

# THE IMPORTANCE OF SOCIAL MEDIA FOR SMALL BUSINESSES



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## HAVE OBJECTIVES

Take time to define what your top three marketing objectives are and then decide how social media may help you achieve them.



**Social media is a megaphone for your business.**



**Consider the reason you have a social media account.**



**Use social media in the correct way to reach your objectives.**





Who are your customers?



What are their interests?



What are they looking for?



How are they searching for it?

## KNOW YOUR AUDIENCE

The more you know about your audience the more you can interact and gauge their interests.

✓ KEYWORDS

✓ HASHTAGS

✓ LOCATION

## MAKE YOURSELF ACCESSIBLE

You need your customers to be able to find you, quickly. If it takes too long, you will lose them forever.



## START A CONVERSATION

You need your customer base to interact! The more they do so, the more relationships you will build.



## Data Analysis

Facebook has created algorithms that rewards posts that have interaction. If a business posts something and no one responds, then Facebook won't highlight it.



Show that you care about your customers.



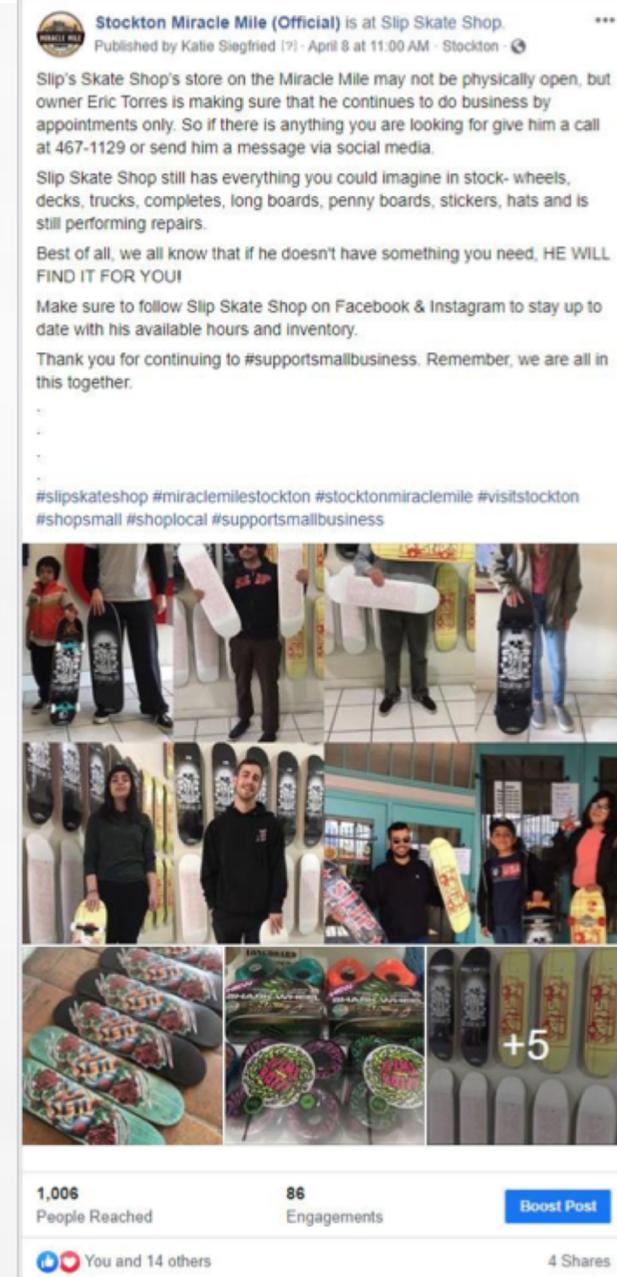
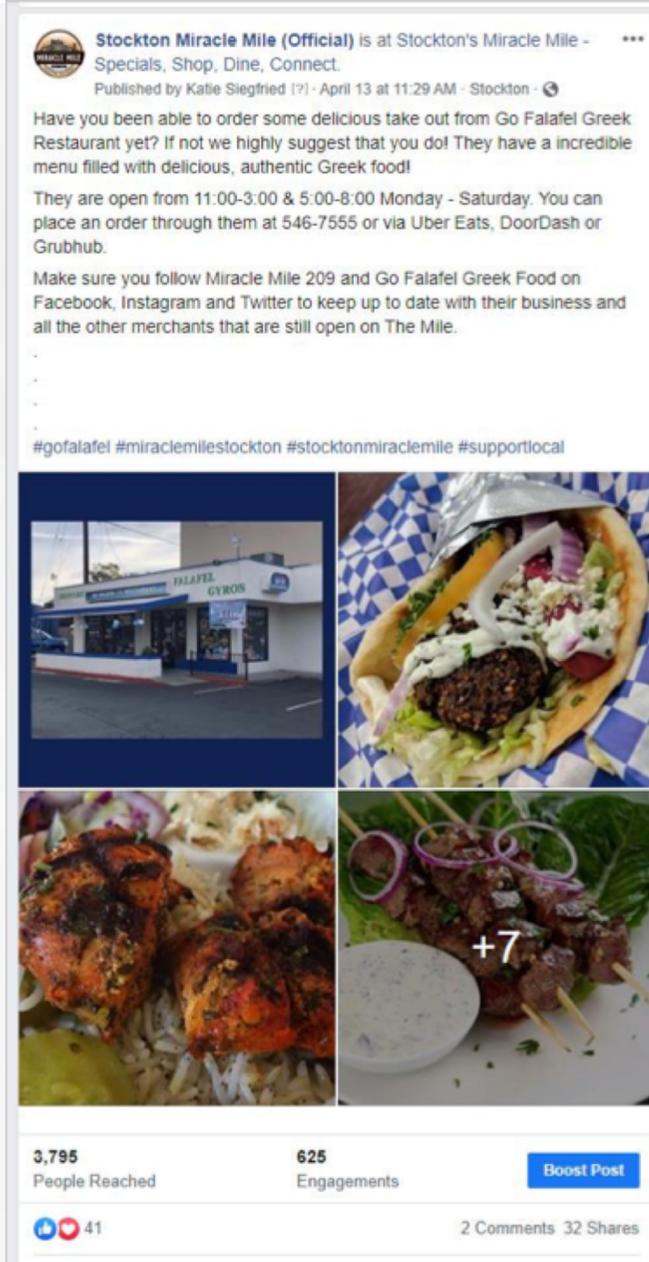
Brand loyalty is everything!



