



HOW TO GROW YOUR BUSINESS ON SOCIAL MEDIA

for small business owners



HELLO THERE

I am Sarah, the proud owner of Sarah Marie Social Media. I graduated from Central Washington University in 2021 with a degree in Business Marketing. Right away, I was eager to elevate my work from babysitter to entrepreneur.

I always knew I wanted to work with small businesses. My passion for creative projects developed at an early age. Throughout my career in marketing, I have watched businesses develop successfully through storytelling and education. I can't wait for you to join me on this journey.

-Sarah

Let's start here!

In this guide, you will learn my most effective strategies for growing your business through the FREE tools of social media. I'm excited to finally share my secrets with you. There are no loopholes, this is as genuine as it gets.



NAIL DOWN YOUR NICHE

Are you ready to grow your audience quickly and be viewed as the expert in your industry? Step #1 is to decide on your niche. This is what you are going to be known for in your community and will make it easier for others to recommend your business. Rather than educating your audience on a variety of topics, you'll know exactly who you are trying to reach and how you are going to help solve their problems. Choose the niche that differentiates you from your competitors and clearly communicates the value of your products or services.

CONSISTENCY IS KEY

I'm sorry to tell you this, but the days of inconsistency are over. Your business holds the responsibility of showing up on social media. Your followers have made the decision to support your page, so don't let them forget about you. The more you post consistently, the more you will be praised by the algorithm. Remember, you don't need to commit to anything extreme. Whether you have time for 1 post a week or 5, just don't ghost your followers. Scheduling platforms are an incredibly helpful tool in planning ahead and keeping the stress out of posting. Try Metricool, Later, or Planoly.

BE GENUINE AND RELATABLE

No one likes listening to a flawless robot. To build a genuine connection with your followers, you must remove the facade of a perfect life. We all have failures and mistakes that make us human. To build a level of trust, show your vulnerable side, or a humorous one. Get your audience to see you as a person just like them. Once they feel like they really know you, then will they pick up the phone to call or purchase your product. Ask advice from others, share your tips, or uncover an obstacle you fought hard to overcome.

SERVE BEFORE YOU SELL

Ready to generate profitable leads through social media? Serve your audience with valuable content that provides a taste of your expertise. Whether this falls in the form of tips, printable worksheets, giveaway prizes, or free consultations, if this person has the potential to become a consumer, they will likely be interested in these freebies. No one likes to be sold to, stick to the 80:20 ratio. Provide the genuine value in your product or service and the sales are sure to follow.

