hello, my name is D'Andre Davis-Taylor and I'm the marketing coordinator at

MasterSolve in this video I want to discuss social media marketing whether

you're looking to connect with new potential leads promote content or

engage with your existing customers social media is no longer just a

nice-to-have there are now a staggering 2.3 billion social media users worldwide

which makes it a great platform to share your message to your audience but how do

you rise above the noise and grab the attention of your audience first

remember that not all channels are created equal everything from the

frequency of posts to the tone should vary by platform while you should always

be professional there's no rulebook for the tone there should be arranged with

Twitter being the most casual and LinkedIn the most formal once you've

figured out how to post your next decision is to figure out what to post

to ensure you have the most success you should make sure you have a lot of

variety in your posting your plan should include curating content from thought

leaders promoting your blogs and other assets and inviting people to webinars

or events mention influencers and use hashtags with Twitter or Facebook to

expand your reach and don't forget to look for other ways to engage with your

audience many networks like LinkedIn allow users to join groups based on

certain interests becoming an active member in relevant groups or inserting

yourself in conversations is a great way to get your message in front of the

right audience as powerful as your brand social media presence can be it's no

match for the power of your employees spreading your message or reaching a

broader audience with paid advertising with some basic set up you can track

these programs and see for yourself the impact that they have on generating new

leads social media should never just be a set it and forget a system you need to

stay on top of changes so you can adjust accordingly the faster you react to

changes in social media the easier it is to stay relevant and rise above the

noise thank you for watching this video and I hope to catch you in the next one