

# Things you NEED to do NOW for Social Marketing in 2022



# Pick the right

# Social Channels

Bigger brands with large customer bases tend to have presences across multiple platforms. Giants like McDonald's and Starbucks obviously have the resources to be everywhere at once, but what if you're a small business?

For the sake of narrowing down where you should spend your time, and rather than try to dominate them all, you should consider which platforms make the most sense based on your industry and audience.

# Keep the Shopping Experience on Social Media

Take away the barrier to purchase by doubling down on features like Facebook Shops and Instagram Checkout. If you're a service-based business, Facebook has you covered there too with their "Book Now" feature. This lets customers book appointments with you right from your business Facebook page.

While the platform may be new to the game, TikTok isn't wasting any time launching its in-app shopping experience: TikTok Shopping.

In addition to the traditional social sites, you can allow your customers to book online from your Google My Business Profile.

# Keep an Eye Out for Algorithm Updates

Algorithms are evolving to be more consumer friendly. Yes, you read that right. But that means you need to continue to monitor changes on marketing platform of choice to ensure content shows up in the right place.

A major change we will be seeing in the new year comes from Instagram. The platform has announced it's bringing back users' favorite feature of the app — chronological feeds. This opt-in feature will allow users to see content in the order it's posted rather than the current algorithm which takes into consideration things like the likelihood you'll be interested in the content, when the post was shared, and past interactions with the poster.

# What is more important Social Media or a website?

When discussing website vs social media and its impact on lead generation, one of the most important concepts to remember is that a website is the way your company gets found online and Establish Credibility. HOWEVER, social media is the channel they will tune into.

## WHY?

- 1- Unless you have thousands and thousands of \$\$\$ to spend monthly on Google Ads, your company will fight against the big guys that spend literally millions a year on SEO.
- 2- Social media is also a vital channel to use when building your company's brand. The more connected social audience is with your brand, the more likely they'll become customers and brand advocates.
- 3- As you debate website vs social media and how they help your company, remember that social media helps you share your content with the masses. All it takes is one piece of valuable content to reach the right person at the right time to create a loyal customer. Social media users like to consume content in different ways on different platforms, so keep this in mind as you share your content.
- 4- Another thing to consider when discussing website vs social media is that social media lets you reach new audiences in ways you can't solely through your website. Social media platforms like Twitter, LinkedIn, and Instagram allow you to use hashtags to follow specific topics.

## **There are a number of other benefits to using social media to promote your business such as:**

- Helping potential customers who are surfing the Net find your website faster
- Increasing traffic on your website and generate more online sales
- Enabling you to find more leads and potential customers that you can quickly and easily contact
- Assisting you in targeting the right audience for your products and services
- Staying ahead of your competition by making the most of every marketing opportunity



A savvy business owner will find a way to communicate with the large volume of people using Facebook, Twitter and other social sites.

Try searching out your competitors to discover whether or not they have a social media presence. Check sites like Facebook and Twitter to see how many followers your competitors have for their businesses. If you find that other businesses in your industry are actively engaging in social media marketing, you most likely need to get active as well.

**Social media marketing is no longer the wave of the future.**

**It is here now.**

**Questions: Email us at [Grow@MyqueenBee.org](mailto:Grow@MyqueenBee.org)**

