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# 5 Essential Steps to Promote Your Business on Social Media

Jennifer Bell · Monday, September 21st, 2020

Social media has impacted the world in which we live today in countless ways. From how we communicate, find doctors, and even buy goods, social media proves itself to be the backbone of the Digital Age. With that being said, almost everyone has at least one social media account, and he or she is likely to spend up to two hours on it each day.

You may not realize it but what's the first thing you do in the morning as you lay in bed after your alarm goes off? Very few people will say things like, "read a book or the newspaper," "do morning stretches," "get right out of bed and start my day." What do the majority of people do when they wake up in the morning? Spend time scrolling on their phone, usually on social media. Furthermore, the same question can be asked in regards to bedtime, what's the last thing you do before you go to bed? It's likely the answer is you check your social media accounts.

With the world's dependence on social media, it's becoming increasingly important for businesses to take advantage of social media in order to boost their clientele and generate more leads. If you are a business owner and are looking to improve your social media presence, this post will detail 5 easy ways to do just that.

**How You Can Promote Your Business Using Social Media**

Whether you are a business owner of a rhinoplasty practice, a small restaurant, or even a retail store, it will be worth your while to know and understand the basics of how you can use social media to promote your business. Here are 5 tips.

1. **Choose the Right Platforms**

This is the first thing you will have to do in order to use social media to your advantage. There are thousands of different social media apps to choose from when it comes to promoting your business, however, it's important you choose the app that makes the most sense for the kind of business you are running and the kind of service/good you are providing. Usually, businesses have the most luck utilizing the most popular social media apps and websites such as Facebook, Twitter, Youtube, and Instagram. These apps are a safe bet because most people have at least one of these accounts.

To further choose which platform to promote on, think about what makes sense. Are you going to be posting videos of your service/good? Choose Facebook or Youtube. Do you plan to post aesthetically pleasing images of your business? Instagram may be the best choice. Or, are you planning to write content and call to actions on social media to promote your business? Choose

Twitter.

It would also be helpful for your business if you look into what platform other companies in your field of work are posting on.

2. **Engage Viewers**

After you've selected which platform to use, make it a point to engage your followers with your posts. The purpose of social media is to create interactions and connections, so your business should aim to do the same when posting on a social media platform. Some ways to initiate engagement amongst followers include:

- Ask questions
- Repost images of customers using your product/service
- Comment on people's posts
- Be sure to respond to any feedback, questions, or direct messages in a timely fashion
- Update your account often with your newest product or service

Engaging your followers will not only help them see a product or service they may want, it will also show them that you, the person running the business, care to communicate with them online just as much you do in-person.

3. **Create a Calendar**

Using a calendar to plan your social media posts is a great way to stay organized and visualize your social content strategies over time. A calendar will also help you stay on track so that you can plan your posts strategically and post them consistently.

A calendar for your social media posts can be as in-depth or as simple as you want, however, it's' important to spend some time thinking about what you're going to post before you post it. With a written out plan, you can keep track of what kinds of posts are doing well, which kinds of posts aren't, and use this information to constantly improve your social media presence.

4. **Give Your Posts Value**

Make sure that your posts provide some sort of value to your followers and offer something that they will find useful; some way to do this include:

- Post entertaining videos
- Offer a deal or incentive
- Offers advice
- Provides important information about your product or service

By giving the value of your posts, the more likely that your followers will want to read/look at what you have posted and will continue to follow you. Likewise, your followers may reshare or repost your social media post if they find it particularly beneficial, thus helping you grow your client base.

5. **Be Sure to Not Over-Promote**

We all can relate to social media accounts that are oversaturated with miscellaneous posts that offer no real value- don't be that account. In fact, you should use social media as a way to entertain and engage your followers rather than as a way to promote yourself. If you spend too much time promoting yourself via social media posts, it's likely you will lose followers because they [the followers] will feel as if they are being spammed by your account.

Create content that people will enjoy reading and viewing. Some marketers even use a rule called the "one-in-seven" rule. This rule states that one post can be directly promotional, whereas the following six should be content-based/follower focused.

**Use Social Media to Your Advantage Today**

If you haven't already, create social media accounts for your business to begin boosting clientele as well as leads. If you aren't familiar with how to post on social media, consider hiring a digital marketing agency, or an employee that handles the digital marketing aspect of your business. The time (and potentially money) you invest in growing your social media is an investment that is sure to pay off, so do what you can to use social media to you and your business's advantage today.

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