

SOCIAL MEDIA TIPS

MAKE YOUR SOCIAL MEDIA STAND OUT -

About 2 billion people worldwide are using social media to connect with friends, family and businesses. With the growing popularity of social media platforms do you feel your business stands out in the crowd?

CONNECT: Talk to, not at your customer. Stop sharing just your hours and specials but talk human to your consumer. **Try:** posting an impromptu photo of you and your staff or ask a fan friendly question.

PROVIDE VALUE: What does your customer really care about? What problems do they need solved? **Try:** write a blog post that shares a real need one of your previous customer has had... most likely someone else will need help with this too.

IMAGES MATTER: People want to look at thoughtful and relevant images. It's important your images stay within your branding guidelines but are also fresh. **Try:** use www.pixlr.com (it's free) to edit, add words, and/or make collages for your social media platforms. Download free photos at www.deathtothestockphoto.com

CREATE A COMMUNITY: It's important to create an online community with your fans and other alike businesses to be successful. **Try:** make comments and share relevant posts/images on other feeds... this will help foster a relationship, build trust and grow your following



Looking to make more of impact on your own social media platforms?

You've found the right team!

Creative TK is a marketing company that manages and gives direction on social media, web, email, and branding campaigns. Email me (Taylor Kloss) at TK@CreativeTK.com to chat about your current social media campaign/challenges.

