

# Social Media for Small Businesses (that are not pretty!)



## 200 Tips

Waffle-free Guidance, Advice,  
Strategy, Content & More!

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## Social Media Success: 200 Tips for Small Businesses

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## **Introduction:**

This book is for businesses that sell services rather than products. You don't have pretty objects to share, you're running low on ideas for anything to photograph and you're struggling to think of content that will be eye-catching or interesting.

Well, if you've already bought this book (or downloaded the free sample), it's not going to be a surprise when I tell you that in today's digital age, social media simply cannot be ignored. It's become a powerful tool for professionals to connect with existing and potential clients, build their brand, and showcase their expertise.

As the owner of a small business, leveraging your social media platforms effectively can lead to increased visibility, client acquisition and professional growth. But if you don't have a 'pretty' business that's naturally 'instagrammable' – where do you start?

This book doesn't show every option available on social media. You're a business owner specialising in your own field, not a marketing expert – you don't need to know it all, so it gets straight down to basics and delivers what you need to present a professional face online in a straightforward, concise way. Learn what you need for marketing, then get on with doing whatever it is that you do best!

### **Why this book is all you need**

In this book, you'll find 200 practical tips to help you navigate the world of social media and elevate your online presence. They're realistic ideas and suggestions that you or a member of your team can take on board to either get your social media presence established or to give it a boost without the need for hours of background reading.

This is a sensible guide to giving yourself the best online presence possible without needing to spend a fortune on expensive design consultants, advertising costs or unnecessary charges.

### **What this book doesn't do**

- I'm not suggesting that you'll be a social media influencer within two weeks – we need to keep it real.
- I'm not claiming that you'll pick up a bunch of new clients imminently – that wouldn't be a genuine assertion either. (Assuming one of your goals is to attract new business...)
- I'm not advising that you spend four hours a day on your marketing – I've yet to meet a business owner with that kind of spare time.

- I'm not giving you an hour's worth of reading on explanations of background and stats of each social media site. You have no time for that. You know you need to be there so let's get straight down to basics.
- I'm not taking you through step-by-step instructions to set up your social media platforms; they're all self explanatory. (However, if you do get stuck, I'll be more than happy to talk you through it.)
- And, most importantly, I'm not advocating that you should follow irrelevant trends and wiggle your bum for the latest TikTok craze.

In some cases, the advice I've given for a particular social media platform may be equally useful for another. It just means I didn't want to waste your time with repetitive information.

In all cases, you should keep your whole business strategy at the forefront of your mind and feed your marketing strategy into that, in an informed and rational way. If there's a suggestion that you don't feel comfortable implementing, don't do it. There are enough ideas here to give you a fantastic presence and improve your digital marketing right away. So don't wait – get going immediately, and I look forward to watching your online presence grow!

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# Part ONE

## 1: Establishing Your Presence

**Before you start telling anyone anything, make sure your online profiles are perfect and it's clear to the world what you're offering. People need to know who you are and what you can do for them, then they need to remember you...**

1. Choose the right platforms based on your target audience and goals. If you specialise in a particular industry, think about where your clients are likely to be. They may be in places where your line of business traditionally doesn't operate. Depending on what you're selling and who you're targeting, don't rule anything out at this stage without proper research.
2. Create your profiles with clear and consistent branding. Canva is a brilliant graphics package that will resize your brand images for the various platforms. (There's more about this in the Branding tips!)
3. On each platform, use a professional profile picture or clear logo. By professional, I mean clear, focused and smiling – not cropped off of a holiday snap or distant and fuzzy.
4. Utilise your cover image (also known as a header or banner): this is “prime real estate” as my American cousin would say. Take full advantage of it.
5. Write a compelling bio highlighting the business' expertise and services. On LinkedIn, do the same for your personal profile. This is not your CV; explain what you can do for your target audience. Why should they connect with you? How can you help them? What are you offering them? Make it clear. We delve into this in more detail in later chapters.
6. What's unique about you? At the time of writing, Google is telling me that there are over 5.51 MILLION SMEs in the UK, making up 99.9% of UK private sector businesses. Why should someone choose you over your competitors?
7. Include relevant keywords in your profile for search optimisation, but don't overdo it - four keywords per 100 words is sufficient.
8. Be authentic. This sounds a bit jargony but it's meaningful and true. Don't create an online persona that doesn't fit with the real you. Trust yourself!

