

Where Are My Customers?





9

Tips to Determine Which Social Platforms to Use to Get More Customers!

The one question asked repeatedly by almost every business owner is 'Which Social Media Platform Will Get More Customers?' As we mentioned in our article 'Getting the Most from Your On-line Presence', that answer varies from business to business - there is no one right answer.

Here are 9 tips to help you determine which social media platform(s) to use:

1. Know Your Customers - complete a customer profile: Age bracket, % of male and female, prone to use computer, tablet or smartphone, family, couples or single - you get the picture.
2. Know Your Product or Service - profile your product or service looking at it from a visual point of view. Pictures are worth 1000 words, as we know. Is your product easily photographed or visualized
3. Find out which social platforms your customers use - How? The traditional way - ask them each time your customer comes to your store, calls, or emails. Train your personnel to ask. Create a form for your front counter, and beside your phones and computers. Right the answers down, tally the results.





4. Which social platform do you personally have the most friends, connections and followers? Your personal connections will drive the growth of your business social platforms.

5. Which social platform are you personally the most comfortable using? It will be easier using the platform you are comfortable with, than starting fresh on a new platform. This might not be the right place, but it is a good start.

6. Ask your staff where they spend their time on social media? Your staff can ultimately help drive traffic through their friends and connections. Keep in mind, not all employees are willing to share and post about where they work on their personal profiles - the dedicated employees will... business growth secures their job. Your personnel may be more in-touch with your client base than you are. Make sure you include your staff in the decisions and always ensure they are fully aware of your social media efforts.

7. Content is KING. Ask yourself what type of information would be most beneficial to your customer. Is it video, literature, how-to demonstrations, happy-touchy-feelie stories, white papers, testimonials - all of the above. It is important not to be selling in every post. Can you provide a good mix of information, offers, and feel-good and funny tidbits to keep your customers entertained while still being informative?

8. How much time can you spend marketing through your social media platform(s)? This is a big one. Social Media is not 'build it and they will come'. You will need to dedicate time to each platform, content development, and responding to customer likes, shares and comments.





9. Is your business such that one message would drive people to your location? Ex: A post just prior to lunch for today's special.

Once you have worked through the answers to the above 9 items, take a look at [Pew Research's Social Networking Fact Sheet](#) for a comparison of data as it relates to the most popular sites. Compare the statistics here to what you have determined in the 9 steps above.

HINT: Pick one or two social sites, not all - most people do not have the time to manage all the sites - start with one and work up! That being said, we believe every business owner, manager and employee should have a LinkedIn profile. Call us to find out why: 905-354-8273

After working through the 9 items above, and having read Pew Research's fact sheet, if you are still not sure where to start, [email](#) or call us 905-354-8273, we will be happy to discuss your on-line presence with you.

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