

50 Ways to Market & Promote Your Business on Social Media



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www.thenetworkforwomeninbusiness.com

Facebook

01

Create a Facebook Fan Page for your business and run a "LIKES" campaign. This creates awareness about your business and build your fan base.

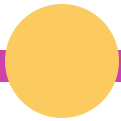
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Change your Facebook Timeline Cover to promote your product or service and include an arrow pointing to the call to action button to drive more traffic to your site, which should link to your site or special promotion.

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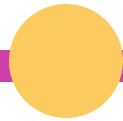
Create a Facebook Offer using this specific feature on your Fan Page to drive more traffic to your products or service. Remember to create a deadline date.

04



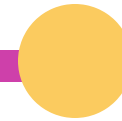
Create a series of Facebook Live videos to highlight your product or service via product education or demonstrations and to give special announcements or promos.

05



Create a Facebook Video Ad to drive traffic and awareness to your product or service.

06



Use the Facebook Stories feature to share and highlight what's going on in your business. This will help to keep your fans in the know.

07

Host a tele-seminar or webinar and create a FB event promoting it on Facebook.

08

Create a special group for your customers so they can be the first to get news about your company.

09

Create a Facebook Ad to promote your product or service.

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Use the Facebook Retargeting pixel to redirect website visitors on Facebook.

LinkedIn

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Create a LinkedIn Profile specifically for your company on LinkedIn that is separate from your personal profile.

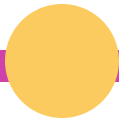
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Write articles on LinkedIn and post them on LinkedIn Pulse. This is a great way to create awareness about your product or service.

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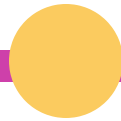
Re-purpose and re-use all of your Powerpoint presentations by posting them on Slideshare which is now owned by LinkedIn.

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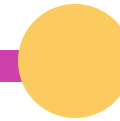
Create a group on LinkedIn that is specifically for your company's product or service to attract fans by interest and email blast them at least once a week.

15



Create a hit list of your top key contacts that you would like to reach out to on LinkedIn, see if you have friends in common and invite them to connect with you.

16



Offer all of your new connections something of value that could help them to achieve their mission and in return help you.

17

Run an ad on LinkedIn to highlight and promote your product, service or event.

18

Join other LinkedIn groups where people who could use your product or service are also members.

19

Use LinkedIn Sales Navigator to farm the right sale leads for your business and make it a point to connect with those decision-makers.

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Use great visuals or videos in your posts on LinkedIn.

Instagram

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Convert your profile into a business profile so you can add key features to your account.

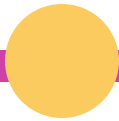
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Create engaging posts that stand out in the Instagram feed, using bright colors and big fonts.

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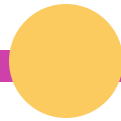
Make sure to include relevant hashtags with every posts because this increases your overall number of followers.

24



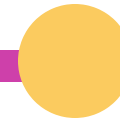
Reach out to an Influencer on Instagram and invite them to promote your product or service for a small fee.

25



Go "Live" on Instagram and demonstrate your product or service in action or to take them "behind the scenes" of your business.

26



Post a video or re-purpose your videos from Snapchat or the ones on your phone on Instagram Stories for more engagement.

27

Make sure to use the link in your bio to promote the latest sale item or where you want your Instagram follower to find you online.

28

Follow people who follow brands that are similar to yours. In other words follow your competitors followers. This will help you grow your own followers on Instagram.

29

Tag and mention other popular people on Instagram when you write posts about them. This can help you grab their attention and maybe get a mention.

Twitter

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Use a big and colorful Twitter header that accurately reflects your business.

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Make sure a link to your website is included in your profile description.

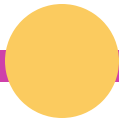
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Use Hashtags to ensure that people who are interested in what you have to offer can find you.

33

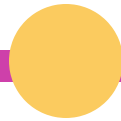
Run a twitter ad to promote your profile or a specific tweet.

34



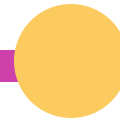
Reach out to an Influencer on Tweeter and ask them to Retweet a tweet from your business and make sure the tweet has a link to an opt-in page on your site.

35



Make sure your tweets stand out by using graphics. It's better to put a quote on a nice background vs a plain old text only tweet.

36



Make sure to include links back to your website on every single tweet.

Youtube

37

Create an educational series of videos about your product or service and upload those videos on Youtube.

38

Re-purpose and re-use your videos by posting them on your blogs and on other social media channels like Facebook.

39

Monetize your Youtube channel by getting 10,000 views. To get these views fast, run an ad to one of your videos.

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Make sure the link to your website is included in the description section of your videos.

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Create long descriptions(at least 500 words) for your videos and make sure to include your keywords throughout the description to optimize your video for search.

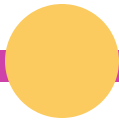
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Use time stamps on all of your videos to ensure that your channel visitors can get to the important video content quickly.

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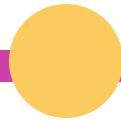
Host Youtube "Live" events. This will help you to build your community and get comments, more engagements and subscribers.

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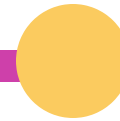
Use call to actions inside of your videos. Make sure to tell your views to like, comment, share and subscribe to your channel.

45



Share and include links to your videos to your existing clients and customers via emails.

46



Create short articles about your videos and include them on LinkedIn Pulse. This is a great way to build expertise on both platforms.

Snapchat

47

Do a major product or service reveal on Snapchat.

48

Create a targeted Geofilter specifically for your brand to increase awareness.

49

Do a quick product demonstration on Snapchat and send viewers to your website.

50

Do a SnapChat takeover of an influencer's account and have them to promote your product or service.

Thanks!



REMEMBER THE GOAL IS ALWAYS TO TAKE
LEADS OUT OF SOCIAL MEDIA AND GET THEM
ONTO YOUR LIST.

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