## 2: Setting Your Strategy

**Your Social Media strategy is important as an integral part of your company's overall marketing campaign. It should support your company's mission and provide an arena for potential customers to discover you and find out about your services. Social media can work alongside other marketing activities such as events and printed media (promotional leaflets, newspaper ads or articles).**

9. Be clear about your objectives for using social media. Is it to increase visibility of your services? To educate and inform your audience? To have people sign up to your mailing list? To elicit referrals? All of the above and more?
10. Understand your audience and their social media habits. You should be where they are. And it's not just your target market - remember that your posts may be seen by someone whose neighbour, brother-in-law or parent could use your services.
11. You may have more than one target audience. If so, how will these audiences affect your overall marketing campaign? Can you blanket your messages to reach all audiences? Should you?
12. Research your competitors' social media - look at where they're getting engagement and what kinds of posts are doing well for them.
13. Know your brand voice and, for consistency, try not to deviate. This can be challenging if different team members are posting on the same business account, so bear it in mind when you coach your people in social media strategy.
14. Make sure you allocate enough time to keep your social media up to date, including creating content, scheduling, posting and reviewing.
15. Have a clear budget set aside for your social media. How much are you prepared to invest in your marketing? In many cases business owners decide it's more cost effective to save their valuable time and outsource the marketing.
16. Have you allowed a separate budget for paid ads? You can test the water with as little as a fiver, but to show a decent result you'll need to invest a more substantial sum. As with your overall objective, be clear about why you're paying and what you hope to achieve – whether it's more followers, brand awareness or a specific target.
17. Measuring Likes alone is not all that helpful – engagement is more important. (Likes refers to the number of people who actively 'like' your posts.) You want to build a large audience, but it



should be an audience of engaged users. Setting your Key Performance Indicators (KPIs) on ROI (return on investment) initially could have a negative impact on team motivation – as well as your own – unless they are realistic.

18. Have clear calls to action throughout your social media activities. People need to know what you want them to do next. This could be to sign up for special offers, go to a specific page on the website, subscribe to the newsletter or simply to like your Facebook page.
19. There's nothing wrong with cross-promotion on Social Media. For example, quick videos can be shared as Facebook Stories, Instagram Reels, YouTube Shorts and on TikTok to increase visibility and attract more viewers to your channel. (But... just because you can doesn't mean you have to!)
20. Remember that it's social! Engage with other people's posts to raise their visibility as well as your own. It also means you'll be seen by a wider audience which, in turn, helps you!

### 3: Branding

**Logo, colours, profile photos, business banner...** The ‘Rule of Seven’ states that people need to see a business seven times to recognise it, then engage with it seven times before making a move to do business. Whether that figure is accurate or merely hopeful, the truth is that people need to see you multiple times before they pay any attention at all; so make sure that when they do see you, you look ‘the same’ – consistency, consistency, consistency!

21. Your logo is priceless; use it frequently so that prospective clients start to recognise your firm. Brand recognition is a top objective for most businesses’ social media strategies.
22. Use consistent colours, fonts and imagery to reinforce your brand identity. Taking your logo as a starting point, ask whoever designed it for the colour references and use these colours to create your visual brand.
23. You may decide to invest in professional graphic design for your social media posts and visuals.
24. If you prefer to do it yourself, I recommend a superb graphics package: Canva. It’s simple to use and the reasonably-priced paid version offers a wealth of features, including a bank of stock photos.
25. Canva provides accurate and up-to-date templates for the different sizes of cover images and posts across all social media platforms. The paid version lets you easily resize them from one to another.
26. If you don’t have your colour references, Canva provides a colour generator that allows you to upload your logo (or any other graphic) then it will churn out a relevant colour palette.
27. You can use Canva to create branded templates for your regular posts, for example, news, blogs, testimonials, or deadlines that are too important to miss!
28. If you have a brand typeface, use it in your social media graphics. You can upload fonts to Canva, or use one of their many available options.
29. Follow through with lovely clear branding for your email signature. Include social media links as well as your website URL.

## 4: Tone of Voice

**Many people forget to consider something that's an extremely important element of their brand, and that's Tone of Voice. It's not a proper noun but I've used capital letters here to reinforce its importance.**

30. What's your tone of voice? Whatever it is, it needs to be fairly consistent across your online presence, from your website and blog posts to your tweets and Instagram captions.
31. I say fairly consistent, because the more frivolous platforms will naturally differ from LinkedIn – you need to keep it appropriate.
32. You'll probably choose a language style that resonates with your audience. It's your decision whether or not to keep it formal, and it will naturally depend on your services and the people who are likely to be interested in them. Keep in mind that this is SOCIAL media. Use plain English and avoid jargon for sure, but it definitely doesn't have to be overly formal. (An accountant friend of mine considers that he tends to use 'bad' language. However you define this, best to avoid it!!)
33. I do, however, frown on text talk and ridiculous abbreviations in social media posts.
34. I know some professional businesses that use emojis and fun graphics frequently, with great success. I also know a singing accountant who entertains his audience every Monday with a song, shared merrily on Facebook and Instagram. Be different! Be brave!

