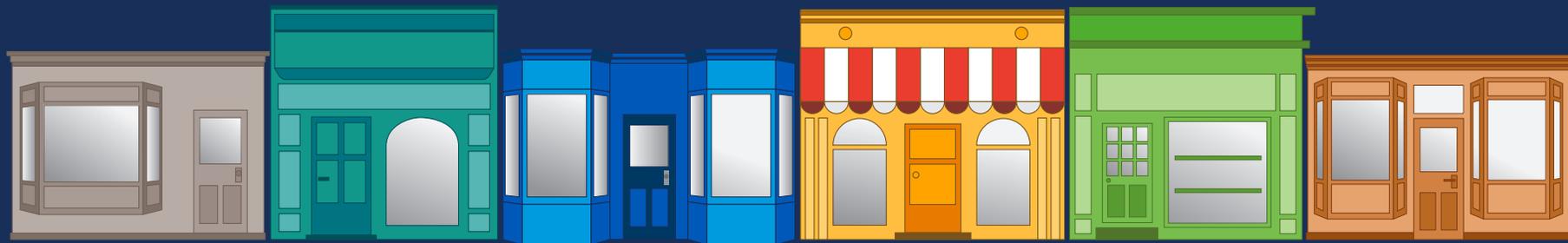


# What's your social marketing plan?



If you don't have one, here's a good place to start.

Small businesses that have 1-15 employees can benefit greatly from having a consistent social presence. But many times, a social strategy seems out of reach due to lack of resources or the "luxury" of a budget for a social media plan. In this infographic, we'll dive into some of the most popular social channels, how they can be best utilized, and help you get on the path to deciding what's right for your business.

You don't have to be a social marketing guru to make the most of your online presence.



76% of small businesses now say they use social media for business.



78% of small businesses now get at least 1/4 of new customers via social media.



35% of Americans check brand pages regularly as part of their social media activity.

Let's take a look at some available platforms and how small businesses use them.

WHAT IS IT?	WHAT'S IT USED FOR?	WHO SHOULD USE IT?
 <b>Facebook:</b> The social center for a business' online awareness and reach.	<b>Post reviews, photos,</b> news, events, promotions, updates – anything that helps keep customers engaged with your business.	<b>Restaurants, retail stores,</b> professional services, travel, specialty shops, art, health and beauty – any business with personality and wants to actively communicate online.
 <b>Twitter:</b> Instantly deliver and receive Tweets (messages) to / from your business followers.	<b>Connect with influencers,</b> advertise, promote new products, have a conversation about a shared tweet, drive people to your website.	<b>Businesses that want</b> to carry on an active dialogue – hospitality, retail stores, travel / tourism, health services, restaurants, legal, exercise / beauty, real estate.
 <b>LinkedIn:</b> Professional networking site that connects professionals with other professionals.	<b>Make business connections,</b> generate leads, find resources, distribute news / content, follow peers, drive interest in your product / service.	<b>From accountants to lawyers,</b> marketers to sales, any business professional who wants to connect with other professionals and share information.
 <b>Pinterest:</b> Visual bookmarking and discovery / sharing engine.	<b>Generate awareness</b> and gather ideas, link to additional information on your website or utilize it as a direct-to-sales portal.	<b>Businesses that rely on visual appeal</b> to sell their products – specialty foods, artists, home goods, bakery, catering, clothing and jewelry design studios, dining.
 <b>YouTube:</b> Video sharing site where you can search and post short- to extended-length videos.	<b>Brand awareness,</b> DIY projects, product introduction and demos, events and promotions, tutorials, address frequently asked questions.	<b>If you have a story to tell</b> in a visual way or an easy DIY project to share – landscapers, contractors, florists, caterers, hospitality, child care, furniture repair, auto care.

How have small businesses taken to social media?



90% of small businesses with a social media presence use Facebook.



50% of small businesses want to increase investments in Twitter, Instagram and YouTube this year.



41% of small businesses share and engage customers and followers multiple times a day.

Your time and resources are limited. Be sure you can commit time to being social.

If you don't have a plan for social marketing, you could be missing out on a big chunk of business – that's probably going to your competitor down the street. But if you do it well, your social media marketing can lead to better relationships and more business.

If you're looking to get more out of the internet for your business, call XXX XXX XXXX or visit <http://offers.PROVIDER.com/businessisgood>.

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