

MARKETING YOUR LOCAL BUSINESS ON SOCIAL MEDIA



SOCIAL MEDIA TIPS

By Theresa Mintzer

Even local businesses can reap the benefits of maintaining a social media presence. If you haven't, now's the time.

Here are a few facts: 78% of the US population has a social media profile and 97% percent of consumers aged 18 to 34 read online reviews. Just to bring this local, there is a Facebook group, called 422 Families, where people regularly ask for recommendations about local businesses. That group has over 7,700 members.

It's essential to have your address, phone number, hours, and website included in your profile. Always keep this information up to date! You probably spent money on branding, so use it. Your branding should be evident on your banner and profile picture. Lastly, is your user name consistent across platforms? You can find me on Facebook and Instagram @MintzerSolutions.

Now, you need to leverage your page. Making a product donation to an event? Take a picture if it, make a post, and tag

the charity. You can caption it, "Can't wait to see who wins our gift basket at the XYZ auction next week!" I maintain a Facebook page for an organization. We took pictures of all the sponsor banners and made a post tagging each business thanking them for their sponsorship.

You can grow your page by putting up a sign at your business with your social media information and a hashtag for your business. Ask customers to like your page and share pictures of your amazing products. Offer a drawing for a prize to the people that posted in a month. You could also give a prize to the 1,000th follower. Let's grow your page!

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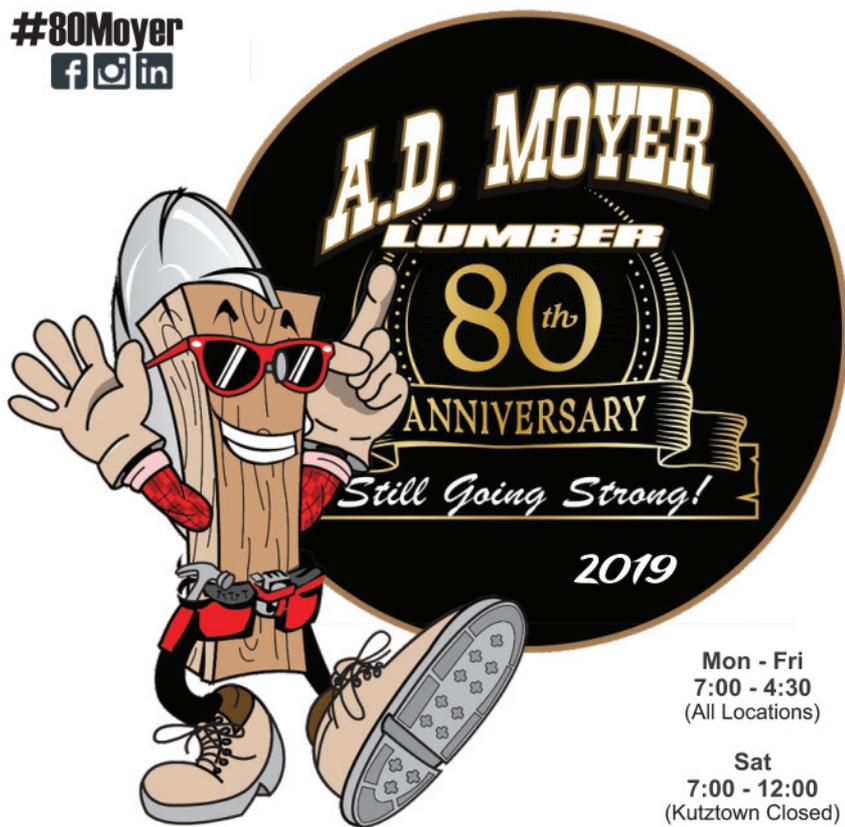
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