## 5: Creating Content

**This is the sticking point for many of my clients. They simply don't know what to share. You can create bespoke content for individual platforms and, in many cases, you can share it across some or all of them, with just a few tweaks here and there.**

35. Create a content calendar to plan your social media posts in advance, taking into account any relevant dates and deadlines that would be important to your clients.
36. Include a range of social media awareness days in your calendar. They won't all be relevant but many will, and some of the others are just plain fun! Safer Internet Day, Equal Pay Day, Talk like a Pirate Day, Take your dog to work Day. You'll find a fairly comprehensive calendar here to get you going: <https://imaginativetraining.com/free-social-media-content-support-to-kickstart-2024/>
37. Create content that addresses your clients' queries and concerns. Think about the questions you're asked most commonly and answer them.
38. Share valuable content that educates and informs your audience beyond your key services. It preferably should be relatable to your business in some way, but your clients may be interested in all sorts of business-related topics – as well as non-business ones. Is anything in the news today that resonates with you or is likely to be of interest to your customers?
39. Mix up your content with a variety of formats like articles, photos, infographics, videos, reels and polls.
40. People love polls! Create one to ask your clients or potential clients what they think, what they need, what they'd like to see happen. The more interesting and topical your poll is, the more likely people will respond.
41. Experiment with the different types of visual content to see what resonates with your audience. Videos and reels are great, but a simple photo with a smiling face is also appealing.
42. Use high-quality images and videos to grab attention and enhance your content. A good iPhone or Android is perfect! If you don't have a particularly steady hand, buy a tripod. There are loads of tutorials on YouTube to teach you iPhone photography tips.
43. Repurpose existing content into different formats for the various social media platforms.

44. Share photos from networking events and conferences; tag anyone relevant that's in the photo. (It's a good idea to check with them when you take it that it's okay to share online.)
45. Case studies are absolutely fantastic! If your client is happy to be mentioned by name, that's even better!
46. Showcase your knowledge by sharing industry insights and updates, important articles and whitepapers to establish your credibility and expertise – but make sure they're not too technical. A simple explanation in plain English always goes down well.
47. Keep an eye on what's trending on social media. Even if it's not directly relevant to your services, it may be of interest to your audience and you can always put a relevant spin on it.
48. Soft brand messages can be shared across multiple platforms. These could include things like Meet the Team, welcoming new members of staff or congratulating team members for passing exams (if relevant). There's nothing wrong with also sharing information about fun team activities: social days, birthdays, team building events, company bake-off etc...
49. It's also a great idea to share branded items – if you've had mugs printed with your company name or umbrellas, even pens or mouse mats. One of my clients specialises in vehicle wraps – what a fantastic way to promote your business, and the social media exposure is phenomenal!
50. All platforms are good for promoting anything you do related to corporate social responsibility. From basic recycling to supporting a local food bank, if you're helping, there's nothing wrong in telling people. It might inspire them to be more socially responsible too.
51. A quote of the day is often interesting and inspiring. Think about what your audience might find appealing. It doesn't have to be business-related; funny, topical, insightful quotes are great.
52. Done something amazing? If you've won an award, been in the local paper, helped a charity - tell the world. Don't be shy to blow your business trumpet!!
53. Source interesting news items from the daily papers and suitable magazines. It's easy to share using the URL, and you can add your own opinion or explain briefly why you've shared it.
54. The highly debatable question of whether or not to use AI for content creation is foremost in many social media discussions. My opinion – it's fine and can give you an excellent starting point if you're stuck for ideas, but you must, must, must edit it carefully. It needs to be in your tone of voice with correct spelling and grammar, and provide up-to-date, relevant and accurate information. Write your introduction and closing yourself.

55. The absolute best content and fantastic social proof: share success stories and testimonials from satisfied clients. You can create a template in Canva and post away!

## 6: Blogging (including a note about AI)

**One of the greatest benefits of blogging is that it keeps your website regularly updated. Google and other search engines love this, and it helps to raise your ranking in searches.**

56. Blogging allows you to tell stories that your target audience can connect with. Aim to blog regularly – whether that’s monthly, weekly or more often – it’s a superb way to create content.
57. Blogs don't have to be long - 250 - 300 words is fine if you’re pushed for time. Include your keywords, but don't overdo it.
58. Storytelling can make complex or dull topics more relatable and engaging. Use plain English and avoid or explain any necessary technical terms.
59. In fact, always use plain English: Everyday words, avoid jargon, use the active voice, cut out the waffle. (I offer coaching in this; if you book a session based on reading about it here, I’ll refund the cost of this book! <https://imaginativetraining.com/plain-english-training/>)
60. When you upload your blog to your website, don't forget to fill in the metadata. This is the place to include keywords and alt text on images.
61. Each time you blog, you have a fantastic piece of content to share on all social media platforms. Share the image, headline and a brief introduction, then give the URL so that people can read the blog on your actual website. This helps your SEO (search engine optimisation) by increasing ‘traffic’ (visitors) to your website, as well as giving them easy access to see the services you offer. Search engines love this!

## 7: Hashtag Strategy

**Hashtags were first used in 2007 and formally adopted by Twitter (now X) in 2009, when anything hashtagged became hyper-linked. Later on, 'Trending Topics' included the most popular hashtags on Twitter's homepage. Now, with more advanced search engine function, many people use hashtags simply for fun rather than organisation.**

62. Research relevant hashtags in your industry and include them in your posts. You may prefer to hashtag words as you go along, or write the main body of the text then add the hashtags at the end. This may be driven by your character count, particularly on X/Twitter.
63. You can create your own branded hashtags for campaigns or recurring themes, but be aware that they will take time to become recognised and used by other people.
64. Use a mix of popular and niche hashtags to reach a broader audience. They're not as important as they used to be, as search engines within social media platforms are more sophisticated now, but it can give you an edge over competitors.
65. Participate in trending hashtag challenges or conversations when relevant.



