

SOCIAL MEDIA

*A guide for small
business owners*

www.huntmarketing.co.uk

Hello!

I get it, you're a busy business owner and social media is just another job to do. **But** social media can really benefit your business. It's a relatively easy and inexpensive way to share more about your business to an audience who's willing to listen.

But first things first, you need to ask yourself a question...

Where do my customers/clients hang out?

Did you know there are actually over 65 social media platforms?!

The big 6 are: Facebook, Instagram, LinkedIn, Twitter, Youtube, Pinterest. Choose 2 or 3 platforms to post on as a maximum.

You need to really understand who you want to sell your products/services to and where they hang out.

Example...

I mainly target small business owners and entrepreneurs, for my Marketing business so I mainly post on LinkedIn and Facebook.

Whereas if I was selling something like candles or handmade cakes I'd be posting on Facebook and Instagram.



Let's make content planning for your small business: quick, actionable and checked off your to-do list.

The goal of social media can be broken down into 4 main categories:

- Educate
- Entertain
- Engage
- Emotion



SPOILER ALERT!
It's not to sell! sell! sell!

If you try to do one of these things in each post, you're off to a great start!

Use this guide to help you curate entertaining, inspiring and engaging content for your audience. To get started, work through the next few pages, write out your content and get to posting!

Once you have a few weeks of content, there's no need to use your energy each day trying to come up with a great post for the day.

I hope this helps you and your business to grow...



Start here...

There are 7 main social media platforms:



Facebook is considered to be the best social media network with over 2.18 billion users. It's great for building relationships and brand loyalty. It's also an inexpensive way for businesses to advertise to their target audience.



LinkedIn is the professional business network. With over 727 million users, it's great for building your professional network and sharing authority in your area of expertise.



Instagram is great for sharing beautiful 'insta-worthy' images. With over 31 million users it's great to build relationships, start conversations and look at inspiring images and videos.



TikTok has become exceptionally popular in recent years, particularly with the younger Millennials and Generation Z. It has over 1 billion monthly active users,



The second most popular platform with 2 billion users. YouTube users intentionally search on the platform for videos to watch. Great for entertaining and educational videos.



Pinterest is more of a niche platform, despite having 200 million users. It's great for businesses that involve planning, design, creations. Heavily female audience (77%)



Twitter has 353 million users. It's a fast moving, real-time, news-driven platform. It's best for link clicks, engagement and foot traffic. It's good for retail businesses, non-profits and newspapers & media outlets.

Now it's time to save time...



A social media scheduler is a platform that you link to your social media accounts and you schedule your posts.

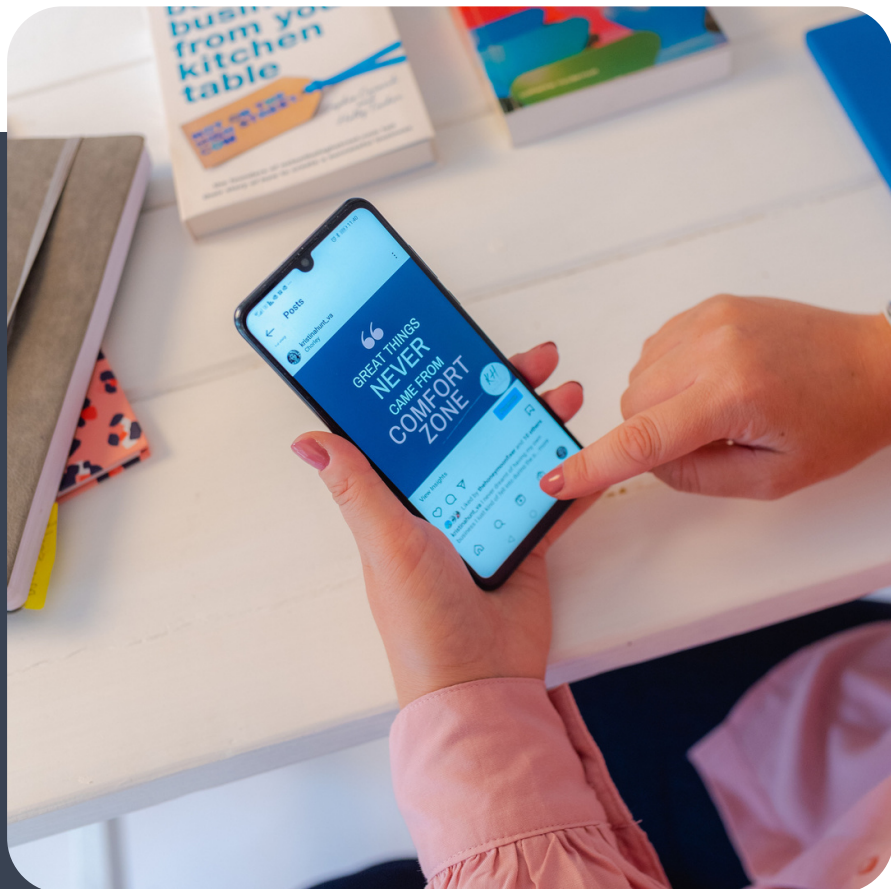
Find a scheduler that will help you to plan your posts in advance. There are several to choose from: AgoraPulse, ContentCal, Hootsuite and Later are a few of my faves.

