

SOCIAL MEDIA TIPS



Social media is currently one of the hottest topics in marketing, and rightfully so, seeing as how Facebook's on track to hit two billion active users this year and Twitter has a respective 320 million active users. This expansive and rapid growth has caused companies to rethink traditional marketing strategies and invest more time and money in pursuing a broader social media presence. These tips will help you leverage key social media strategies and improve your brand's overall online presence:

Understand Your Audience

It is hard to know how to piece together compelling marketing collateral without knowing what drives your audience. The first steps contractors should take is to intimately understand what drives your audience. Once you start sharing marketing material through your social media platforms, you will quickly understand which posts drive the most interaction (clicks, reach, engagements). Moving forward, these analytics will ultimately help you create resonating posts that will strike a chord with your targeted audience and drive traffic to your page.

Incorporate Visual Content and Links

Online users have been inundated with massive amounts of online content — the more creative you can be, the better chance your content has of making it to your targeted audience. With a person's average attention span being only eight seconds long, it is important to create content that is short and to the point. It helps to include striking visual content to grasp the reader's attention, and encourage them to read the post. Make the most of your post by including links to other pages you want to drive traffic to.

Create a Social Media Plan

It is important to have a plan in place and carefully define what it is you are looking to accomplish. Desired outcomes can include: a specific number of followers, increased traffic to the page, a rise in interaction, or a better overall customer experience. While making a social media plan, don't forget to include hashtags. Hashtags can improve your brand awareness and promote your event or special offer; it also encourages interaction with your users. Having a plan will ensure time is used effectively and you're getting the most out of your social media experience; it will also encourage consistent posting, which is key to growth.

Integrate All Platforms

Social media is a potent method of reaching your end-user, which is why it is important to integrate all social media platforms to reflect one another and share a common objective. Sharing content and driving users back to your "call to action" should be the ultimate goal. Social media facilitates a unique user experience by providing the perfect platform for instant communication between the business and customer, which is why it benefits the end-user to see a consistent marketing approach where the same objective is reflected throughout. Social media's distinct benefits are powerful, but only when they are exploited and managed effectively.



WWW.CONKLINROOFINGSYSTEMS.COM