

Choosing The Best Social Media Platforms For Your Business

Here is a printable guide on how to choose the best social media platforms for your business. Social media platforms are the best way for any business, regardless of size, to interact with their consumers in today's modern age. However, there are a variety of different platforms that you can choose from in order to maximize your businesses social media impact and subsequent success.

We hope this brief printable list of tips helps you in selecting the right platforms for your business!

Now, here are the tips:

- ★ First, consider who your business sells to?

If you're looking to target consumers, focus on instagram and facebook as your social media avenues. If you're instead looking to target other businesses, utilize LinkedIn.

- ★ Next, think about the clients themselves. What are their demographics?

Once you isolate that, do some research into the social media preferences of your target demographic. Use that to inform your decision on what platforms to use.

- ★ Research your competitors, particularly successful ones. What social media platforms are they using?

Consider structuring your social media plan around a similar strategy to that of your successful competitors.

- ★ Consistency is the name of the game. Make sure your posts on all platforms are consistent in not only branding terms, but the message they convey, and the

frequency you post. Interested customers will most likely look at several of your platforms, not just one. What frequency will you post? What will be the branding message and aesthetic look?

★ Participate in social media discussions in forums related to your business and area of industry. People will start to engage with your content, and be drawn to your social media accounts. Which forums will you start participating in? What will you discuss?

★ Finally, stay true to yourself and the values your company has. Consumers can sense genuine interactions and will trust you and your company that much more. What steps will you take to stay “genuine”?