BUILD YOUR COMMUNITY

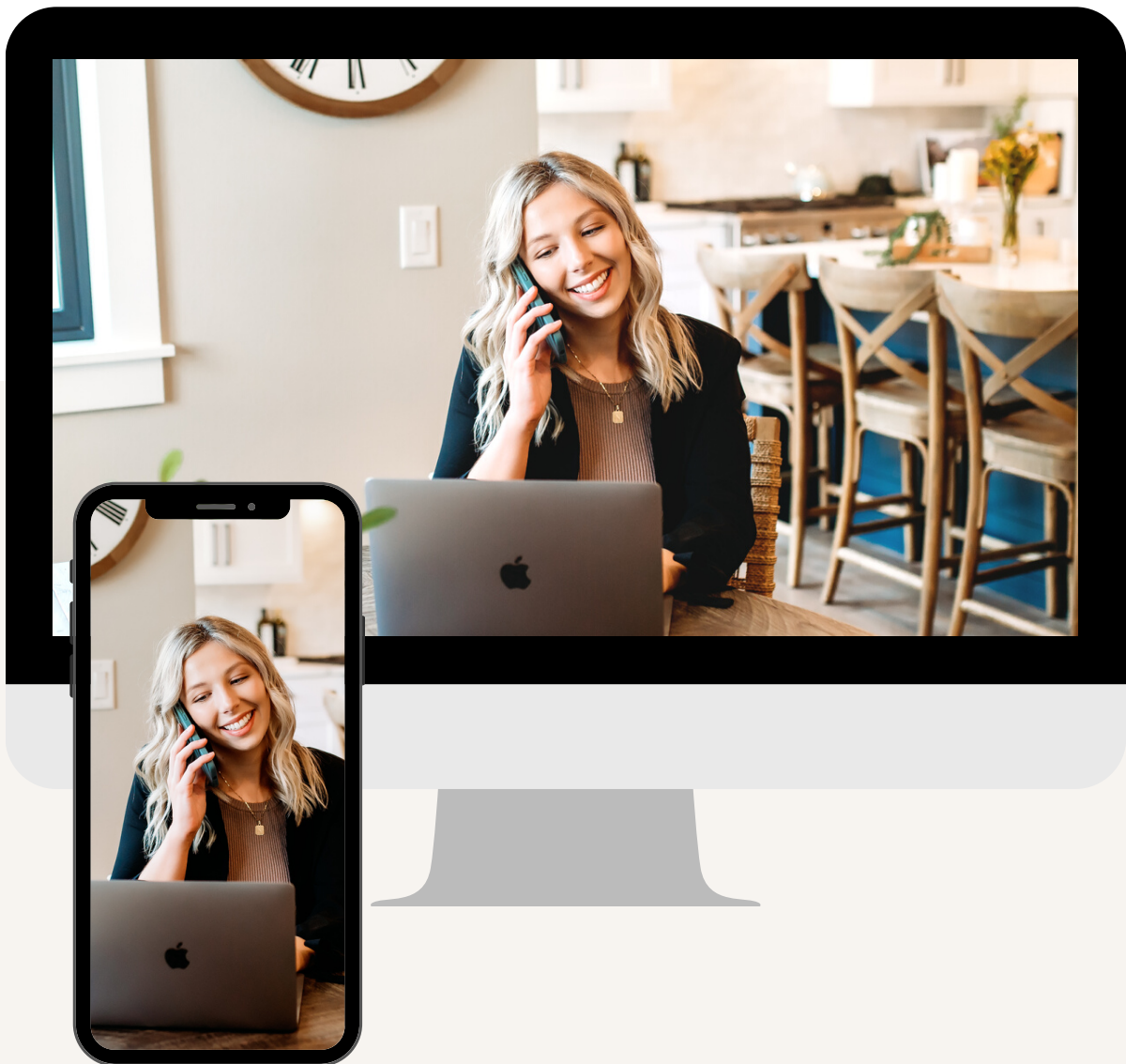
Building your community through social media takes online and physical presence. When you can, attend community events, donate to local organizations, and show your face at local businesses in your area. When you work hard to get your name and face out in the community, it will become much easier for others to recognize on social media. Offer support and helpful resources whenever you can, even if it doesn't perfectly reflect your business.

ACTIVELY ENGAGE

Engagement on social media consists of likes, comments and shares. Ask yourself these questions before searching for specific accounts: Who is my ideal client? What platforms are they on most? What are their life goals or hobbies? Find an active user who is looking for advice, recommendations, or opinions. Answer them generously, without expecting anything in return. Once an organic connection has been formed, ask yourself "can they really benefit from my product or service?" If the answer is yes, provide them with the easiest solution to their need.

CREATE ORIGINAL AND PERSONALIZED CONTENT

Do you know the difference between a stock photo and a real photo? It's YOU. Your followers want to see your personality, style, and vision through your posts. Share your story with original content that is personalized and written in your voice. Creative content will be praised on social media and will be favored by your audience. If you are at a loss for content ideas, sign up for my newsletter.



Sign up for a 1 on 1 Social Media Training

Entrepreneurs face so many challenges when it comes to self promotion alongside their busy schedules, but these hurdles aren't impossible by any means. With the right skills, resources and support, you can start to see significant growth with the tools right at your fingertips.

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