My advice is to try them before committing and some of them are free for small businesses.

Did you know...

Your audience needs to hear your message **5-12 times** before they will take action and buy your product/service or listen to your podcast/read your blog.

Make sure you're **repeating** your **message over and over** (but not in a boring way obv's!)



Photography

I can't stress how important it is for your small business to have good images. Great visuals can strongly portray the right message, impression, feelings and tone of your personal brand.

When posting images on social media be it of yourself or your products, stop and ask yourself "**Would I buy this product/service for myself?**"
"**Does it look like a reputable, professional business?**"

I highly recommend getting some professional images done or at least learn the basics of photography.

Check out [Personal Brand Photography by Frida](#) on Facebook, she's a super talented photographer based in the North West who takes a basic product and turns it into something you instantly want. Her Facebook page shares tons of tips and inspiration and she also offers workshops.

Frida will offer a **15% discount** on any of her packages when you mention the code '**KRISTINA**'



Personal Brand Photography by Frida



Determine a few photo categories you'll use to "curate" a theme and have a cohesive look and feel to your social media feed.

Use visuals to show off your personality. Let your audience see the person behind the brand. Remember, people buy off people they relate to and trust.

How good do these look?! →



Tips for success...



Consistency takes **planning**.

Decide how many days a week you're going to post... Every other day, 3 times a week or every day? No wrong answer here.



Make some white space by adding space between thoughts or paragraphs on your photos. It's easier to read and keeps people on your post longer! (Pro tip: to make this work, make sure there are no "spaces" after a line.)



Don't be afraid to reuse the content you've already written by using a different photo or story.



Don't understand hashtags? Check out my [blog](#) all about hashtags and how they can help to increase your reach.



Don't get obsessed about how many followers you have - they are just vanity numbers. A small number of quality followers ie. your ideal customers/clients is better than your best mates next door neighbour following you who has no intention of buying your products/services.



Use a google doc / Excel spreadsheet to write each of the prompts, then you can copy and paste them into your scheduling tool.



Plan on 2-3 hours at the end of each month to determine next month's content. Analyse what posts did well ie. good engagement - why do you think they did so well? Did you ask your audience a question? Did you show your personality? What was the graphic/picture?



Tools I love...

CANVA www.canva.com

A design platform to help to create gorgeous graphics, presentations, documents and anything else. This really is my 'can't live without tool in my business'. And for the basic plan it's FREE.

TRELLO www.trello.com

Such a useful organisation tool. I'm not sure what I'd do without this - it keeps me and my clients in check. Another FREE one on the basic plan.

BUZZSUMO www.buzzsumo.com

A really useful platform that helps you discover the best engagement, content across social and search. You can discover new keywords, trending stories, customer questions and content success, all while monitoring what's most important to your brand.

AWARENESS DAYS www.awarenessdays.com

Awareness days such as International Womens' Day, Admin Assist Day, Earth Day are great to create content around. Research the days that resonate to your business/interests. There are also some obscure awareness days like Dance Like a Chicken Day so my advice is to choose relevant ones!

30 days of content...

- | | | | | |
|--|--|--|--|---|
| 1 Introduce your business. What services/products do you offer? | 2 Show the personality behind the business. Founder spotlight. | 3 Share the why you do what you do. | 4 Share a behind the scenes. | 5 Share the tools you can't live without to help you run your business. |
| 6 Share 'a day in the life of _____'. | 7 Share your failures and struggles in business and how you overcame them. | 8 Offer a Q&A session. Ask you anything. | 9 Client/customer spotlight/case study. | 10 Your recommendations: books to read/podcasts to listen to. |
| 11 Inspirational business people you aspire to. | 12 Your most memorable/favourite business moment. | 13 Share what motivates you. | 14 Share your opinions on hot, current topics. | 15 Share the best business advice ever given to you. |
| 16 Share a testimonial. | 17 Share a challenge/obstacle you're trying to overcome right now. | 18 Share your favourite quote. | 19 Share what you did at the weekend and how it made you feel. | 20 Share a charity close to your heart. |
| 21 Share a how-to about your product/service. | 22 Share a tip. | 23 Share a then & now photo, to show business progression. | 24 Share what you're working on today. | 25 Share a picture and the story behind it. |
| 26 Lifestyle. Share a real life snapshot of your workplace, family, pet etc. | 27 Celebrate a milestone in your life or business. | 28 Opinions please! Ask for your audiences opinion on something. | 29 Use an awareness day. | 30 Share a sneak peak of something you're currently working on. |

One final note...

One thing I really need to tell you though is, social media is not **brain surgery** so no-one is in mortal danger if you "**do something wrong**".

Social media is one great science experiment. You get to test, hypothesize and analyse results. Once that's all done you start all over again!

You'll come across lots of "experts" who tell you to do it one way and another who will tell you something completely different.

My advice? Look at your own social media habits and really think how you use it and learn from that.

Don't stress and have fun!



**The best marketing
doesn't feel like marketing.**

Tom Fishburne

I really hope you've found this guide useful.. Feel free to follow me on social media for more tips and insights for small businesses...



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Kristina x