## 8: Consistency and Frequency

**As you build your presence it's essential to post regularly.**

66. Stick to a consistent posting schedule to keep your audience engaged. Post regularly! There's no point having a presence on social media if you don't utilise it.
67. Use scheduling tools to plan and automate your social media posts. I recommend a platform called Hootsuite. There are free and paid versions, so consider the worth of paying a small monthly fee to save incredible amounts of time.
68. Monitor your analytics to determine the best times to post for maximum engagement.
69. Experiment with different posting frequencies to find what works best for your audience. If you're scheduling using a tool such as Hootsuite you can post on all different days and at all different times, then pull off a report to see what works best for you.

## 9: Engagement and Interaction

**Social media is social – and this is something that people often forget. It’s not simply about posting; it’s essential to engage and interact with other people – not only to be social, but because the algorithms take notice and determine how many people will see your posts.**

70. Respond promptly to comments, messages and enquiries. This can be a bit time consuming, but it’s good – it means people are engaging with you! You can set up an automated response, but reply properly in good time. Handle any complaints (surely not!) swiftly, and thank people for getting in touch.
71. Engage with other professionals in your industry. There’s enough business to go around, and social media is ‘social’ – so behave wisely and endorse your peers if you feel they’ve shared something valuable that you may have missed.
72. Ask questions to encourage interaction and feedback from your audience. Don’t forget to reply to the answers.
73. Share “user-generated content” from satisfied clients or followers. This basically means retweet and share posts they’ve created. Always make sure the originator is properly credited.
74. Like, comment and share. Like, comment and share. Like, comment and share. Every time you engage with someone else’s content, particularly on LinkedIn, prospective clients can see who you are.
75. Get your team on board. The more people that like, comment and share company posts the better, as each social media platform uses this activity in its algorithms to increase the size of the audience that’s presented with your posts.

## 10: Building Trust and Credibility

**Whatever business you're in, I'm assuming you're a professional with accredited qualifications if relevant to your line of work and – I'm assuming – fantastic knowledge of your industry. Or it may be that you have substantial experience and knowledge rather than formal qualifications. Either way, there's no reason people shouldn't trust you. But, with the competition you face from similar businesses, it can't hurt to publicly shout about your own credibility.**

76. Share case studies or client testimonials to demonstrate your track record. I've already mentioned this in the content section, but you can't go wrong with a good testimonial – it's super-powerful social proof!
77. Share your credentials, certifications and memberships in professional organisations. These can make nice Instagram posts, particularly if a member of your team qualifies or wins an award.
78. Share valuable tips and advice without giving away too much information that they'd usually pay for. If it's something your potential clients could read on line anyway, share the info in your tone of voice and with your personal slant on whatever it is. Again, engage and show your worth.
79. Be transparent about your services, pricing and expertise.
80. Position yourself as a leader in your field by sharing your insights on news and industry trends.
81. Where I've said 'leader in your field', others may say 'thought leader.' That's jargon. Clients need to know that you don't only have expert knowledge of what's going on around the world; you can actually help them in a practical way with your service offering.

## 11: Networking and Collaboration

**As a network-lover, I struggle to give an unbiased picture of reasons to avoid networking. But I understand that you may be shy – and, if that’s the case, I empathise; you may hate face-to-face events; or you may cringe at the thought of a group Zoom session. But honestly, if you don’t show up at events, your competitors will.**

82. Connect with fellow professionals in related fields. They may offer services that you don’t, and vice versa. Or you may have a request from a client that you can’t take on, possibly as it would be a conflict of interest with an existing client – so it’s nice to recommend someone else that you value within your industry.
83. Collaborate on content or projects with complementary businesses.
84. Attend industry events and conferences and share your insights on social media.
85. Join LinkedIn groups for your industry and participate in discussions to keep on top of topical events.
86. Also join LinkedIn groups where your target audience is likely to be hanging out - such as local networking groups, or specific types of businesses that fit into your niche and would benefit from your input.
87. If you’re a confident writer, offer to guest post on other businesses’ blogs or social media accounts. (It’s best if you’re blogging on yours first!)
88. You don't have to rely solely on social media to get your message out there: consider offline advertising too. (I’ve included a link in the Useful Links section to a company that can help with traditional leaflets that go through letterboxes.)
89. However well you get to know someone through chatting on social media, it’s always lovely to actually meet in person. Go to some carefully selected networking events – I’ve suggested some at the end of this book – both in-person events and Zoom networking.

# Part TWO

## 12: LinkedIn Tips

**The perfect place for professional networking and expanding your field of contacts.**

90. As already mentioned, ensure your profile pic is clear, up-to-date (ish), professional-looking and – preferably – smiling.
91. Have an attention-grabbing headline; people will see this when you engage and often, it's their first introduction to you. Can they tell immediately what you do and why they should connect with you? When I coach people on how to have a more effective presence on LinkedIn, this is usually our starting point. Tell people what you can do for them.
92. Optimise your LinkedIn profile with keywords relevant to your line of business.
93. It's okay to share personal anecdotes and news. Although LinkedIn is a business platform, it is primarily person to person and people like the human touch.
94. Wish people happy birthday! LinkedIn tells you every day who's celebrating - use this valuable piece of information. If you don't remember the birthday person, chances are they've forgotten you too. A quick greeting will encourage them to look you up - possibly reigniting your relationship.
95. When you invite someone to connect, tailor your message accordingly; avoid using the standard 'I'd like to join your network' message. LinkedIn has recently started to limit the number of personalised invitations you can send, as it wants you to pay for a premium membership. If you're just starting to build your network, it may be worth trialling the paid option to see if it's going to be valuable to you.
96. LinkedIn's search facility is very helpful in narrowing down potential contacts - use it wisely.
97. LinkedIn is primarily a person-to-person network, but having a business page is essential. Firstly, it allows your personal profile to display your company logo and link to the page. Secondly, it acts as a mini website.
98. All members of the team should be linked to the company page so the correct details are shown on their personal profiles. Encourage them to share articles from the company page onto their personal profiles. This raises brand awareness of the firm and allows blogs and articles to be more widely dispersed.

99. Everyone in the firm can like, comment on and share posts from the company page to raise its brand profile.
100. Encourage the whole team to be active on LinkedIn, and like and comment on other people's posts; raising their own visibility naturally raises that of the firm too.
101. Join LinkedIn Groups related to your expertise to expand your network, and join other business groups to meet people who may become your future clients. Local groups are great for this.
102. You may want to consider starting your own group, but you'll need to facilitate it properly, approving members, making sure posts are appropriate etc. This does take time and effort, so make sure you're up for the extra work before you begin.
103. Write articles rather than regular posts for topics you want to be readily visible when people visit your profile. This shows you as an expert in your field.
104. Engage with other people's content by liking, commenting and sharing.
105. Consider having a paid membership, but be aware of its benefits and limitations. Do you really need it?

### 13: X (formerly known and still referred to as Twitter) Tips

**Whatever the platform is named, the posts are still called tweets – and you should be merrily tweeting away...**

106. Participate in relevant Twitter chats to connect with others in your industry.
107. Retweet and engage with industry news and trending topics to stay current.
108. Retweet other people - it saves you having to think of something to post and helps to increase another person or organisation's visibility. They may do the same for you in return! (But don't count on it.)
109. You can easily comment on other people's tweets as you share them. This gives you an opportunity to add your own perspective or a fresh spin, show your agreement or remind people of your own services and how or why this tweet is relevant to you and your audience.
110. Share breaking news, not just bulletins from your industry. Your clients probably cover a broad range of sectors so anything business-related could be relevant.
111. A tweet that contains a video is 6x more likely to be retweeted than one without.
112. Tweets are limited to 280 characters but that's still a fair amount of content. Bear in mind that anyone retweeting you will need some extra characters, so allow for that when you craft your tweets.
113. Twitter was the home of hashtags, so do include them – but sensibly.
114. Use Twitter Lists to organise and follow industry influencers, clients and prospects.
115. You can utilise Twitter Polls to gather feedback and opinions from your audience, encourage conversations and understand your followers better.
116. Check messages regularly as this is where customers might ask you questions or need a quick response.
117. Using a social media management platform such as Hootsuite allows you to schedule tweets in advance. With a paid account you can set up a CSV spreadsheet and schedule up to 350 tweets, well into the future. (At the time of writing there's no time limit on this.)

## 14: Facebook Tips

**Facebook is more of a B2C platform than B2B, however the people using it may need your services or have a friend, neighbour or relative that does. Don't underestimate the power of Facebook business pages and groups.**

118. Create a Facebook Business Page to separate your personal and professional accounts.
119. Use Facebook Insights to track the performance of your posts and audience engagement.
120. Facebook advertising allows you to create a defined audience so that you're ready to quickly promote your page or boost a specific post. You set the parameters: geographical reach, gender, age range, interests. You can pay a daily amount or set a total budget for your campaign.
121. Experiment with Facebook Live to host Q&A sessions or share behind-the-scenes content.
122. Encourage clients to leave reviews and recommendations on your Facebook page.
123. Facebook groups are often valuable communities. Look to join business-related groups and local network groups. You may want to start your own Facebook group; this is a great idea, but don't underestimate the time it takes to manage a group – from approving members to monitoring conversations and dealing with queries.
124. Facebook messenger is a brilliant way to message all members of your group, but it could annoy people if the messages are not relevant to them. Use this facility with care.
125. You can set up a Facebook chatbot to deal with initial enquiries to your business page, but reply properly within a reasonable timeframe.
126. It's easy to share stories on Facebook – 24 hour vertical videos that show, for example, a snippet of your day. (There's more about this in the Instagram section.)
127. Share your blogs onto Facebook. Introduce the topic and show the captivating image, then link it back to your website. This will ensure you get more website 'hits' which Google and other search engines love to see, helping your SEO (search engine optimisation).



## 15: Instagram Tips (plus a note about Threads)

**Many B2B business owners think that Instagram is just a place for sharing whimsical nonsense, breakfasts and kittens. That's not the case. Whilst it is heavily used by B2C businesses, you can leverage the platform effectively to help raise your brand identity.**

128. Keep in mind that Instagram is an image-based platform; you can't post without an image and you can't add external links to posts.
129. Think carefully about how you want your grid to look. Will it be branded? If so, Canva is ideal for creating the look you aim to achieve.
130. Mix photos with videos, animated posts and other graphics to create interest.
131. You can't add URL links on Instagram posts, only in the bio – and there you can have three. I recommend that you use LinkTree rather than a URL to your website's homepage as this allows people to easily access various webpages, such as your current blog, events, special offers etc.
132. You can have up to 30 hashtags on Instagram; choose 4 or 5 in your post for the best algorithmic result. Some people follow hashtags along with general accounts.
133. Use Instagram Stories to share behind-the-scenes glimpses of your workday. You can also share a post quickly and easily to stories – and cross post directly to Facebook stories.
134. Instagram Reels are Insta's version of Tik Tok. Short videos with music and fancy embellishments – if you use them, don't forget to include captions to make them accessible to a wider audience. Use them to create short, engaging videos, perhaps business tips or advice, or to introduce members of your team.
135. It's easy to collaborate with other Instagram users – not as influencers, but as post-sharers, meaning that your posts show on each other's profiles, exposing you to a whole new audience.
136. Engage with your audience by hosting Instagram Live Q&A sessions.
137. Tag people correctly - and only if they are in your image or there's a valid reason for letting them know you've posted something relevant to them. Don't simply mention them in your post, use the proper tagging function.
138. Share images of your team, with a link to their website bio and some fun, engaging information about them.

139. Share photos of your office so that clients and potential clients can see how welcoming it is. Plates of biscuits, steaming coffee, smiley faces all promote a convivial environment.
140. If clients send you gifts, share photos of them and tag the client to say thanks.
141. When you share your posts as stories, Instagram will fill in the background to suit each individual post.
142. One of Instagram's key features is the way you can beautifully filter your posts. Personally, I don't think this is relevant for all businesses, particularly if you're in a business where transparency is essential.
143. Threads!! Instagram's answer to Twitter allows you to easily share posts across both platforms. At the time of writing, Threads is still a young platform - on the plus side you can establish your presence ahead of competitors; on the downside it could take a while to show value. It's super easy to share your Instagram posts directly onto Threads. Simply click on the 'paper aeroplane' and it will offer you the option of adding them to your Threads profile.

## 16: YouTube Tips

**Using YouTube for business promotion can be an effective strategy to reach a wider audience, and is particularly easy if you're already creating Instagram Reels.**

144. Depending on your business, you could maybe create tutorial videos to assist people with common issues. Showcase these topics in an engaging way. How about filming a member of your team answering an FAQ - keep it brief, 30 or 40 seconds does the trick.
145. Use descriptive and keyword-rich titles and descriptions to help your videos rank higher in YouTube search results and attract more viewers.
146. Design eye-catching thumbnails that accurately represent your video content and entice viewers to click and watch.
147. As with other social media platforms, maintain consistent branding across your YouTube channel, including your channel banner, profile picture and video outros, to enhance brand recognition and credibility.
148. Include clear calls to action in your videos encouraging viewers to subscribe to your channel, like, comment, share, or visit your website for more information.
149. Share client testimonials or success stories in video format.
150. Don't forget to engage. Respond promptly to comments, questions and feedback from viewers to foster a sense of community and build stronger relationships with your audience.
151. Standard social media advice is to collaborate with Influencers. If you're able to partner with influencers to reach a broader audience and gain credibility that's fantastic, but don't get disheartened if this isn't possible for your business.
152. Monitor your channel's performance using YouTube Analytics to gain insights into viewer demographics, watch time, traffic sources and engagement metrics. You can use this data to refine your content strategy and optimise future videos.

## 17: TikTok Tips

**Fun and engaging with a younger audience, don't rule out the benefits of TikTok without seeing what your competitors are doing. It's a good place to produce short videos, but you might prefer to keep them professional without the fancy embellishments**

153. Over 40% of TikTok users in the UK are aged 18-24 years old, making this the most popular demographic on TikTok in 2024: the Gen Z demographic. If your business is targeting this group, TikTok may be a smart choice for you. The other 60% are roughly 30% aged 25-34, 16% aged 35-44, and 14% over age 45.
154. Share bite-sized educational videos explaining how your service benefits other people or businesses in a simple and entertaining manner. You could use props, animations or visual aids to make the content more engaging. Quick tips and tricks may be helpful to your clients and potential clients.
155. Provide a behind-the-scenes look into your work life. Show how you organise your day and what goes on to make the business run smoothly. (That's assuming it does run smoothly! Sometime hiccups are fun to show!)
156. Address any common misconceptions about your industry or your particular services. Use your expertise to debunk myths and provide accurate information.
157. Host live Q&A sessions or create videos where you answer questions from your audience about your services or the way you work. Show how you bring value to your clients. Encourage your viewers to leave questions in the comments for future videos, as well as for content on other platforms.
158. Keep an eye on trending topics and challenges on TikTok, and find creative ways to incorporate your content into these trends. This can help increase the visibility of your videos.
159. Client Testimonials are hugely important, as we've already seen. With your clients' permission and collaboration, share their testimonials – if they're happy to record them it's a fantastic opportunity for you to really sell yourself without saying anything! This can definitely help to build trust and credibility with your audience.
160. Collaborate with other professionals in your world to create joint content. This can help you both to reach a wider audience and provide diverse perspectives on the issues your clients are likely to face. This is brilliant for LinkedIn too!

161. Don't forget to subtly promote your services in your videos. Include your contact information or website URL and occasionally remind viewers that you're available to support them and make their lives easier.

## 18: Pinterest Tips

**If you'd like my opinion, I don't think Pinterest is the right platform for most professional B2B businesses. It's a visual discovery engine that allows users to discover, save and share ideas and inspiration through the use of visual bookmarks known as "Pins." It's more of a hobby site than a professional one, however...**

162. With half a billion active monthly users, it may be worth you at least looking into the demographics before ruling it out, particularly if you have a niche client base that may be using it.
163. One in three of Pinterest's shoppers has an income of over £80k, so don't get caught out thinking it's only for art students and stay-at-home mums with hobbies. Anyway, those students and hobbyists may one day need your services.
164. If you're interested in giving it a go, create informative and visually appealing pins related to your field, offering tips and advice.
165. Include a call-to-action in your pins to drive traffic to your website.
166. Share attractive posts from Instagram onto Pinterest.

## **Part THREE**

### **19: Google Reviews**

**Whilst they're not strictly classed as social media, Google reviews are a powerful forum where people post content and engage directly with each other, so they still involve the same social interaction and the sharing of opinions and experiences as other social media platforms.**

167. First of all, make sure your business is set up properly on Google. It should include all contact details, your location, some photos and links to your social media platforms.
168. People leave reviews for businesses and services which are then visible to others who may also be considering using those businesses. So what's stopping you from asking all your satisfied clients to leave you a review?
169. Other people can interact with your reviews by liking and commenting on them, adding a layer of social engagement to the platform.
170. You can share your Google reviews on all other social media platforms – as previously mentioned, you can't beat a good testimonial!

## 20: Mailshots

**Mailshots and newsletters are definitely an important aspect of marketing to consider if you're committed to raising your profile online.**

171. Sending a regular newsletter or mailshot doesn't technically fall under the banner of social media, but it's too closely linked to ignore. I recommend Mailchimp for ease of setting up, scheduling, adding images and monitoring.
172. Create a template that conforms to your branding, including links to your website and all social media platforms, and include social media share buttons.
173. Don't email for the sake of it. Send informative and useful information that your audience will likely be pleased to receive.



## 21: Lead Generation

**Social media and lead generation are not the same thing, although they're related. Lead generation involves implementing marketing strategies to capture information about a person then funnelling it towards becoming a viable prospective client. The leads may come from social media but this is a different process to social media posting.**

174. Use lead magnets like free resources or webinars to capture email addresses.
175. Be mindful of GDPR and remember that just because someone signs up for a free guide to your services, they're not necessarily giving permission for you to send marketing emails. Make it clear to people that you'll be retaining their details but they can unsubscribe at any time. This ebook is not a guide to GDPR, so I recommend that before you determine whether it's a case of legitimate interest you check the current guidelines.
176. If you're running a social media campaign, it's beneficial to have specific landing pages on your website that are optimised for conversions.
177. Use paid social media ads to target potential clients based on clear demographics or interests. This is a straightforward process on most social media platforms but you must input the correct demographic information to ensure your ads are shown to your target audience and not random users.
178. You could consider offering free or discounted consultations to prospective clients who engage with your content.

## 22: Monitoring and Analytics

**We've mentioned some of this already, but to bring the key points together...**

179. We often hear talk about return on investment (ROI) in social media. Social media is about relationships that come from connection and conversation, so measuring actual sales or visitors may not be the way to go for your business. Building a relationship from scratch to conversion can take time, therefore determine what you are measuring on each platform.
180. Use social media analytics tools to track the performance of your posts and campaigns. A platform such as Hootsuite allows you to generate excellent statistical reports.
181. You can analyse factors such as the best day and time to post on social media, the number of retweets and the main engagement factors.
182. It's possible to monitor mentions of your business on social media and respond accordingly.
183. Track key performance indicators (KPIs) like engagement, reach and conversion rates.
184. Use A/B testing to experiment with different types of content and messaging. This means having two similar ads but with a clear difference – be it different images, headlines or calls to action, as examples.
185. Adjust your strategy based on data and insights gathered from analytics.

