



# GoDaddy<sup>®</sup> Social

THE ULTIMATE SOCIAL MEDIA CHECKLIST FOR SMALL BUSINESSES

# A COMPLETE SOCIAL MEDIA CHECKLIST FOR SMALL BUSINESSES

We're here with the ultimate social media checklist for small businesses to help you stand out online.

Check these social media marketing strategies off your list to elevate your online presence and get new customers!

## HOW TO BE SOCIAL MEDIA SAVVY

Social media is now, more than ever, a means of connecting small businesses with their customers. Think about it: Right now, your current and potential customers are online looking for small businesses to spend their money with. They're visiting **Facebook**, **Twitter**, and **Instagram** to find great content, and reading and writing reviews on sites like **Yelp**, **Google**, and **TripAdvisor**.

*What are they looking for?* Consumers are looking for businesses with an authentic, engaging online presence -- **social media** that shows off their unique offerings and **review sites** that have personalized, thoughtful review responses. Being social media savvy means using these platforms effectively to reach new and loyal customers and spread the word about your business. When used well, these platforms can help small businesses:

- Build brand awareness
- Increase reach and visibility with potential customers
- Strengthen relationships with loyal fans
- Stand out among the competition
- Drive more revenue

In this guide, we'll show you the best ways to engage with customers on social media, manage your online reputation, and use paid media to start checking the right marketing strategies off your list.

# SOCIAL MEDIA CHECKLIST

## 1. Engage With Customers on Social Media

Interact with your audience on Facebook, Twitter, and Instagram to start conversations, increase engagement, and get more customers.

## 2. Use Social Media to Extend Your Customer Service Online

Posting on social media is not enough. Consumers these days have come to expect quick and effective responses to their comments, questions, concerns, tweets, and wall posts -- be responsive to extend your customer service online.

## 3. Manage Your Business' Online Reputation

Respond to reviews and maintain your pages on Facebook, Yelp, Google, and TripAdvisor to protect your reputation keep your legacy intact.

## 4. Use Paid Media to Increase Your Exposure

Reach new audiences and engage with customers by mixing in boosted content to your marketing strategy to get more eyes on your Facebook page.



# LET'S START WITH SOME STATISTICS

80%

of consumers say that they are more likely to **try new things** based on friends' suggestions on social media.

92%

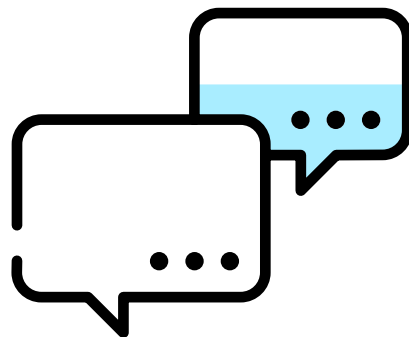
of people **read reviews** of small businesses online before paying them a visit.

61%

of business owners using social media agree that it has gained them **new customers**.

## IT'S EASY TO SEE:

If you engage with your audience on social media and review sites, you'll reach more customers and see real business results.





# ENGAGE WITH YOUR CUSTOMERS ON SOCIAL MEDIA

## FACEBOOK

80% of Facebook users want to connect with businesses on Facebook.

- ☐ **Just getting started?** Set up a Business Page, rather than a personal profile.
- ☐ Upload a profile photo and cover photo that truly represent your business.
- ☐ Make sure your customers know when, how, and where to find you: Add your phone number, email address, street address, website, and operating hours.
- ☐ Add your story. Tell your fans and potential customers how you got started and why you're so proud to be a part of their community.
- ☐ Invite friends, family, and customers to find you on Facebook.
- ☐ Post frequently (2-3 times per week) to keep your followers engaged.

### What should you post about?

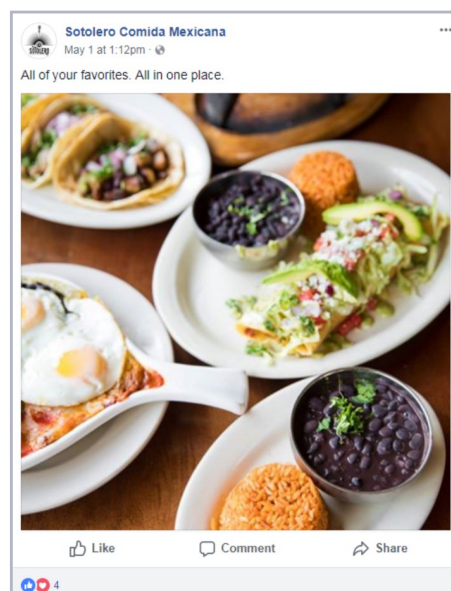
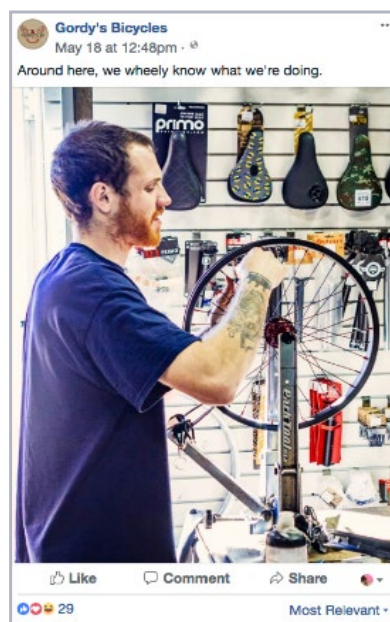
Posting relevant and interesting content on a consistent basis pulls potential customers in and will make them want to come by for a visit. Here's a quick rundown of the content your Facebook page should include:

- Photos of your **team, products, or services** -- show off all the elements that your customers love about you!
- **Events, giveaways, and specials** -- which also can be ideal for boosted posts. (See below for more details.)
- **Questions for your fans** about your business or industry -- engage with your audience with polls, trivia, and by asking them to tag their friends to get more eyes on your brand.
- **Interesting or compelling** content related to your business or industry -- find out what's happening in your industry or community and share that with your fans!
- **Customer testimonials** -- share reviews from other platforms to show off great customer feedback.
- **User-generated content** from your loyal fans.



Sharing **user-generated content** is fast, easy, and effective. Just take a look at what other users are posting about your brand or business on Facebook and share that post on your feed! The content your users post about your business provides a testimonial of their experience and a great opportunity to engage with your customers. Just remember to ask for permission to reshare, and when posting, thank and tag that user.

Here are some great examples of small businesses using Facebook to show off their team, products, and services!





## TWITTER

**85% of Twitter users feel more connected to businesses after following them.**

- ☐ Use the same profile and cover photo for Twitter as Facebook -- being consistent with your brand will make it easier for your customers to identify you across multiple platforms.
- ☐ Add a compelling cover photo that shows off your business.
- ☐ Update your profile to include a brief, compelling description of your business, your city or location, phone number, and link to your website.
- ☐ Tweet every day, 2-3 times a day, using relevant hashtags and integrating retweets and quote tweets into your posting strategy.

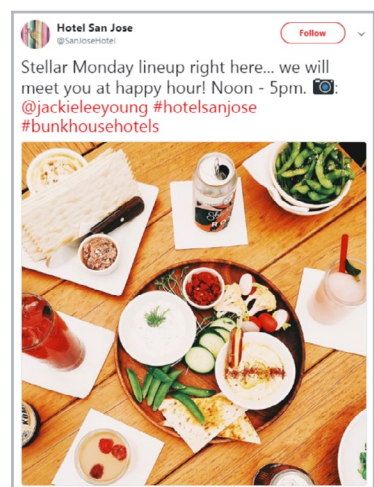
### What should you tweet?

Here's a rundown of the content your Twitter page should include::

- Share photos of your team, products, and services.
- Promote your sales, specials, and events.
- Like, retweet, and quote tweet local, community, and industry news.
- Join in conversations with users @mentioning your business.
- Join in conversations already happening on Twitter by checking out what's trending!
- Answer all questions, replies, and direct messages.
- Engage with people in your area who are tweeting about things relevant to your business.



Use Advanced Search on Twitter to find users tweeting in your area. Here's how it works. If you own a restaurant, you can use Advanced Search to set up filters to find people in your area that are tweeting about things relevant to your business. Let's say a user 5 miles away from your restaurant is tweeting that they're #hungry -- tweet them (with .@ + their handle), and let them know they should come see you for lunch!





## INSTAGRAM

80% of Instagram users follow at least one business on the app.

- ☐ **Just getting started?** Download the Instagram app on your smartphone. The platform is easiest to use on mobile.
- ☐ Set up a Business Account in order to measure and track insights.
- ☐ Add a Contact button so your followers can call or request directions to your business directly from Instagram.
- ☐ Upload a great profile picture, write a compelling bio, (include hashtags!), and add a link to your website.
- ☐ Post 2-3 times a week. Quality, not quantity, is the key with Instagram. Make sure what you're posting is highly visual and engaging.
- ☐ Use Instagram's editing and filter features to make your photos look amazing before you share!
- ☐ Switch up your posting days and times to keep your feed varied and interesting.

### What should you post on Instagram?

- Photos of your **team**, **products**, and **services** -- keeping in mind framing, lighting, and angles. Make sure the images you share on Instagram are edited, well-cropped, and high-quality.





## What should you post on Instagram?

- Your events, giveaways, and specials -- you can use these as opportunities to run contests on Instagram encouraging followers to tag their friends!
- Video or Boomerang content -- take advantage of Instagram's features to switch up your posts.
- In-the-moment content (which you can also post on Instagram's Stories feature.)
- Customer quotes and testimonials.
- User-generated content.

There's that phrase again: **user-generated content**. Instagram users often tag and geotag brands and businesses -- monitor your engagement and share those posts with your audience! