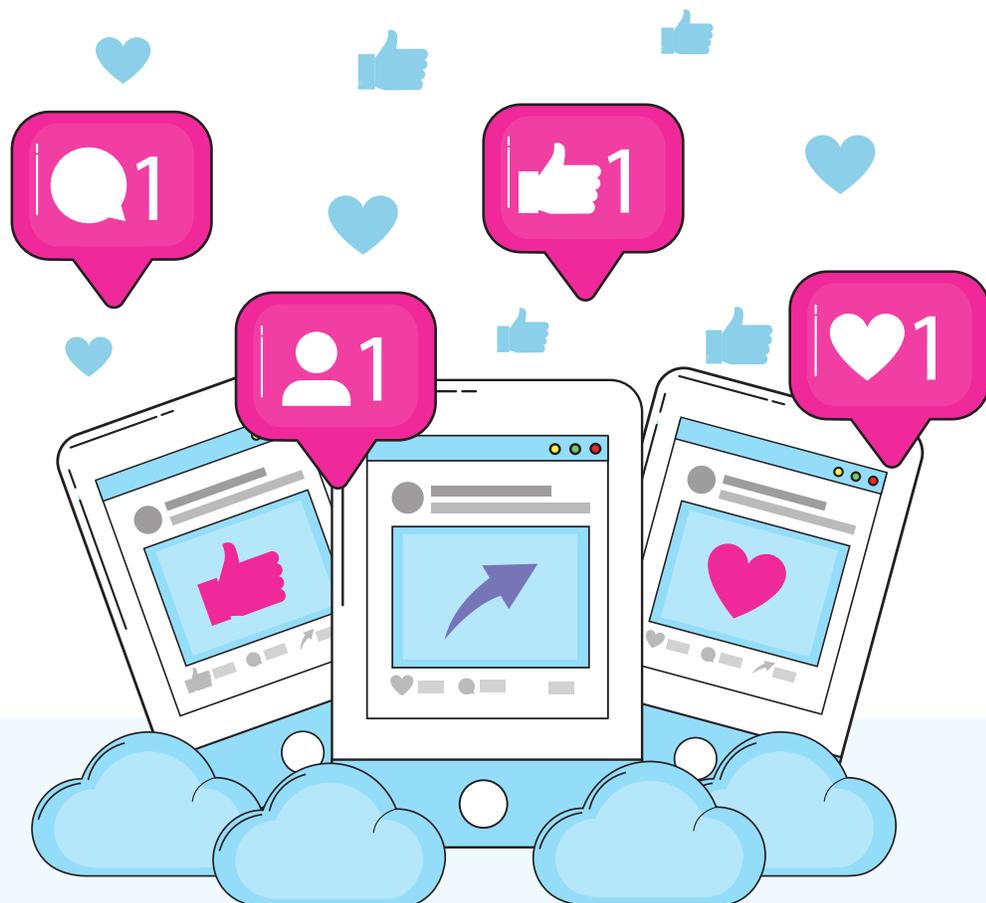
In today's social media-infused world, it's no surprise that Instagram has taken the internet by storm. This site allows users to share pictures and videos of their daily lives and it's quickly becoming one of the leading social media platforms today.

In this article, we're going to discuss the top ways to utilize Instagram to your advantage and achieve business success. By continuing to read, you will learn how to build relationships with the people who are important to you as well as interact with organizations you love. So let's get started!



Instagram is an app that allows you to capture and share images, videos, and other content in a way that is designed to be visually pleasing. It has taken the photo world by storm because it provides a vast array of content (including expert-quality recipes, movie clips, photos of adorable pets, etc.) that can be easily accessed and explored. Its ingenious interface makes getting lost in the Instagram universe easy for anyone.

When businesses use Instagram to build a brand and engage with their target markets, they can do so in an incredibly visual way that's user-friendly. With its format centered around images rather than text or videos, there is no limit to the size of company that can use this social media platform effectively. And while other social media platforms are constantly evolving, Instagram has remained relatively stable over the years - perfect for brands who want keep up with changing trends but don't want worry about making drastic changes every few months.



BENEFITS OF INSTAGRAM

Even though Sophie Turner earned her role in a major motion picture due to her impressive social following, she emphasizes that the practice is unfortunately commonplace in today's movie industry. With 5.4 million followers on Instagram alone, it's clear that having an audience isn't always necessary for success.

Still, **social media clout is a stark reality for people, businesses and brands wanting to make a name for themselves.** A couple of amusing apps have turned into something that impacts nearly every aspect of our daily lives—including gaining an advantage in getting ahead in your career. While we don't expect you'll get the promotion you want solely because of your online presence on social media, there are plenty of other ways to tap into user loyalty through Instagram.



Influencer Central found that 66% [of consumers] strongly agree/agree that social media content inspires an increasing number of products they purchase” and that reviews or positive engagement about a product “impacts the decision to buy for more than three times as many people.” In short, if you can create quality social media content which is helpful, entertaining and relevant to your target market then you'll have no problem getting them to buy what you put out there!

When you have personal brand hype, your credibility is important because it helps people trust what you're saying. If someone believes in something enough to follow you or read what you write even if they don't know who you are, then that thing has a lot of power and potential.

When organizations see the value in associating themselves with an expert, they often reach out to invite them onto speaking engagements, public appearances etc., which can result not only in more money for the individual but also increased exposure for their business/organization as a whole.



INSTAGRAM BUILDS CREDIBILITY

If you're not familiar with Instagram Sponsored Posts, they are posts that have been paid for by the company or brand mentioned. This can be seen when there is a Paid Partnership or Sponsored Post banner above the post. In order to get partnered on Instagram you will need great content and engagement along with some followers.

However, if you do have millions of followers, the process is a bit different. Brands will be more likely to reach out to you because they want an opportunity to connect with such a massive audience. Plus, any offers that are made will likely be better since there's greater competition and brands know that your following won't reject them outright.



Companies should be focusing on getting more "Micro-Influencers" (accounts with 1,000 to 100,000 followers) in their ads instead of high profile stars like Kylie Jenner because they can generate a lot more engagement and trust. **This is due to the fact that people connect better with smaller accounts that feel humanized.**

BECOME AN INFLUENCER

Being active on Instagram can help improve online visibility and SEO for your business. When people share or visit links from your account to websites, this counts as 'backlinks' and is therefore an important factor in Google's algorithm. By developing a strong presence on Instagram and attracting followers who are younger, more tech-savvy users, you may be able to tap into new markets that wouldn't be reached by traditional marketing methods.



CUSTOMER ATTRACTION

Pinterest

Pinterest has become a social media powerhouse. It is popular among both users and businesses alike. The reason for its popularity is that it is one of the most user-friendly social media networks out there, making it very easy for anyone to use. As the leading social media platform for creating, sharing, and discovering content, Pinterest has become a popular choice for businesses. And, as you know, using Pinterest effectively is more than just pinning specific images to boost your website's traffic.

Pinterest has over 80 million monthly active users, and it's growing every day. One of the strongest selling points of Pinterest is its ability to attract new customers by providing visually enticing content with which people can interact and purchase items they are looking for.

Pinterest is a great social media platform for different niches. Its advantage over other social media platforms is the visual it offers its users. Pinterest users can create, pin and share photos and videos and add it to dedicated boards. This makes Pinterest an excellent platform for brands planning their influencer marketing.

WHY PINTEREST?

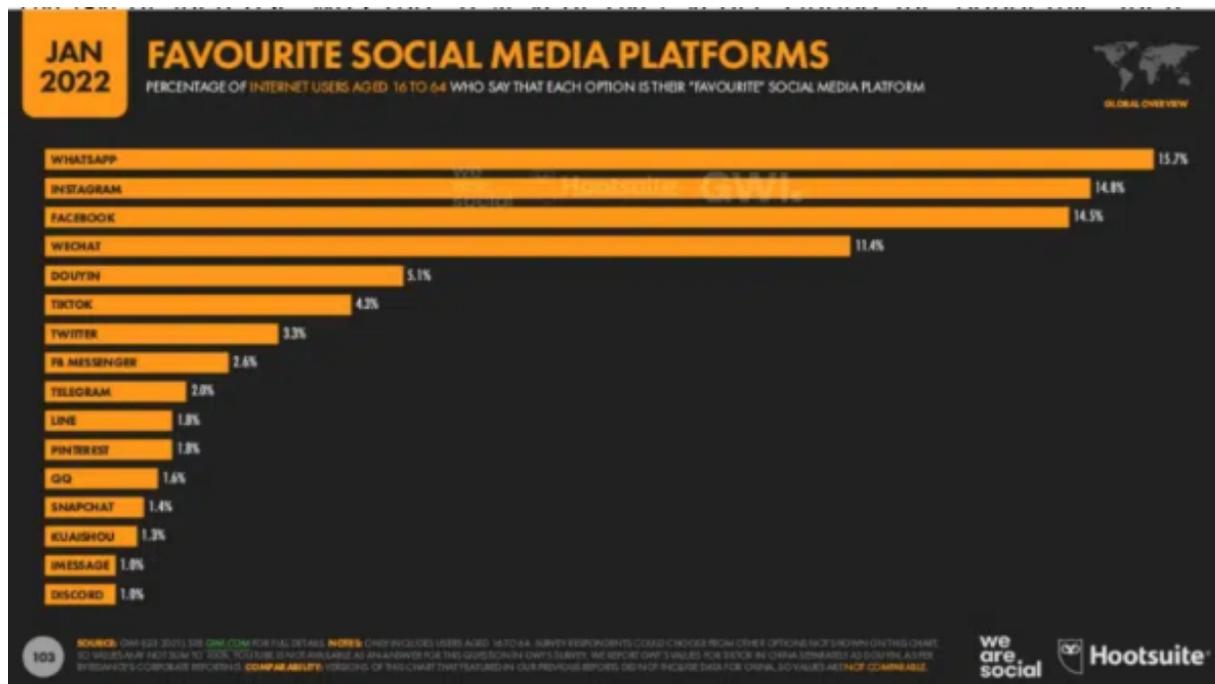


2 PINTEREST HAS 431 MILLION MONTHLY ACTIVE USERS

Pinterest has 459 million monthly active users. Pinterest's highest over-year increase was (up 37% year over year). During the pandemic, there was an increase in the number of users on Pinterest.

3 1.8% OF INTERNET USERS SAY THAT PINTEREST IS THEIR FAVORITE SOCIAL MEDIA PLATFORM

There are so many social media platforms, and 1.8% of online users say that Pinterest is their favorite.



