

# **Top** *For* **Tips** *Social Media* **Marketing**

## **Posting**

- 1) **Provide information that users want to read.**  
Rule of thumb: 80% useful information (post information relevant to consumers problems and needs) and 20% promotional.
- 2) **Post information useful and relevant to your target buyer persona.**
- 3) **Post often as determined by your buyer persona research.**
- 4) **Use quality images and photos. Just say no to cheesy stock photos.**

## **Localize**

- 1) **Communicate to your customers about local store events.**
- 2) **Use local lingo and hashtags (where appropriate).**
- 3) **Allow and promote check-ins.**

## **Personalize**

- 1) **Connect and converse with customers (this includes responding to reviews).**
- 2) **Shed some light on the faces behind the company.**
- 3) **Make social media fans feel special.**

## **Advertise**

- 1) **Utilize paid ads and targeting on special content.**
- 2) **Try boosting special posts.**

## **Review**

- 1) **Review your performance from your tracking efforts.**
- 2) **Adjust and readjust your strategy.**