## **23: Compliance and Ethics**

### **Keep your social media marketing ethical.**

186. Familiarise yourself with any rules and regulations governing advertising and promotion within your industry and stay up-to-date with any changes.
187. Avoid making exaggerated claims or promises about your services.
188. Disclose any conflicts of interest or potential biases in your content.
189. I'm sure I don't need to say this, but... always respect client confidentiality and avoid sharing sensitive information on social media.
190. If you're sharing photos of clients, you may be wise to ask them to sign an agreement to use their image on social media. Most professional people are fine about this – especially if it's on LinkedIn, but some may prefer not to be shown.

## 24: Professional Development

**As with any business activity, your marketing skills need to be kept up to date.**

191. Social media is a dynamic whirlwind of change! Invest in ongoing training or regular coaching sessions to stay current with what's going on.
192. Consider attending workshops, webinars or conferences on social media marketing for professionals.
193. Join LinkedIn groups for your industry with a focus on digital marketing.
194. Network with other professionals in your industry to share best practices and insights.
195. Balance the cost of your time against the investment of hiring a social media manager or consultant to manage your online presence. (Hello! I'm always here if you'd like to chat...)

## 25: Adaptation and Innovation

### Are you still in the right place or should you be thinking about moving on...?

196. Stay flexible and open to trying new strategies and tactics on social media.
197. Monitor emerging platforms and trends to stay ahead of the curve. TikTok isn't that new, but it's still in its infancy as far as professional businesses go. The same with Clubhouse, an audio social media channel. Are your clients there? Should you be there?
198. Experiment with new features and formats on existing platforms to keep your content fresh.
199. Solicit feedback from your audience to understand their preferences and needs, then aim to match them.
200. Continuously refine and optimise your social media strategy based on results.

## **Conclusion**

Well, you've reached the end, congratulations! By implementing the tips and strategies outlined in this book, you'll be well-equipped to build and grow your online presence.

Remember to stay consistent, engage with your audience, and always strive for authenticity in your social media interactions. Here's to your success in the digital world of social media!

## Useful Resources

These links are to useful websites. I'm not on commission, not an affiliate and not biased in any way, other than to say I have used these services myself and recommend them. Please note that I take no responsibility for anything beyond recommending them and strongly advise you to make sure you're clear about free and paid versions of anything you sign up for.

- Hootsuite – for managing a number of social media platforms from one place:  
[www.hootsuite.com](http://www.hootsuite.com)
- Canva – for creating images in the correct sizes for various social media uses, with your own branding, and using allowable free images:  
[www.canva.com](http://www.canva.com)
- Canva colour palette generator – to use your own branded colours for the images you create:  
[www.canva.com/colors/color-palette-generator/](http://www.canva.com/colors/color-palette-generator/)
- Repost – app for reposting other people's Instagram posts onto your own profile and crediting them properly:  
[www.repostapp.com/](http://www.repostapp.com/)
- Pic Collage – for creating collage images rather than sharing a bunch of pics.  
[www.piccollage.com/](http://www.piccollage.com/)
- YBC - UK free networking (online and in person events), plus an incredible amount of business support for SMEs:  
[www.yourbusinesscommunity.com](http://www.yourbusinesscommunity.com)
- Chat GTP - for creating content using AI:  
<https://chat.openai.com/>
- Chaton – for creating images using AI:  
[www.chaton.ai](http://www.chaton.ai)
- For social media awareness days:  
[www.imaginativetraining.com/free-social-media-content-support-to-kickstart-2024/](http://www.imaginativetraining.com/free-social-media-content-support-to-kickstart-2024/)
- Bushey Promotions – for a wide range of branded goods:  
[www.busheypromo.com](http://www.busheypromo.com)

- AKPM Print Management – for all kinds of printing, including exhibition signage and branded car wraps:

[www.akpm.uk](http://www.akpm.uk)

- Dor 2 Dor – for leaflet distribution through letterboxes:

[www.dor2dor.co.uk](http://www.dor2dor.co.uk)



## About the author

### Renée Wallen

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Renée runs a social media and business consultancy in London, managing social media for businesses that are too busy to do it themselves. She can coach you to market yourself more effectively from an SEO perspective, covering a range of marketing strategies, such as:

- Social media for business
- LinkedIn for success
- Instagram for business
- Awesome on-line profiles
- Plain English business writing

Or, she can handle all of your social media for you – leaving you free to concentrate on what you do best!

Renée is a published author and poet and has won an Inspirational Woman award. She's been named as a London CEO of the Year by Corporate Vision and awarded UK Independent Business Honours for Excellence in Training, Coaching and Instruction.

A keen advocate of environmentally and socially sustainable business practices, she gives back to the community by coaching military veterans pro-bono to improve their marketing skills. She also facilitates workshops and runs an extensively engaged Facebook group for the families of childhood stroke survivors, and gives strategy guidance and support to a national UK charity.

### Get in touch

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