Interaction on your post keeps you in their feed cycle.



You must do your best to comment to every comment.



## BE VISUAL!

It is important to have posts that are informative yet engaging. Most importantly they need to have clear, eye catching photos or videos that they are centered around so consumers will want to know what the post is about.

# FOCUS ON QUALITY OVER QUANTITY

Try not to get overwhelmed with the amount of options.



It's more important to create quality content & spread them out.



Your posts need to provide value!



Find places to reach out to your audience where they are already spending time online.



# SHOW APPRECIATION



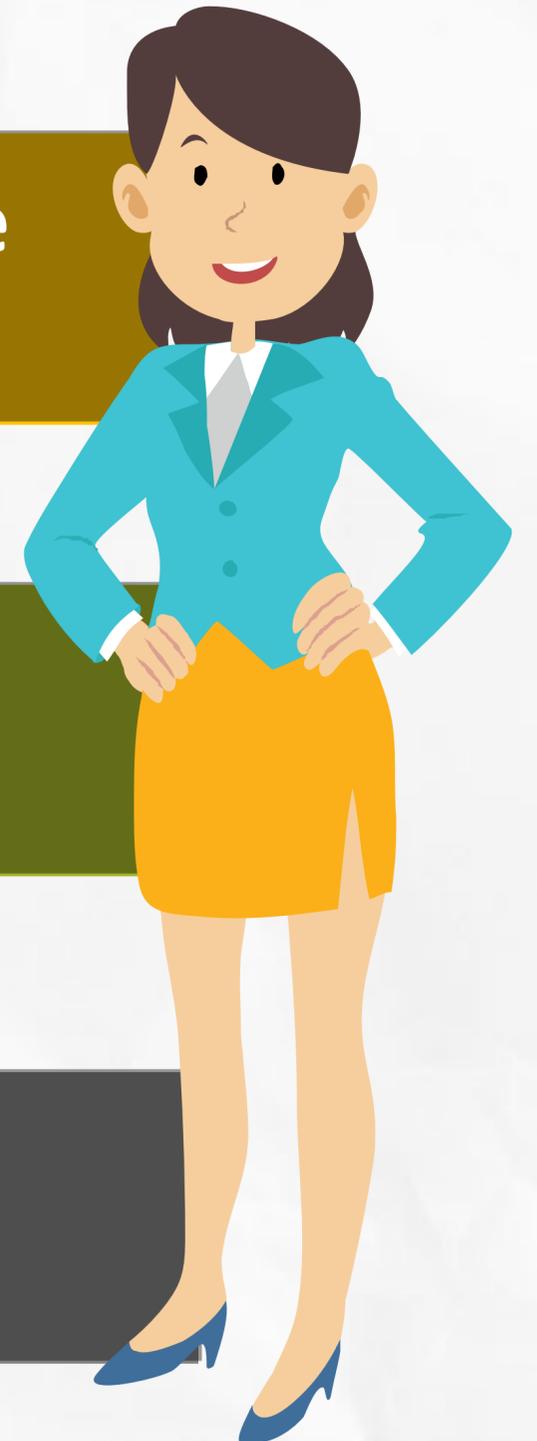
Connect in a meaningful way with the people who have helped you and supported your business.



Thank them by liking their posts, telling people to follow their pages and share their messages.



Not only helps them but it also can help your pages by introducing you to their audience.





## CREATE A CALENDAR

Creating and following a social media calendar will allow you to post consistently—and get more consistent results.

