VOIXLY

SOCIAL MEDIA 101

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Topics to be discussed

Why use Social Media for your Business?
What platforms are best for my business?
What every post should include
Social Media Post Design Basics

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Why use Social Media for your Business?

- It can improve the frequency, quality, and reach of your marketing.
- It's an easy way to promote your business's sales, promotions, events, and other marketing activities.

Remember:

- **“Out of sight, out of mind” is very true where social media sites are concerned**

- **When using social media for business, keep your social media profile updated consistently, and maintain a constant presence for your business’s exposure.**

What platforms are best for my business?

FACEBOOK

- 70% of business-to-consumer marketers have acquired customers through Facebook

INSTAGRAM

- Instagram has 500 million daily active users and is great for visually marketing your business

FACEBOOK

Traffic

Sends more website referral traffic than any other social media networks

Engagement

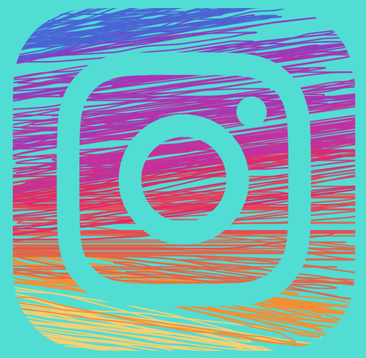
You can conduct surveys or polls, you can ask people to offer reviews about your products or services

Goal

Future outlook places strong emphasis on video content

Focus

Geared toward both news and entertainment



INSTAGRAM

Traffic

Not optimal for driving blog or website traffic

Goal

Best suited for strong visual brands

Focus

Highly visual network for static images and short videos

Engagement

Has 500 million daily active users

Making your page

Time to start branding

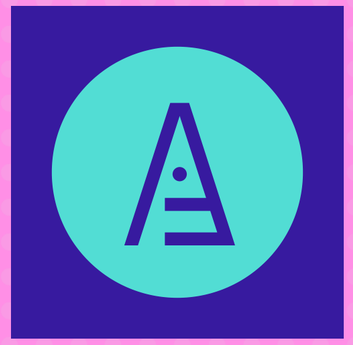
SET UP YOUR PAGE

CREATE A STRATEGY

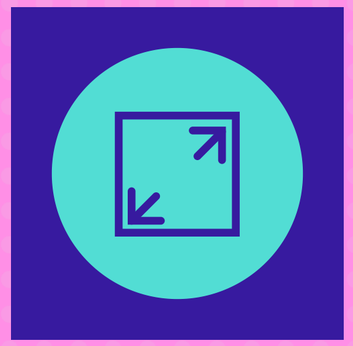
CREATE YOUR CONTENT

Designing your post:

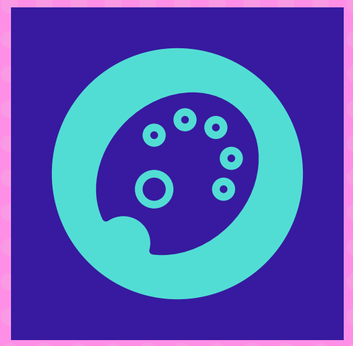
(Yes, post design matters!)



Use proper typeface



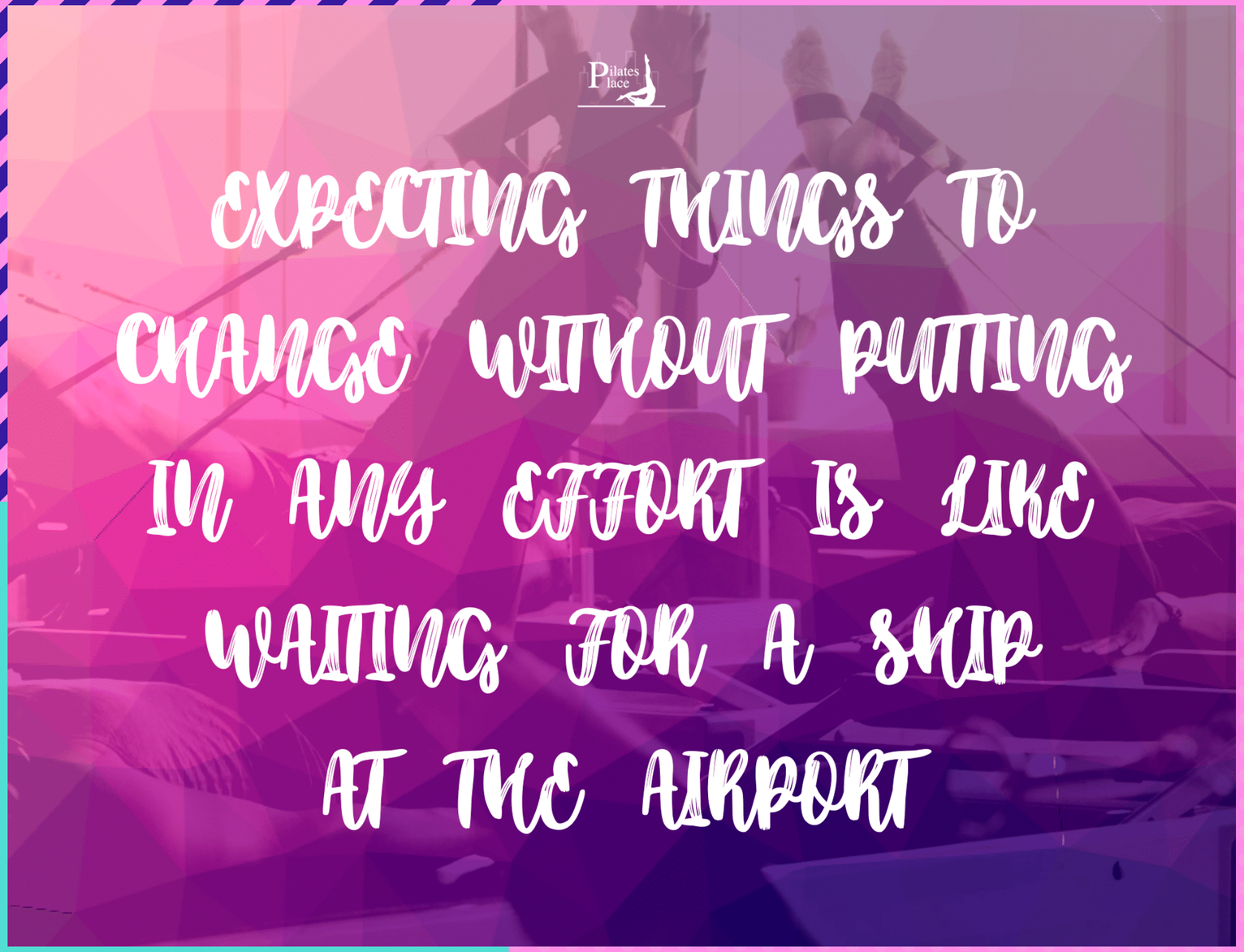
Always include your logo



Make it visually interesting!

WHAT WORKS!

- Logo is easily found
- Strong font- makes it easy to read
- Good use of image and overlay



WHAT DOESN'T...

- The font makes it hard to read
- The graphics are good, but it's hard to read

Remember: think outside the box!

**Just because it's a pilates company, it doesn't mean I only have to post fitness images

My Design Tips

- MAKE IT INTERESTING
- DON'T FORGET THE LOGO
- KEEP IT CLEAN!
- TRY NEW IDEAS

POST IDEAS

REAL ESTATE

CONSTRUCTION

MARKETING

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THANK YOU!