

 **Front Desk**

— **6 tips to rock** —
SOCIAL MEDIA
— **for small business** —

FEATURING SHAWN GOWER
Operations Manager of NorCal Strength and Conditioning



Why rock social media?



**Attract new
business**



**Engage and update
current clients**



**Build a community
around your
business**

1. Stay on brand



As with any other public communication, represent your business the right way.

Shawn: *“If you look at our social media posts for NorCal Strength and Conditioning, we try to reflect what we believe in: good movement and fun!”*

2. Know the way to your followers' hearts



This will be different for every business. Test ideas and track the results.

Shawn: *“People are using social media to take a break from their lives. We try to provide content that makes people smile or makes them say ‘I want to do that’ or ‘I can do that.’”*

3. Use the right channels



Every social media platform has a slightly different audience. Use the channels your market uses. Sometimes you can easily post the same content on multiple channels.

Shawn: *“We typically kill two birds with one stone and post to Instagram and it auto pushes to Facebook”*

4. Get everyone involved



Include and engage your clients to make your social media channel feel like a community.

Shawn: *“Our following has come from getting all clients involved by tagging them in pictures.”*

5. Utilize influencers in your industry



An influencer can be a local celebrity, a CrossFit athlete, musician – anyone with a big social media following that your clients know and respect.

Shawn: *“Having Robb [Wolf, best-selling author] push stuff to his page helped get our audience up to par.”*

6. You don't have to pay big bucks



Advertising online works for many companies, but as a small business it's not always worthwhile.

Shawn: *“We don't put a lot of focus on building our page 'likes', as it seems the business side of things on Facebook has become a pain in the a**, or they want an arm and a leg to "boost" a post. However, if marketed properly it can be useful.”*

Learn more about how to **engage your customers**
with the guide

Acquire New Customers and Keep Them

