**Introduction**

Social media platforms provide viable opportunities for all businesses to interact effectively with customers. Since these are small entities which have not fully established, social media presents a reliable platform to track, analyze, monitor and receive feedback from their clients. However, this is just the beginning of a complex process that will require a combination of multiple strategies to gain customer trust and loyalty. Available strategies include;

**Defining the brand name and building followers**

Focus and effort should first be concentrated in building the brand name to establish a strong social networking platform presence. To gain competitive advantage over the competitors, a small business entity should highlight the various value added benefits it offers to its users. The next step is to create a large pool of followers on popular social networks like Facebook, Twitter and Linked in.

**Engage in constructive interaction and Create informative and quality content**

Constructive interaction involves close monitoring of customer activities in an attempt to create long lasting relationship. Keeping an insight to the market trend and customer activities will help boost a small business by creating trust and confidence in the minds of the clients while also acting as the best agent in carrying and spearheading the success of a small business through quality and informative content.

**Forge customer relationships**

Forging customer relationship is the ability of businesses being able to positively accept and respond timely to customer complaints. Social media provide the best platform for small companies to address customer complaints. It is an effective tool in that various complaints can be gathered at ago and feedback given within a reasonable time.

**Conclusion**

Owing to the above aforementioned points, social media can be a good marketing tool to jumpstart small businesses to success.