

20 social media marketing tips every entrepreneur should know

- CREATE CONSISTENCY IN THE LOOK OF YOUR SOCIAL MEDIA SITES.
- USE A QUALITY HEADSHOT OR LOGO AS YOUR PROFILE PICTURE
- COMPLETE THE PROFILES ON YOUR SOCIAL MEDIA ACCOUNTS
- UTILIZE CALL TO ACTION BUTTONS AS APPLICABLE
- IF YOU WRITE A BLOG POST, SHARE IT ACROSS YOUR SOCIAL MEDIA PLATFORMS.
- DESIGN A CONTENT PLAN AND PRE-SCHEDULE CONTENT IN ADVANCE.
- KNOW THE RIGHT TIMES TO POST CONTENT ON YOUR SOCIAL MEDIA PROFILES.
- VIDEO IS KEY! USE VIDEO IN YOUR SOCIAL MEDIA STRATEGY.
- USE FACEBOOK ADS TO EXPAND YOUR REACH
- RESEARCH EFFECTIVE HASHTAGS AND APPLY TO YOUR POSTS.
- USE TWITTER LISTS TO CURATE CONTENT
- IF USING STOCK PHOTOS, SELECT PHOTOS THAT CONNECT WITH YOUR TARGET AUDIENCE & THE MESSAGE.
- SWITCH YOUR INSTAGRAM PROFILE TO A BUSINESS PROFILE SO THAT YOU CAN GET STATISTICS.
- STYLE INSTAGRAM PHOTOS WITH A COLOR THEME
- UTILIZE INSTAGRAM STORIES TO STANDOUT AND SHARE BEHIND THE SCENES CONTENT.
- IF PINNING CONTENT, UTILIZE LONG IMAGES
- ALWAYS LINK PINTEREST PIN TO WEBSITE OR LANDING PAGE
- ENGAGE DAILY WITH YOUR FOLLOWERS
- PROVIDE OPPORTUNITIES FOR USER GENERATED CONTENT
- SHARE CONTENT THAT YOUR AUDIENCE CAN USE.