

Getting Started, Step By Step

1 SET SOME BUSINESS OBJECTIVES

for your social media campaign, and you will quickly be able to see if your efforts are paying off.

2 DEFINE A BRAND VOICE

decide how you want to use to engage with your customers online. Serious and business-focussed, or does your real estate firm lend itself more towards a lighter tone? Social media is a great place to show off your business's personality a little more.

3 CHOOSE WHICH SOCIAL PLATFORMS WILL BE THE MOST SUITABLE

for your business needs, and focus on those.

4 CHECK OUT THE COMPETITION

Take a look at the social media offerings of your competitors, as well as that of companies you admire. Take note of what works well and what could be improved.

5 CONSISTENCY AND QUALITY IS KEY

Make it easy for your customers to find you, by using the same business name and logo everywhere online. Good spelling and grammar is also very important.

What platforms should I use?

FACEBOOK

- Huge user base, with more than 1.8 billion monthly users
- Best for consumer-oriented products and service
- Paid advertising and boosted posts can reach highly targeted prospects.

TWITTER

- Great for sharing short snippets of information, such as links to interesting articles on your website
- Include a photo with each post to make them stand out in your followers' timeline.

LINKEDIN

- Good for establishing strong business-to-business relations
- Share articles about business practices and professional matters.

PINTEREST AND INSTAGRAM

- Perfect for promoting products and services with a strong visual component.

IS IT WORKING?

Track customer engagement to see the impact and reach of your social media efforts. It can be as simple as spreadsheet where you log how many 'likes' each post receives, or something more complex. For more sophisticated tracking options you can use Google Analytics, which provides fully customizable insight into your followers.

Don't have the time to do it all?

We offer social media set-up, management and engagement tracking

CONTACT US TODAY!
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