You can determine which activities to automate and which to assign, whether that's to an employee or a consultant that you hire.

# WORKING TOGETHER

## USE OUR SERVICE

E-mail us or use webpage to submit information you would like shared.



## TAG US

Use @MiracleMile209 for Instagram/Twitter  
For Facebook use @StocktonMiracleMile



## USE HASHTAGS

#STOCKTONMIRACLEMILE  
#MIRACLEMILESTOCKTON  
@MIRACLEMILE209



## SHARE POSTS

Sharing Miracle Mile posts and posts from other Miracle Mile businesses builds your audience.



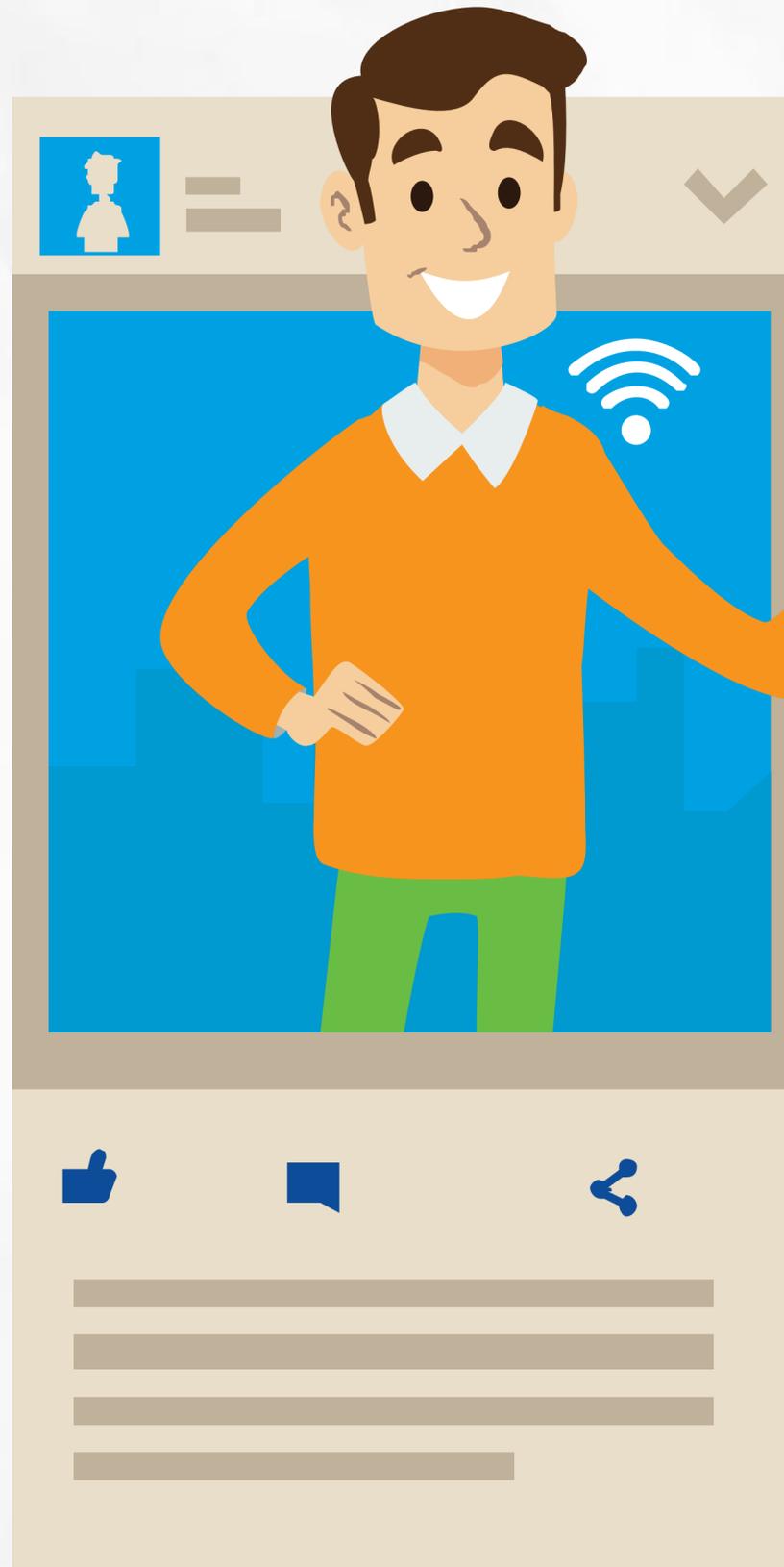
**MAKE SURE YOUR PROFILE OR PORTS ARE PUBLIC**

**POSTS CAN'T BE SHARED, TAGGED OR REPOSTED IF THEY ARE SET TO PRIVATE**

## HOW TO SUBMIT INFO:

E-mail information:

[info@stocktonmiraclemile.com](mailto:info@stocktonmiraclemile.com)





# ASK FOR HELP

If you aren't sure how to post something. Ask us! We would love to help show you how to understand ways to make your presence grow.



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