4 82% OF ONLINE USERS USE PINTEREST ON MOBILE

The number of mobile users on the platform changes each year slightly, but it has been above 80% since at least 2018.

5 MANY ONLINE USERS WATCH ALMOST ONE BILLION VIDEOS A DAY ON PINTEREST.

The Pinterest video is growing and supporting its growth; Pinterest has introduced Pinterest Premiere ad packages, which are set up to strengthen the targeting and reach of video campaigns

6 97% OF THE TOP SEARCHES ON PINTEREST ARE UNBRANDED

Users of Pinterest are open to discovering new products and ideas. Pinterest's ads reached 226 million people between October 2021 and January 2022, thus making Pinterest a good platform for advertising.

7 PINTEREST IS USED BY 85% OF PINNERS TO PLAN NEW PROJECTS

Many users of Pinterest use the platform when they are in the early stages of a project or purchase decision.

8 8 OUT OF 10 PINNERS SAY THAT THE PLATFORM MAKES THEM FEEL POSITIVE

Pinterest maintained content moderation as a means of keeping negativity off the platform. Pinterest has sustained positivity in its platform because the company banned political ads in 2018. For this reason, 50% of UK users called Pinterest an "online oasis".



9 ADVERTISERS CAN REACH 200 MILLION PEOPLE ON PINTEREST

Based on Hootsuite’s 2022 Digital Trend Report, Pinterest’s quarterly change in advertising reached 169 million in January 2020 and 226 million in January 2022. The increase results from Pinterest adding more countries to its ad targeting portfolio. Over 86 million Pinterest ad audience members are based in the United States, more than three times the second-place country (Brazil, at 27 million). But South American countries are on the rise—in 2020 and 2021, the U.S. was followed by Germany, France, the U.K., and Canada. The U.S. is followed by Brazil and Mexico (Germany, France, the U.K., and Canada).



10 SHOPPING ENGAGEMENT IN PINTEREST GREW BY 20% IN 2021

According to Pinterest, the number of Pinner's engaging with shopping increased by over 20% quarterly and yearly in Q4 of 2021. Pinterest added that catalog uploads had doubled globally, and international markets have increased over 400% yearly. This increase in Pinterest stats is the effect of the launch of AR Try-On for Home Decor, allowing users to use the Pinterest camera to see the home design and furniture products in their homes.

11 75% OF WEEKLY PINTEREST USERS SAY THEY'RE CONSTANTLY SHOPPING

According to Pinterest, based on their Feed Optimization Playbook, Pinterest weekly users, 40% love to go shopping, and 75% are likely to shop constantly.

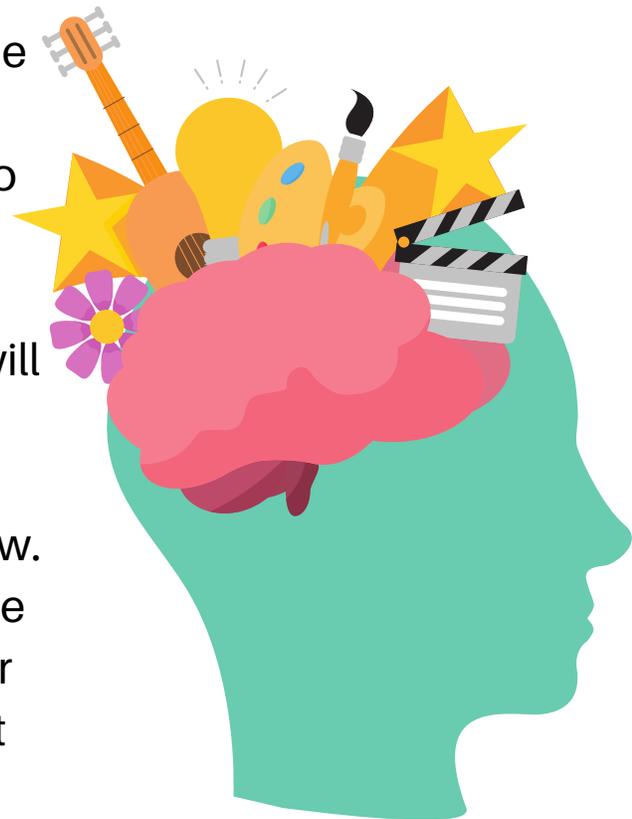
12 PINS WITH "NEW" IN OVERLAY TEXT LEAD TO 9X HIGHER AIDED AWARENESS

Based on Pinterest's data, users are likely to be more aware of a posting if it contains the word "new".

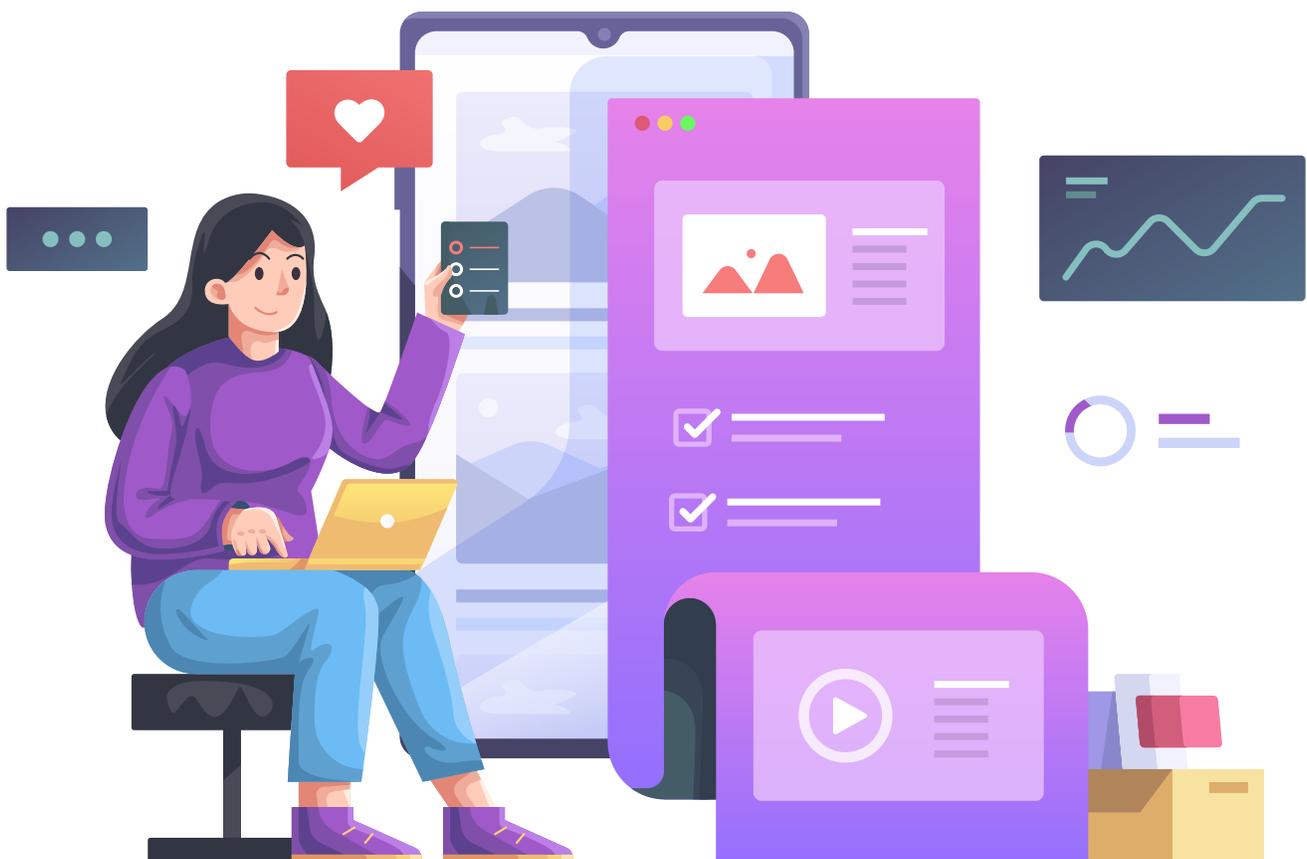
BENEFITS OF USING PINTEREST

Pinterest has become one of the most popular social media engines. It's the world's third-largest social media platform, with over 200 million active users and 2 billion monthly site visits. Pinterest is one of the best ways to promote your business or brand. If you've never used it before, it's time to start. Nowadays, Pinterest is one of the most popular social media platforms. If you are a business owner, then you must know about Pinterest. It is not only used by women but also by men and children. The reason why people love to use Pinterest is that it helps them to share ideas with others. With this platform, they can easily share their photos and videos, attracting more people to them.

Pinterest is an excellent social media platform for promoting your business. The company offers a wide range of tools, including analytics tools, polls, and photo galleries. Pinterest is not just a place to "pin" images from your favorite sites; you can create original content that people will want to see. Pinterest is a great place to find inspiration, but it's also a great place to promote your business and help it grow. Pinterest is a social network where people can curate and share ideas. It's perfect for promoting your business because it's not just about selling products — **it's about inspiring people to buy products.**



According to Pew Research Center, **Pinterest has more than 50 million users in the U.S.**, and more than 70 percent are women aged 25-34. That's an audience that loves shopping. Pinterest is an excellent tool for **promoting your small business.** With Pinterest, you can create an account and start pinning relevant images to your brand. You can also add descriptions and keywords to each image so people can easily find them. In addition, you can use Pinterest to gain followers who will be interested in what you offer. When someone pins an image from your board, it will appear on their board with a link to yours. It helps increase visibility for your brand by getting more people to see what you have to offer, which can lead to sales or leads for your business.



Business owners can use Pinterest to promote a product or service. Promote your business and products in a **visual way** that resonates with customers. **Create brand awareness** by creating pin boards for your company or product line. You can use Pin boards or Collections to share information about your company, and other community members can follow you via "featured" boards. Pinterest allows you to showcase multiple images in one pin — perfect for those who love visual content! And don't forget that there are so many other places where you can share your pins beyond Pinterest — if someone likes one, they might come back to see more.

If you're running an e-commerce store, using Pinterest is an easy way to sell more products without spending money on advertising campaigns or paying someone an extra salary to manage social media accounts. Instead of trying to get people interested in what you're selling through traditional marketing methods (like Facebook ads), use Pinterest as part of a larger strategy that can help you.

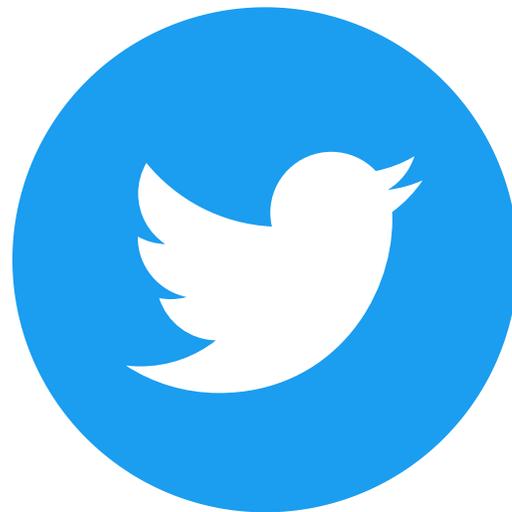


Pinterest is an effective way to reach out to potential customers. You can use various outreach methods, including blog posts and videos. Use social media marketing strategies that work on Pinterest — **like adding keywords, connecting with influencers, and sharing other people's pins** — to make sure the right audience sees your content at the right time. Using Pinterest as an advertising platform, your business will be seen by new people who might not have otherwise found you through search engines or social media platforms.

Pinterest has a large user base with over 100 million active monthly users and more than 300 million monthly visitors. People love looking at beautiful things and sharing them on Pinterest with friends. That means plenty of eyeballs will be on your pins. You'll have more exposure than you would on other channels such as Facebook or Instagram, which means more engagement from users who might be interested in what you have to offer. The average time spent on Pinterest is 5 minutes per day, which means you have an opportunity to capture the attention of people who are browsing the site at work or home — or even while they're waiting in line at Starbucks. You don't need a large budget or extensive technical skills to create great content on Pinterest. It's effortless to pin photos from your phone or computer, and you can use the search function to find any content that's relevant to your business goals.



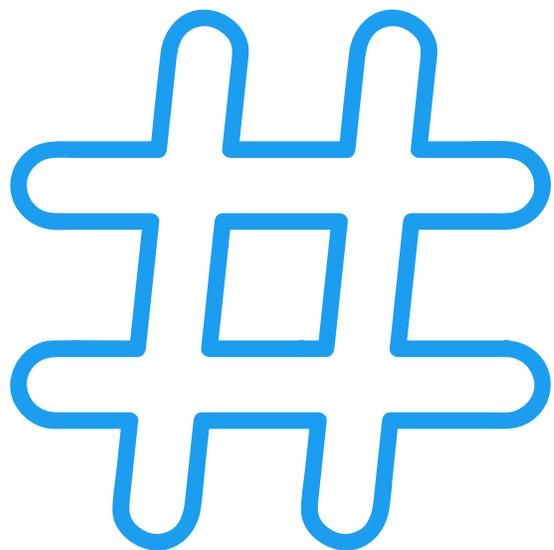
TWITTER



Just in case you still did not know, companies have already started using twitter as it is the new way to promote, connect and brand a company.

Everyday, people have been using Twitter to create, discover, and share ideas with the world. People have seen Twitter as another effective way to reach out to businesses. Local stores to big brands have been using Twitter for publicity and connections.

Ever wonder why? I listed some key points as to why business owners and entrepreneurs are now utilizing Twitter for their businesses.



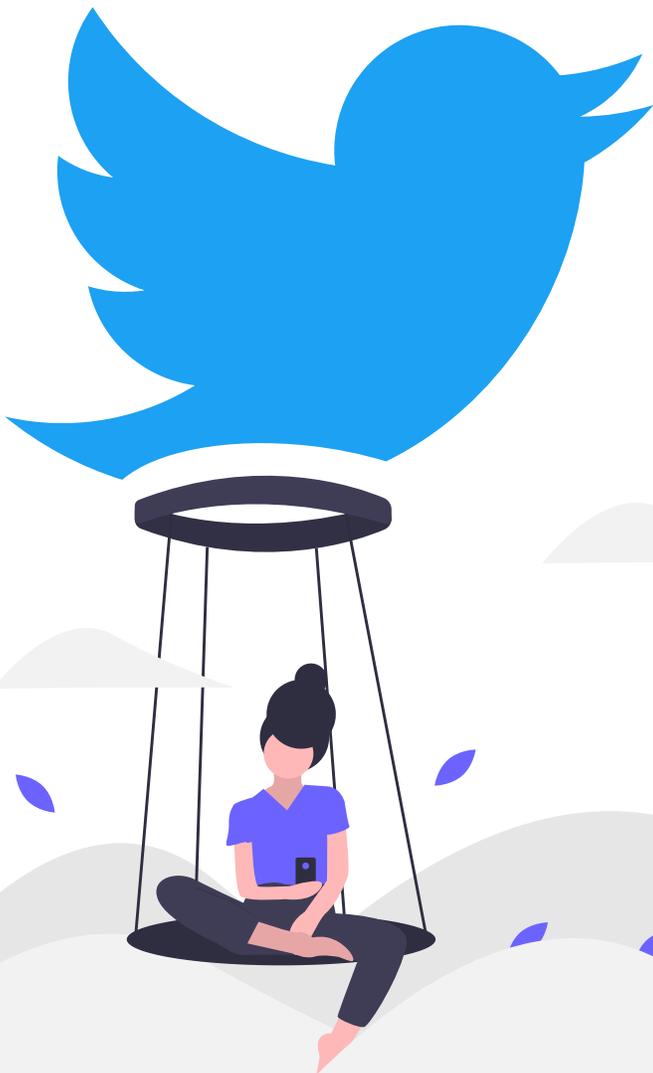
WHY USE TWITTER?

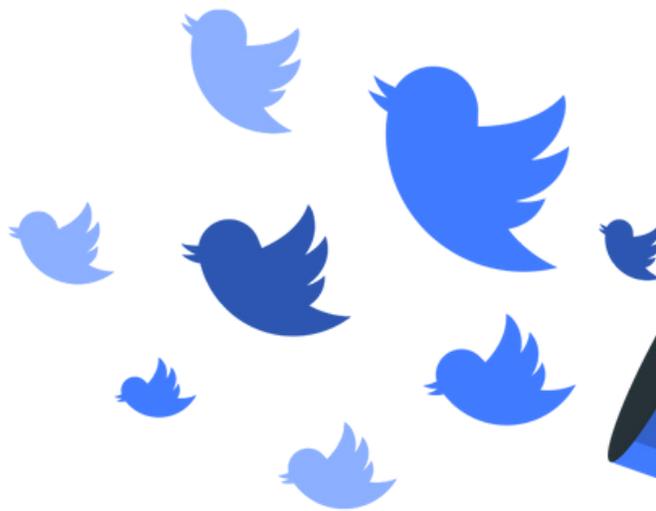
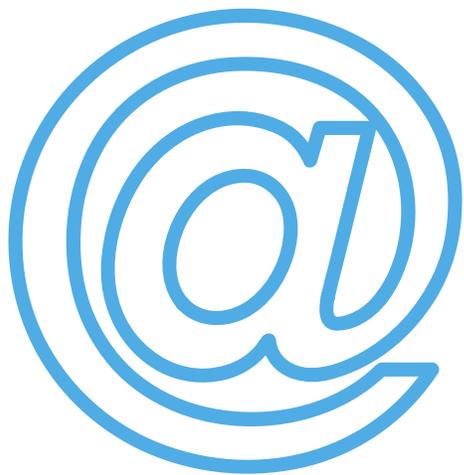
Connecting with customers

This is the main reason why you should use twitter for your business. You will be able to connect with your customers because they themselves are using twitter. Twitter has become a daily routine where people log onto it every single day, some log onto twitter the first thing they wake up even before brushing their teeth. If you have an unsatisfied customer, you will hear about them on twitter. This will help your company to help them. In the coming days I'll be going deeper about how you can "spy" on tweets using free tools like twitter search.

Branding

You don't have to be a big brand like Dell, Nike, Starbucks to brand yourself on twitter. You can be an average joe and brand yourself on twitter. For me if your company is not well-known then you need to get a PERSONAL account. Why? Firstly, nobody wants to talk to a LOGO unless it's a famous brand. Everyone wants to connect with a person and not a bot.





Customers feedback

Once you have connected with your customers you will for sure be getting feedback on how you can improve your product, your services and maybe even improve your customers' service. Listening to them will help you in the future.

Marketing

One of the reasons to use twitter is you get to market your product or services to more people and the best part about that is its FREE. You don't have to pay (Unless if you plan to hire someone to run your twitter account).

News

You can also give the latest updates on twitter about your company by tweeting.

Give away coupon codes and promotions

You can also tweet about new deals and coupons codes to help give your company the extra boost. What everyone loves is getting a good deal. Whether it's a promotional lunch set if it's cheap, people want it.

Twitter is Viral

If you've succeeded in gaining some popularity with your twitter account, you will know how viral twitter can be. This will be part of your marketing strategies that you can use in the future. Dell have succeeded in making their tweets viral with their promotion tweets

Spying on competition

Did you know you can spy on competitions using twitter, too? Best part about this and spying on customers is that it's FREE using twitter search. You can not only read what customers are talking about you, but you can also read what customers are talking about your competition. If your competition is not doing anything with their customers' complaints, then you can answer the tweet and introduce your brand along with the solutions to their problem, if you have the same niche.

Increase Sales

Twitter can help you increase sales and make PROFIT. Dell is one of the companies that have increased their sales on twitter. How much sales? Imagine \$6.5 million in sales as reported.

Brand loyalty

At the end of the day, once you have engaged, helped your customers (your followers) on twitter, they will be loyal to your brand for a long time. This will be talked about more in the future post.



TIKTOK



Since its creation in 2013, TikTok has become one of the most popular social media platforms for young people all over the world. It's a way for them to express themselves through singing, dancing, comedy, and lip-synching, and it allows them to create videos and share them with a community. As a social media platform, it's a way for them to connect with each other and share their opinions on different topics.

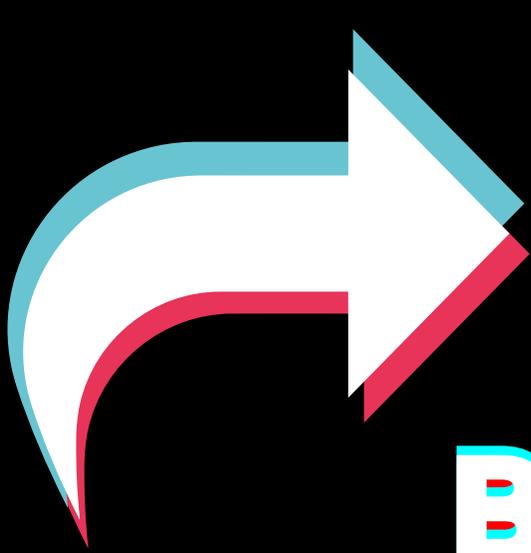


The app is especially popular among teenagers, who use it as an outlet to express themselves through dancing and singing. They use it to make fun of each other and to compete against each other in various challenges. Moreover, many of them use it to find new friends and to share their ideas and thoughts with the rest of the community.

HOW IS TIKTOK DIFFERENT FROM OTHER PLATFORMS?

As businesses continue to explore all the different ways they can connect with their customers, one platform that is quickly becoming a popular choice is TikTok. With its growing user base and range of features that make it perfect for creating content specifically tailored to appeal to a wide variety of audiences, TikTok has definitely taken the video sharing world by storm.

TikTok is unique in that it's all about sharing relatable, engaging, and natural bite sized videos where users can create captions and distinctive overlays often set to popular music. It also has the ability to integrate automatically with the other social media networks making content easily shareable. This in itself opens up a whole new level of connection with the audience your business wishes to target. For businesses looking for an easy way to get their message out there, TikTok is an excellent option.

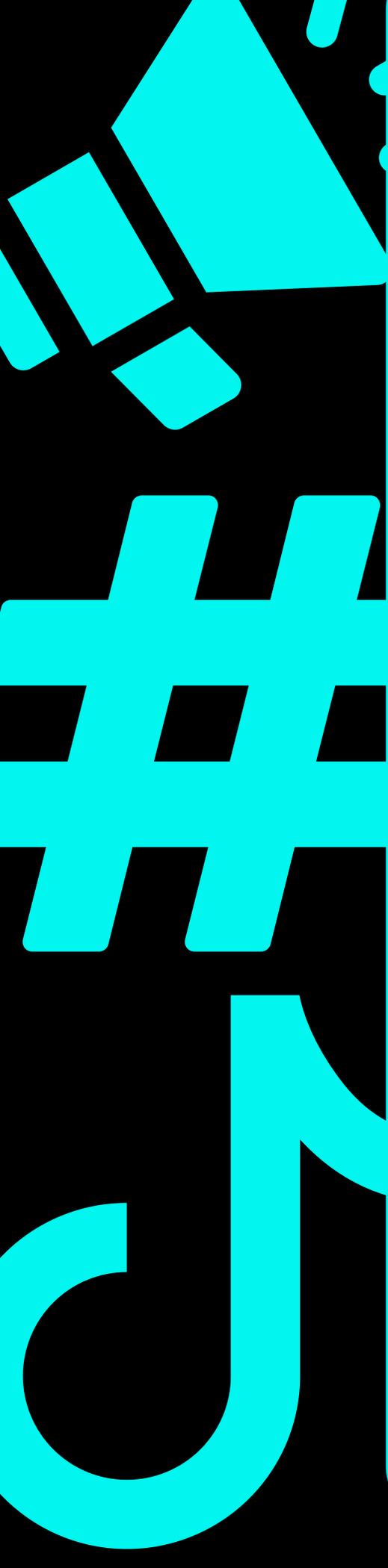


WHY USE TIKTOK FOR BUSINESS?

Unlike other major social media platforms like Facebook, Instagram, and LinkedIn, TikTok lets users create 15-second videos that are short but engaging and can be easily shared via other social media channels. This not only allows businesses to connect with a wider audience more easily but also gives them the opportunity to create unique and striking content that's tailored specifically to their target audience.

In addition, TikTok integrates automatically with a range of other platforms making it easy to share content across multiple channels. This means that if you're using Facebook, Twitter, or even Instagram, your TikTok videos will appear in their respective feeds without any extra effort on your part.

All in all, these features make TikTok an excellent choice for businesses looking for a flexible and cost-effective way to connect with their customers and supporters.



In-feed ads

appear on a user's For You page. With in-feed ads for example; TikTok advertisers can use these ads to drive more conversions by adding CTAs to the videos.

Top View ads

are the prime product offering for TikTok for business. These video ads appear once per day once a user launches the app. They can last up to 60 seconds and are perfect for businesses that need increased time to showcase their product.

Hashtag challenges

let businesses invite the user community to create content around a particular TikTok challenge. Hashtag challenges run for 6 days and have exclusive access to the hashtag unlike any other social media network.

Brand takeover ads

provide a powerful visual impact display for your business. Advertisers can use a GIF or a 3-5 second video for the ad as well as static displays. Along with a link to your business's website.

Branded effect ads

allow businesses to use AR (augmented reality), along with 2D or 3D effects to add images of their products to their videos. These branded effects have been shown to increase user engagement across the board.

BENEFITS OF TIKTOK FOR BUSINESS

BRAND AWARENESS
TARGETED AUDIENCE
INCREASE WEBSITE CLICKS
INCREASE LEADS & PROSPECTS
INCREASE CONVERSIONS
GROW AUDIENCE REACH
ENGAGE WITH PEOPLE



THE STATISTICS

TIKTOK ACTIVE USERS

1 Billion

monthly active users

MARKET PENETRATION

4.8 Billion

Internet users, 20.83% use ByteDance's video sharing service.

NUMBER OF DOWNLOADS

3 Billion Times

and was the most downloaded non-game app in the first 6 months of 2021, hitting 383 million installs from January to June 2021 alone.

OVERTAKING COMPETITION

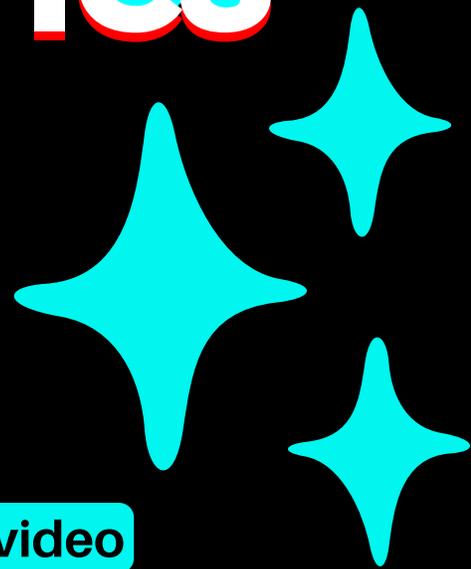
7th ranked social media app in 2021

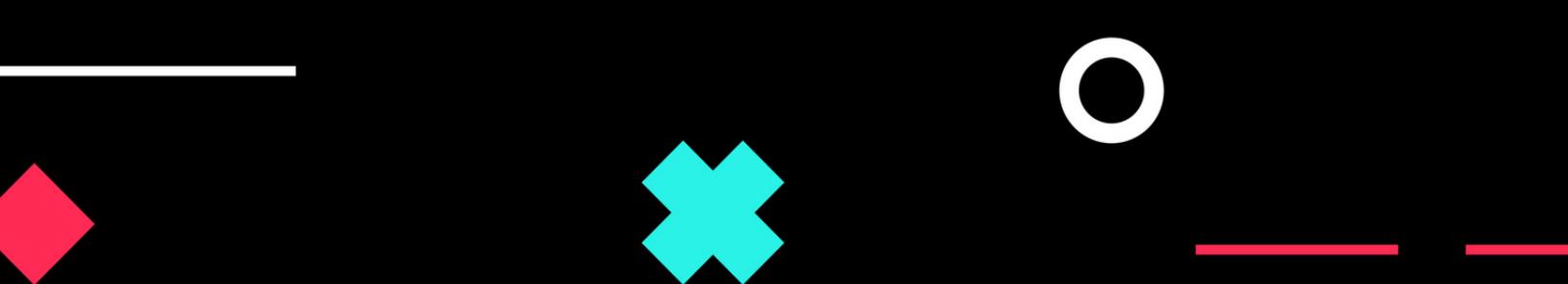
Considering it was only released in 2016, TikTok has surpassed Twitter, Telegram, Reddit, Pinterest, and Snapchat in monthly active users.

COMPANY VALUATION

\$280 billion in August 2021

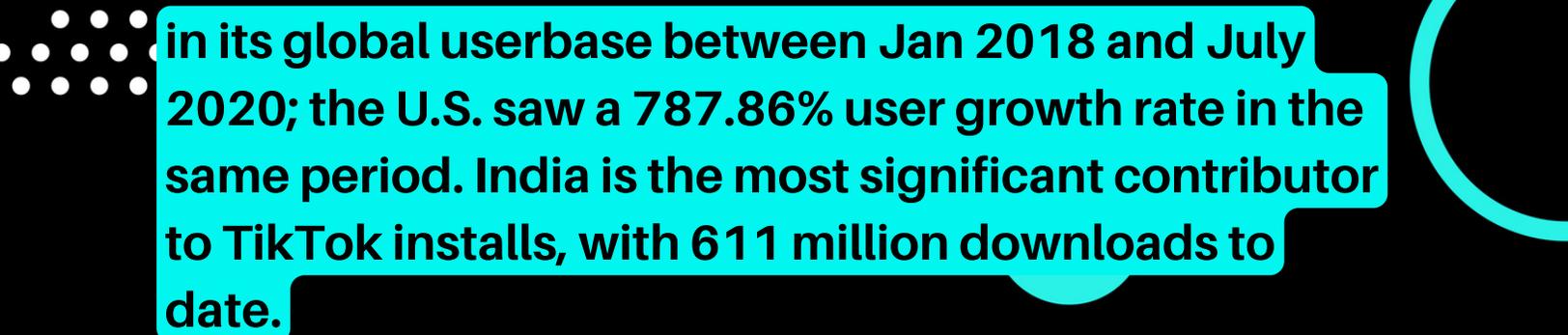
TikTok's parent company (Bytedance) reportedly reached a valuation.





USER GROWTH RATE

1157.76% increase



in its global userbase between Jan 2018 and July 2020; the U.S. saw a 787.86% user growth rate in the same period. India is the most significant contributor to TikTok installs, with 611 million downloads to date.

ENGAGEMENT

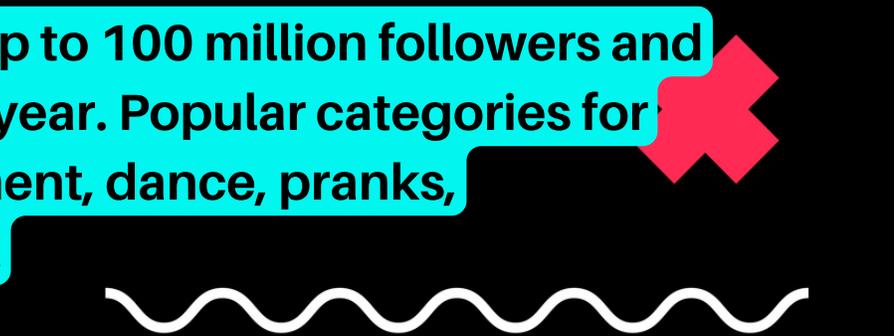


most engaging social media app

with an average session length of 10.85 minutes, double Pinterest at rank #2 with 50.6 minutes. In 2019, the time spent on TikTok was a mammoth 68 billion hours.

INFLUENCER EARNINGS

\$5 million a year



TikTok creators have up to 100 million followers and earn up to \$5 million a year. Popular categories for content are entertainment, dance, pranks, fitness/sports, and DIY.

SOCIAL MARKET PENETRATION

Monthly U.S. TikTok users have now passed 100 million, equaling 37.36% of America's 267.6 million mobile internet users, an 800% increase in 20 months.

SOCIAL DEMOGRAPHICS

Generation Z

TikTok's generation Z penetration is highest in America. 47.4% of their active users aged between 10 and 29. However, American adults using TikTok grew 5.5 times in the last 18 months, with a 2:1 female to male gender ratio.

SOCIAL AVERAGE TIME ON THE APP

1.43 Billion hours

estimated spent on TikTok in March 2020 by Americans 18 and over.



LinkedIn

With the decrease of traditional media in today's society and the rise in social media platforms, LinkedIn has become a preferred platform for business owners to maintain their presence on the internet. It provides an efficient way for business owners to promote their brands, products, or services to potential clients. The strong social network aspect of LinkedIn gives business owners a tremendous opportunity to connect with prospective customers who may be interested in making purchases from them.



LinkedIn is one of the most popular social media platforms worldwide. As of May 2017, it had 845 million registered users and 2 billion monthly active users. LinkedIn has become an essential tool for businesses looking to expand their reach beyond Facebook and Twitter. At \$5 billion in annual revenue, it's now bigger than Twitter at \$4 billion in annual revenue (according to CB Insights). LinkedIn is a valuable platform for business. You can use LinkedIn as a marketing tool, job search, opportunity finder, etc.

LinkedIn has become the go-to social media platform for business owners to network and find new clients. It's one of the most well-established platforms for business professionals, allowing them to explore opportunities and connect with potential clients. LinkedIn is not free, but you can use it for free when you have no accurate contact information. In addition, premium membership options are worth considering if your business relies on data collection and other services on LinkedIn.

You will find great benefits when you use LinkedIn as a business social media platform. It's not just another marketing tool; first and foremost, it is effective in finding potential customers and securing clients. Connecting with people you can benefit from can be a valuable asset in any industry, and LinkedIn offers several ways to do so.

It just makes sense that you're using LinkedIn as your social media platform because it speaks volumes about your business and the type of professional connections you wish to make. LinkedIn has become the most popular social media platform for business professionals. That's because, with LinkedIn, you can connect with other professionals in your industry, find out what top professionals in your niche are doing and get their advice to help grow your career.



OVER 500 MILLION MEMBERS



LinkedIn has an established database of over 500 million members looking for jobs, internships, sales opportunities, or anything else they can do to advance their careers. It is growing at a rate of 30% per month. **LinkedIn also offers a variety of analytics tools that allow you to track how many views your posts receive, which keywords are driving traffic, and more.** This data can help businesses identify areas for improvement in future posts and content marketing efforts.





STATISTICS

1 LINKEDIN IS ACCESSIBLE IN 25 DIFFERENT LANGUAGES

This allows many global LinkedIn users to access the network in their native language.

2 LINKEDIN HAS 810 MILLION MEMBERS

LinkedIn may not have the same audience as other social media platforms, but 810 million users are worth paying attention to.

810M members in 200 countries and regions worldwide*



*Membership numbers are updated quarterly after Microsoft Earnings

3 LINKEDIN USERS OUTSIDE THE US ARE OVER 77%

LinkedIn's biggest market is in the US, with over 185 million users, but the platform has gained users worldwide.

4 THERE ARE LINKEDIN USERS IN 200 COUNTRIES AND REGIONS ALL OVER THE WORLD

LinkedIn users comprise mainly of over 211 million in Europe, the Middle East, and Africa, 224 million in the Asia Pacific, and 124 million in Latin America.

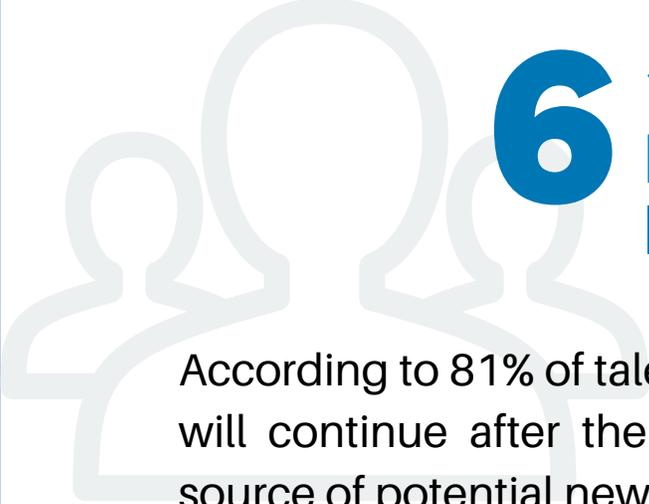


5 PEOPLE SEARCHING FOR JOBS WEEKLY ON LINKEDIN ARE OVER 49 MILLION PEOPLE



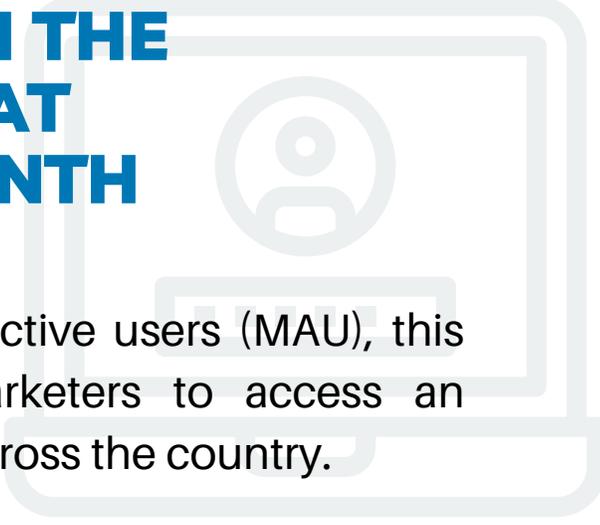
According to 81% of talented professionals, virtual recruiting will continue after the pandemic. LinkedIn can be a key source of potential new employees if a company is hiring.

6 16.2% OF US LINKEDIN USERS LOG IN EVERY DAY



According to 81% of talented professionals, virtual recruiting will continue after the pandemic. LinkedIn can be a key source of potential new employees if a company is hiring.

7 48.5% OF USERS IN THE US USE LINKEDIN AT LEAST ONCE A MONTH



At roughly 89.73 million monthly active users (MAU), this represents an opportunity for marketers to access an extensive pool of decision-makers across the country.

8 LINKEDIN SAW 15.4 BILLION SESSIONS IN Q2 FY22

LinkedIn has transitioned from being “just” a recruitment platform to a professional network where people educate themselves and learn about other companies and opportunities in their industry.

9 EMPLOYEES ARE 14X MORE LIKELY TO SHARE CONTENT FROM THEIR EMPLOYERS THAN OTHER TYPES OF CONTENT ON LINKEDIN

The employees are an important part of your LinkedIn marketing strategy. If you’re not sure where to get started on employee advocacy, check out Hootsuite Amplify.



10 LINKEDIN POSTS WITH IMAGES GET 2X HIGHER ENGAGEMENT

Larger images do even better, with 38% higher click-through rates than other images. LinkedIn recommends 1200 x 627 pixels.

11 COMPANIES WITH A COMPLETE, ACTIVE LINKEDIN PAGE SEE 5X MORE PAGE VIEWS

They also get 7x more impressions per follower and 11x more clicks per follower. Like the LinkedIn company page statistic above, this shows the value of keeping your LinkedIn page up-to-date and active.





12 COMPANIES THAT POST WEEKLY ON LINKEDIN SEE A 2X HIGHER ENGAGEMENT RATE

Don't think you can just let your LinkedIn Company Page sit there idle. You need to regularly share updates to maintain a high engagement rate on LinkedIn. The good news is you only need to post once a week to achieve that higher engagement level.

13 AN AD ON LINKEDIN CAN REACH 14.6% OF THE WORLD'S POPULATION

That is, 14.6% of people over the age of eighteen. While this isn't the highest reach among social networks, LinkedIn has the advantage of a self-selected user base that cares about their work.

14 BRANDS HAVE SEEN A 33% INCREASE IN PURCHASE INTENT RESULTING FROM AD EXPOSURE ON LINKEDIN

Don't think you can just let your LinkedIn Company Page sit there idle. You need to regularly share updates to maintain a high engagement rate on LinkedIn. The good news is you only need to post once a week to achieve that higher engagement level.

15 BRANDS GET 7X MORE REACTIONS AND 24X MORE COMMENTS ON LINKEDIN LIVE STREAMS THAN REGULAR VIDEO

We already saw that LinkedIn video posts get more engagement than regular posts. But Live video takes things up a further notch, with impressively high engagement levels, especially for comments.

That high comment rate shows people are engaged during the live video stream and waiting to interact with the participants.

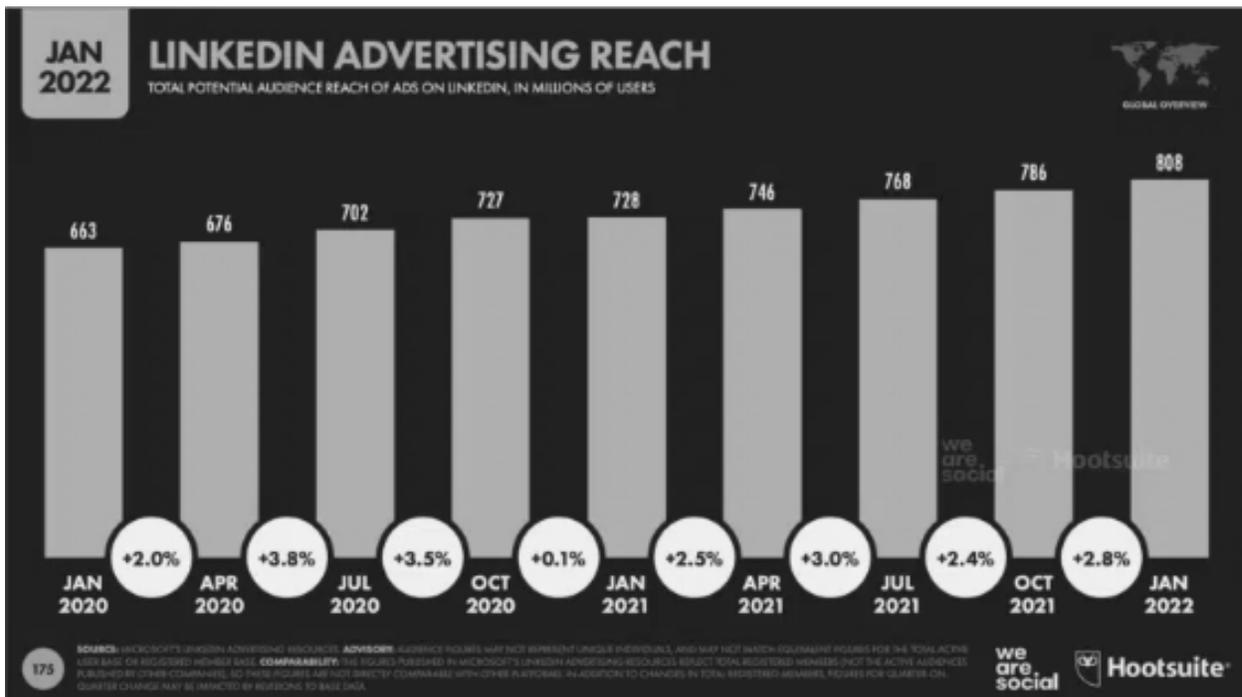


16 THERE ARE 58 MILLION COMPANIES ON LINKEDIN

It's no wonder, as this powerful network allows brands to reach both consumers and B2B prospects, as well as new hires.

17 LINKEDIN'S AD REACH GREW BY 22 MILLION PEOPLE IN Q4 2021

During the Q4 2021, LinkedIn had a 2.8% increase in their ads.



BENEFITS OF USING LinkedIn

There are many benefits of using LinkedIn as a social media platform for business. First, LinkedIn is designed to help you find relevant contacts and leads. It also allows you to share your content with your target audience easily. Through LinkedIn, you can easily find out what is going on in the world of marketing and business, including how other companies are doing things, what they are doing right, and what they are doing wrong. It will allow you to learn from them and improve your business practices before someone else does it better than you did first.



LinkedIn is a social media platform for business professionals to connect, share and discover professional opportunities. The website is free to use and does not require an account to sign up. The site does not cost you anything to use. All you need is an email address and password, which you can get from any email provider (or set up yourself). Creating an account takes just a few minutes, and no special training is needed. You can also use any computer or mobile device with Internet access to sign up for an account. Your profile page displays all of your contact information, including your picture and company logo, so potential employers can better understand who you are and what kind of job experience you have. You can also connect with others in your industry through groups or groups related to specific topics. On LinkedIn, you can search for people based on keywords. If you want to find out more about a specific person, search for them on LinkedIn and see what comes up.



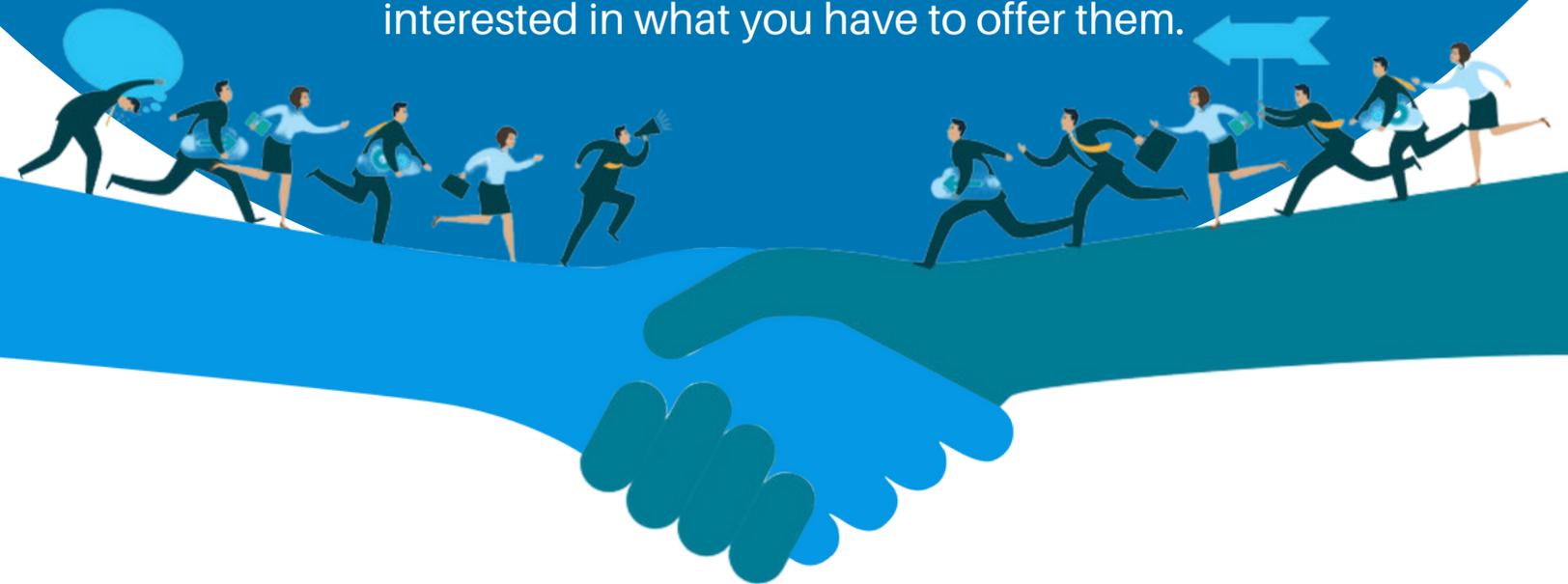


As a business professional, you can access an unparalleled platform for staying connected with clients, prospects, and colleagues.

LinkedIn can help your business grow by providing valuable information about your target audience, allowing you to meet new contacts and expand your network. LinkedIn offers many ways for you to reach out to people based on their interests, location, industry, and other factors. This makes it easier for your brand or business to be seen by more people in your industry. The social graph helps you create targeted content that will appeal to specific audiences who may be interested in what you have to offer. Once they see it, they'll be more likely to purchase from you and recommend your company or product to others – which will drive traffic back toward your website.

You can connect with other professionals by searching for them on LinkedIn or looking through the company pages of the people you know or have met at events. If they are in the same industry as you, then talking about each other's businesses will help increase traffic and leads from other potential customers. One of the best things about LinkedIn is that it makes it easy for people to find each other and connect with them on a personal level. Many companies use LinkedIn to find candidates for jobs and internships, which means that there are many opportunities for getting referrals from clients, partners, suppliers, and even competitors. More than 100 million professionals have been contacted directly by recruiters through LinkedIn since 2012 alone. This means that you can reach out directly with your message on LinkedIn, where it will get noticed quickly by those looking for employment opportunities or business associates who share similar interests.

You can target specific audiences. You can create a profile for your company so that people who are interested in working with you will find it and be able to contact you directly. You get instant notifications when someone reaches out to you through email or messaging. This makes it easy for you to respond quickly and keep in touch with clients or customers who may be interested in what you have to offer them.





TIPS

FACEBOOK



Set Clear Goals and Target for your Facebook page

When creating a facebook page for your business, ask yourself these questions first:

- What do I want from my Facebook page? Is it to drive traffic to your website? Increase sales by 5% in the next month?
- What do I want my audience/followers do on my facebook page?

In order to create a successful online presence, you need goals. And if your goals are not clear and concise, it's unlikely that you or anyone else will understand what you are trying to achieve or how you are progressing. Without clear and concise goals, you probably won't get very far. In fact, you might even start to lose interest in your project altogether.

But setting measurable goals is not enough; you also need to communicate them regularly. This means putting things out there in a way that is consistent and likely to be received well by your users.



Consistency is key

Many businesses post on Facebook to stay in touch with their customers, but doing so can be difficult if you're not consistent. According to a recent study, users check their Facebook more than 25 times a week, so it's important to make your posts relevant and interesting. If you post one to two times a day, you'll avoid overwhelming people and ensure that they see your message. However, flooding their newsfeed is a sure-fire way to lose a friend - so make sure your posts are effective without being too pushy!

Post exciting and engaging contents

No matter what type of content you are writing, providing some variety is essential for keeping your readers engaged. This can be done by using different types of media, such as written text, video, and images. In addition, making sure that your posts are interesting will help keep people coming back for more.



Engage with your audience

As a business owner, you know that establishing and maintaining a relationship with your customers is critical. The same can be said for social media platforms like Facebook. Using Facebook to engage with your audience not only keeps them informed about what's happening in your business, but it also builds trust and encourages customer feedback. By engaging with your Facebook followers on a regular basis, you can create a more loyal fanbase and foster greater customer loyalty.



Optimize your profile

1. Include all contact information in the About section. This will help people reach you easily if they have questions or concerns.
2. Make sure your Facebook page looks and feels like a new visitor's experience. Try to include relevant images, posts from friends, and engaging content that speaks to your target audience.
3. Use consistent branding throughout your website and social media pages so that users know where they are getting the best information about your business.

INSTAGRAM



Create Engaging Contents

When you're starting on Instagram, be open to questions from others. Whether it's in the comments section of your photos or privately messaging them directly, make sure that you're always willing to share what makes you different and why people might want to follow you. People love asking questions and when they do, chances are good that they can turn into some great followers as a result!

Start an "Ask me anything," post. Post an image or a video of you opening yourself up up to questions from your new followers. The more users comment, the more they engage, the more you can interact with them,, and the more your content will show up on their feed..



REACH OUT TO YOUR TARGET MARKET

In order to increase your following and stand out from the competition, it's important to know what hashtags will work best for you on Instagram. With over 800 million active users, there are a variety of ways to find & target your audience with ease- let's take a look at some of the most effective methods below!





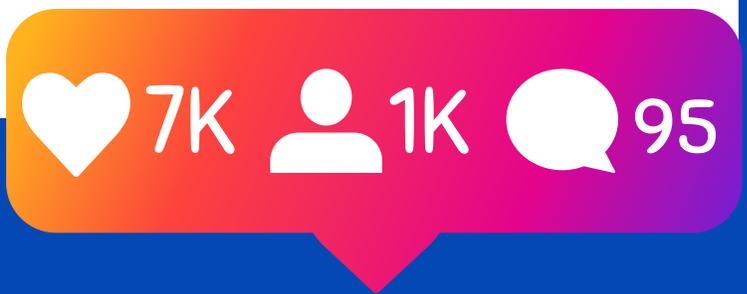
Hashtags

To start, research shows that 11 hashtags is the optimal number to experiment with. Next, make sure you are using all of your available hashtag options and that includes including numbers as well! (#OOTD#FunDay), descriptions (BestBrands #UpscaleHomes), etc. As a general guideline: 1-3 main keywords followed by 2-8 secondary or support words works best for posts on Instagram.



Stories

Believe it or not, the Stories feature of Instagram has become an integral part of the platform. Put simply, it allows users to post images that will be visible for up to 24 hours - which has increased connection and engagement with brands significantly.

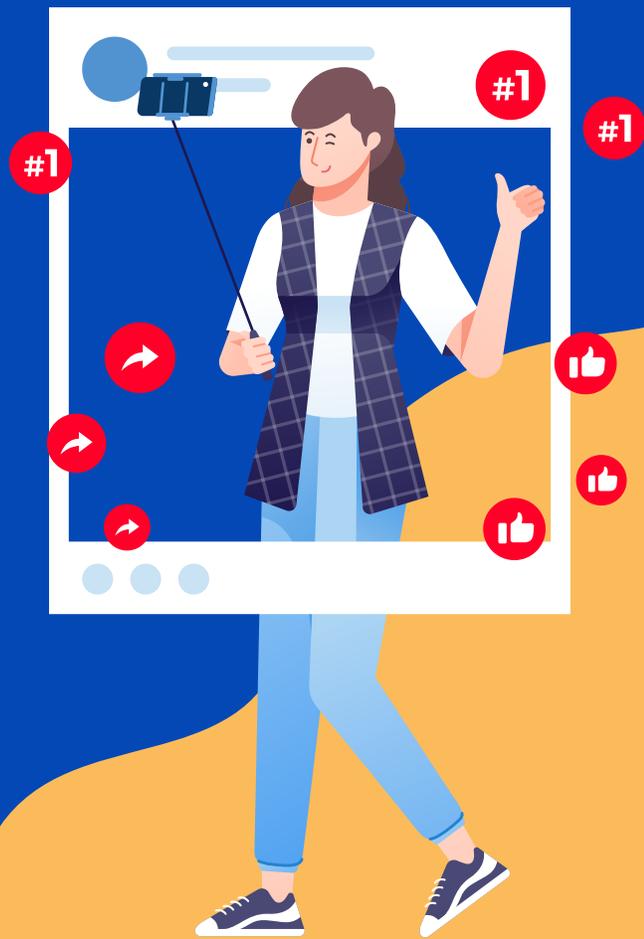


7K 1K 95

"Combining Instagram Stories with other marketing activities can result in a whole lot of benefits for businesses – some you might not have considered. One example is that stickers placed in stories create engagement and keep people talking, potentially resulting in more sales down the road."

OTHER CREATIVE INSTAGRAM POST IDEAS TO TRY

- **Community Engagement.** Showing that you engage with your community is a great way to showcase your good deeds and earn brownie points with your followers. While this is particularly beneficial for small businesses (everyone appreciates a company who gives back), and one can utilize this type of post!
- **Challenges.** We've all heard of the viral 'Ice Bucket Challenge' and 'Mannequin Challenge.' Online trends and challenges provide a unique opportunity to keep your brand fun and relevant. Plus, since new challenges spring up all the time, it's easy to find something fresh to try.
- **Mini Tutorial** Educational content is precious to followers. From how to cook scallops properly to how to play guitar, Instagram provides an excellent opportunity to share your knowledge.
- **Ask me anything.** These posts allow you to engage directly with your audience. Invite them to ask personal questions or questions based on your niche to boost your thought leadership.
- **Photo Collage.** Photo collages can be tricky to pull off but look great on your feed and help your page stand out. If done correctly, your Instagram feed will present one large image composed of several posts, as shown in the example from @truedotink to promote their digital product. There are apps like Layout from Instagram that can help you take an image and cut it into individual images.



PINTEREST



Here are some questions that might help in making that decision:

Pinterest

1. Are you already getting Pinterest traffic?

Before you do anything else, get a hold of your Google analytics traffic stats and look through quickly to see if you're getting any referral traffic already through Pinterest.

2. Do you have visual elements to your business or can you introduce some?

Like I mentioned above, Pinterest brings obvious benefits to businesses that are big on visual content, but creative and out-of-the-box thinking can help you find innovative ways of communicating with your audience even if you're in the service sector or have a business (such as insurance) that doesn't directly translate to a visual medium.

For instance, many authors create Pinterest boards with book cover images or images they find during research for their novels. Freelancers share neat home office spaces.

3. Do you have a constant stream of good images coming through or do you have the resources to create them?

Creating images centered around your brand takes time, focus, and a lot of thought. If you're a one-person brand currently focusing on sales and strategy, it may not be the right time for you to be putting all that effort into creating original images.

Does your company have the resources to create a constant stream of images or the funds to hire out this part of the process? If not, it might be a better idea to wait until you do.

4. How much do you care?

Finally, no matter your business—visual or not—if you're interested in using the visual medium to further your brand, you can push through all the hurdles and bottlenecks and make your brand shine.

Good questions to ask are:

How much time do you spend on Pinterest? Are you often curating images in your head? Do you look at boards from other brands and have ideas on how to make them better? If you answered yes to those questions, you should be on Pinterest.



HOW TO MASSIVELY GROW YOUR AUDIENCE

1. Pin consistently and frequently.

As with most other social networks, consistent and frequent sharing can often be the key to building an audience and keeping them engaged with your content.

Timing can be significant, too; with global audiences, it's often better to spread your content over the whole 24 hours, so you're leaving out people in other time zones. This exposes you to more of your audience more frequently and often leads to more pins, shares, and comments as a result.

2. Pin good-quality images only.

In 2013, Philadelphia-based startup Curalate, which calls itself "the world's leading marketing and analytics suite for the visual web," did intense number-crunching on a database of 500,000 images to determine which images did well on Pinterest and why. At the request of Wired.com, they then undertook the massive task of finding the one perfect Pinterest picture that encompassed all the elements of a popular Pinterest image.





3. Write keyword-rich descriptions for pins and boards.

Unlike Twitter and Facebook, where content is shared, read quickly, and disappears quickly, Pinterest boards are, for the most part, evergreen. While you may create a board and pin an image today, it may still be relevant to readers, especially new ones, months and even years from now.

4. Confirm your website.

Confirming your website on Pinterest can be an excellent first step in building trust with your new audience. Once you've done this, you'll be able to see your logo or profile picture on Pins that people saved from your site. You'll also have access to web analytics in Pinterest Analytics.





5. Use rich pins

Pinterest defines rich pins as Pins that include extra information right on the Pin itself.

There are six types of rich pins:

1. **App Pins** include an install button, so Pinner can download your app without leaving Pinterest. (For now, App Pins are compatible with iOS apps only.)
2. **Movie Pins** include ratings, cast members, and reviews to help Pinner learn about new flicks.
3. **Recipe Pins** include ingredients, cooking times, and serving info to excite Pinterest cooks to hit the kitchen.
4. **Article Pins** include a headline, author, and story description, helping Pinner find and save stories that matter to them.
5. **Product Pins** include real-time pricing, availability, and where to buy. Pinner may also get notifications when prices drop more than 10%.
6. **Place Pins** include a map, address, and phone number.

As you can tell, rich pins are a fantastic way to have your content stand out amongst the rest of the Pinterest crowd and give your products a bit of visibility and boost. It helps that the pins themselves catch a pinner's eye because of their attractiveness and are very retail friendly, which means that in many cases, Pinterest users can interact with or buy your products right from Pinterest itself.

6. Optimize your website to be Pinterest friendly

Once you start getting serious about Pinterest, try to take steps to make your website Pinterest-optimized as well. The more you tell people about your Pinterest presence, the more likely they will check and follow you out there. Even regular Pinterest users need to be reminded, sometimes, of what you're doing on Pinterest, and doing so will encourage them to repin your content and share and comment more.

7. Build a community

Like all other social networks, your brand on Pinterest will grow in proportion to the effort you put into becoming a part of the community. An excellent way to start doing this is by following other boards in your niche and forming relationships with the people and contributors behind them.



TWITTER



Tips on How to Use Twitter for Business

Now that we've discussed tactics for building a Twitter marketing strategy let's explore some critical steps you need to take to further leverage Twitter's power for your own company.



Pin Tweet to profile?

This will appear at the top of your profile and replace any previously pinned Tweet.

Cancel

Pin

Build a profile that stands out

Be sure to upload compelling images for both your banner and profile picture. While lots of brands have their logo as their profile image, the Banner is where you can get a little creative with your colors and imagery.

Another thing that may seem like a small detail is to update your pinned tweet regularly. Your Pinned tweet could be about a sale event or a new marketing campaign you just launched. Either way, it's the first thing your audience will engage with because it stays at the top of your feed.

You must refine your description, website link, and location. All these things belong on your Twitter profile, so your followers know more about your business and should be updated and checked regularly.

Add value to your content

When thinking about adding value on social media, try asking yourself if your tweets advance an idea, entertain, or educate the audience. Without those three things, your content will likely fall flat. Additionally, remind yourself that the purpose of Twitter is to connect and spark conversations. For Twitter, you should try to get the most out of your 280-character limit. Multimedia tweets help differentiate your business from others, and tweets with images get 150% more retweets, so start mixing up your content with images and videos. However, you must ensure you're mixing it up, too. Nobody wants to see the same "text, CTA, link" tweet with an image preview on their feed 24/7. Try mixing in emojis and GIPHs with your pictures and videos.

Optimize your content

Hashtags are an easy and familiar way to spread your content, but you want to be careful about how many you use. Too many hashtags and your business may come across as spammy -- or like you're trying to steal attention. To put it simply: don't overuse hashtags. Stick with one or two relevant hashtags per tweet.

It would help if you also researched hashtags to get more eyes on your content. See which hashtags your audience already uses when talking about your brand, and then adopt them yourself.

