1. Why should businesses use social media tools like Facebook?

Facebook and other social media tools allow direct access to customers. It also allows them direct access to you! This personalized approach to marketing and customer service can serve to build trust almost immediately when handled in a professional manner. While there are definitely “best fit” applications for your business, all social media outlets provide great advantages over the outdated media like print, TV and radio. We live in a world where people want what they want right now. Social media is the key to marketing, sales, service and analytics at that pace.

1. What is the value of Social Media Marketing?

Where do I begin?? The world changes quickly and, at least for now, your customers are fully engaged in social media. They don’t even turn on the TV for their news! They get everything they need online, for better or worse. Social media allows a company of any size to meet and understand its customers on a personal level and make adjustments to the marketing strategy as necessary. This also allows for a cohesive message between platforms and at a very low cost, relative to the older media outlets. The short answer is that social media allows a business to meet customer needs more quickly and effectively than ever before.

1. Before a business gets started with their social media marketing, what is one of the first things that needs to be set up and why?

It is recommended that a business, in their start-up phase, create a social media marketing strategy. They should take the time to investigate all of the tools available and strategize what will be most effective on each platform, or if a platform would be of any use at all. Planning, for any reason, is always a good investment. In fact, the more planning you do, the less time you will spend on implementing that plan.

1. What are some common social media business objectives?

The number one answer is, of course, sales. But let’s not be hasty. Like the tortoise, taking it a little slower and sticking to the plan wins the race. If you want more repeat sales, great word-of-mouth and a future full of sales, take the time to create and follow your social media strategy. Understand your customers and their needs. I would say that is the main objective. Also, understand why you do what you do. Be honest in communicating your why to your customers (or potential customers) which will create the engagement and build trust.

1. What questions need to be answered to help build high quality Facebook content?

Why am I on this platform? (does it make sense to be here?) Who is my target audience? What do they need? How do they prefer to communicate? What issues do they face? With my products or similar products? What are they expecting to see? What would they object to? What does the analytics tell me? How often should I post?

1. What is the standard frequency of posts for Facebook content?

Two to five times per day is a recommended frequency for social media in general, however you may need to tweak that a bit depending on the platform and customers’ expectations.

1. How would a business view their audience’s activity level when they are online?

Most social platforms offer analytics for your page or site. It can track click-through rates, reactions, comments, how they arrived at your content and where they go after, as well as their demographic information. You could also choose to interact with them directly in lieu of a marketing or social media department.