

CONNECTING WITH YOUR AUDIENCE



SOCIAL MEDIA TIPS

By Theresa Mintzer

So you've spent all this time setting up Facebook, Instagram, or whatever platform you're on. You have all the relevant information about your business on your page. Now what?

You need to think about what message you want to convey and how you go about it. Yes, you want to let people what your business is about, but no one wants to be sold to all the time. If all you are doing is trying to sell, you're not going to see a lot of engagement. A great way to draw people in is to entertain them. Videos can be a helpful way to do this. Things like how-to videos and funny pictures of your products being used in real life are great places to start. Or some behind the scenes glimpses into your business.

When someone likes my page on Instagram I send them a message thanking them for following me and invite them to sign up for my email list. Another idea would be to add a discount

coupon. If you have regular people that comment or like posts on your page consider sending them a message. You can also ask them questions about products or services they went to see. This would be a great way to do some market research about new products or services.

The most important thing you can do is create a relationship with the people on your page. It's like a conversation so make sure you respond to comments and thank people for sharing you information. Have fun and remember social media is just a tool that you use to connect with people.

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