Experimenting with the time you send Tweets out is also great for reaching more people. Many businesses Tweet in the morning, during lunch break, and early evening because that's when their target audience is most likely to be online.



Engage with your audience

You must regularly engage with your audience on Twitter by tagging them in posts, responding to their comments, or hosting fun giveaways to get your audience involved.

Monitor your brand

Social listening can allow you to create the type of content your followers want, develop new ideas based on industry trends, improve your customer experience by interacting directly with customers, and shift your strategy to fit your audience's needs.

Measure results

To measure your results on Twitter, you can head to Twitter analytics, located in the drop-down menu when you click on your profile at the top right corner of your Twitter dashboard. If you're unsure what analytics can help you accomplish, check out this guide to Twitter analytics.

A general tip for measuring your performance on Twitter is to focus less on vanity metrics. Vanity metrics, like impressions or follower count, are often high numbers that look good on paper but don't help you meet your business goals.





Use a Twitter tool

When using Twitter for business, logging into the platform every time you post can get annoying and waste time. Plenty of tools allow you to schedule your posts ahead of time, so you don't have to click "Tweet" 30 times per week.

Venture into paid

There are two ways to venture into paid Media on Twitter:

- Promoted tweets
- Twitter ads

Promoted tweets will appear in a user's feed or search results. Your business pays for the tweet to display to a user who is not already following your account. A promoted tweet looks precisely like a regular tweet and functions similarly, meaning it can be retweeted, liked, and quoted. Twitter will put your tweets in a daily campaign targeting the type of audience you want to reach, as previously indicated in your settings. Twitter ads are a good option if you're looking to promote many types of tweets to achieve one goal or advance a campaign.



TIKTOK



Determine your goals

For businesses looking to get started with TikTok, it's essential to understand what the platform can offer your brand. While there isn't one specific way you should use TikTok for your business, having an idea of what you want from it will help you get started in the right direction. For example, you might want to create video content that highlights your company's products or services or develop influencer campaigns that promote your brand in a positive light.



Be Informative

Creating valuable content is one of the most important things you can do for your business. If your content isn't practical to your target audience, it'll likely flop in the algorithm or end up on the For You Page of someone doubtful to be interested in your business. Now that you've got your goals, creating content that serves the purpose of these goals is essential. Think of your overall goal as a plant you're growing; each TikTok you upload is watering that goal. The more valuable the content, the larger the drink of water that grows your overall goal plant. Follow that? Good.

LINKEDIN



TIPS ON HOW TO GROW YOUR LINKEDIN ACCOUNT

TIP #1: OPTIMIZE YOUR PAGE FOR SEO

Did you know you can optimize your LinkedIn page? Your Page should be fully discoverable on engines like Google.

TIP #2: ENGAGE YOUR EMPLOYEES

Your team members will be your strongest allies in growing a Page following. Please encourage them to spread the word with friends and colleagues interested in your work.

TIP #3: ADD A FOLLOW BUTTON TO YOUR WEBSITE

This simple addition can help turn your website visitors into LinkedIn Page followers. To compel action, you might include some messaging like,

TIP #4: ADD A PAGE LINK TO YOUR EMAIL SIGNATURE

Edit your work email signature to include a link directing recipients toward your organization's LinkedIn Page, and encourage them to give it a follow. If you're corresponding with someone professionally, there's a good chance your Page might interest them.

TIP #5: ADD A PAGE LINK TO YOUR PERSONAL LINKEDIN PROFILE

Your personal LinkedIn profile is another opportunity to capture relevant members and direct them toward your company's hub on the platform. Consider adding a short link to your LinkedIn Page in your profile's "Website URL" field or your headline.

TIP #6: POST CONTENT TO YOUR PAGE REGULARLY

Keeping a steady flow of fresh content on your Page will give it more visibility on member feeds (Pages that post at least weekly see a 2x lift in engagement, which leads to greater organic reach) and make it more appealing to potential followers.





TIP #7: JOIN TOPICAL CONVERSATIONS WITH HASHTAGS

Use three to five relevant hashtags in your posts to reach new, relevant communities with your content.

TIP #8: ENLIST HELP FROM CUSTOMERS AND BRAND ADVOCATES

Do you have customers who are crazy about your brand? Or people in your circle who are driven to advocate for you? Tell them that increasing your LinkedIn following is a priority, and see if they might be willing to help by posting about your organization to their networks.

TIP #9: ADJUST YOUR CONTENT BASED ON YOUR PAGE ANALYTICS

Page admins can access a robust set of analytics, which provide demographic information about your followers and visitors and engagement data for your updates. Use these insights to figure out what's resonating vs. what's not and align your content with what your visitors want.



HOW TO GET MORE FOLLOWERS ON LINKEDIN

Once you've established a core following on the platform, it's time to grow. These advanced tips for how to get more followers on your LinkedIn Page will help your business expand and solidify its LinkedIn community.

TIP #12: ENCOURAGE EMPLOYEES TO PARTICIPATE IN LINKEDIN GROUPS

Groups feature highly engaged conversations between people who are passionate about niche topics. When your company's subject matter experts join as genuine members of these mini-communities, it can help create awareness for your brand while demonstrating its authority on key topics.

TIP #13: LAUNCH A FOLLOWER AD CAMPAIGN

LinkedIn Page growth is a popular objective for brands advertising on the platform. Run a Dynamic Ad campaign using the Follower Ad format. By tapping into LinkedIn's robust targeting capabilities, you can use this method to gain highly relevant followers.



TIP #14: ADOPT AN EMPLOYEE ADVOCACY PROGRAM

This is the next evolution of Tip #2, creating a formal structure around your company's employee engagement engine. Tools like LinkedIn Elevate make it easy for your team members to share content and promote your Page authentically.

TIP #15: ENCOURAGE EXECUTIVES AND PROMINENT LEADERS TO @MENTION YOUR PAGE

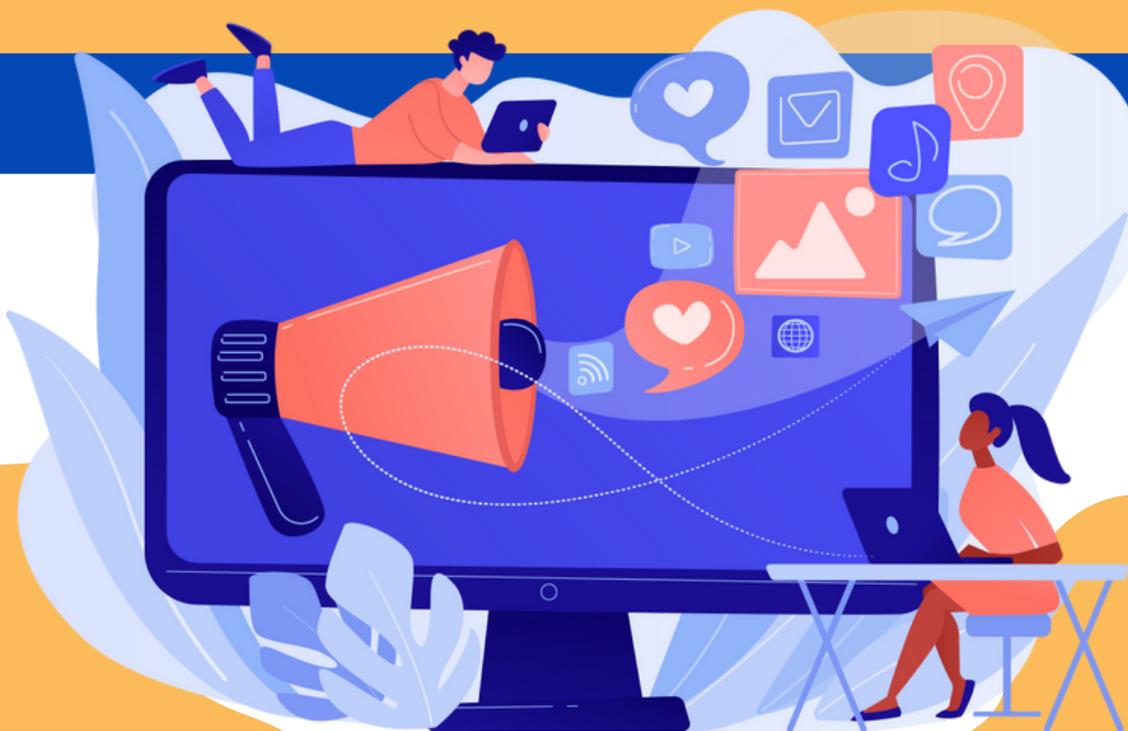
The most prominent figures in your business serve as critical voices and often have extensive professional networks. Frequently talking about and linking to the company's LinkedIn page helps drive traffic and followers.

TIP #16: ENCOURAGE ENGAGEMENT ON YOUR POSTS

Members engaging with your Page content through reactions or comments help expose that content to a broader audience (often outside your immediate following). Consider what you can do to encourage thoughtful and substantive comments on your Page posts, and remember to comment back with something equally valuable. We've seen threads with substantial comment depth reap additional viral benefits.

TIP #17: ANALYZE YOUR COMPETITORS' PAGES

Competitor analysis is essential in all aspects of digital marketing, and this is no different. You should review what others are doing on LinkedIn, not so you can replicate these practices, but the opposite: so you can identify the white space and provide something members won't find elsewhere.





TIP #18: CREATE AND MAINTAIN SHOWCASE PAGES

A Showcase Page is an affiliated extension of your company's LinkedIn Page, designed to highlight a specific sub-brand, business unit, or initiative. Creating them, when warranted, develops multiple points of discovery and entry for your main Page. Don't dilute your LinkedIn presence by making Showcase Pages for every product, or for different regions; it's better to utilize this feature for broader (yet distinct) verticals or business lines.

TIP #19: COORDINATE WITH INFLUENCERS

Co-creating content is a staple for many influencer marketing relationships. When deployed on LinkedIn, you can use this tactic to mutual benefit: the influencer gains recognition with your brand's audience and vice versa.

TIP #20: RESPOND TO EVERY COMMENT ON YOUR POSTS (WHEN WARRANTED)

Not every word merits a response, but it's a good idea to reply to every question or thoughtful contribution to posts on your Page. Not only does this help drive higher feed visibility for the posts, but members will be more likely to follow a Page that actively engages its community.

TIP #21: SHARE JOB POSTINGS ON YOUR PAGE

LinkedIn is, of course, a trendy destination for job-hunting. Leveraging your Page for talent acquisition and marketing can open it up to new audiences.

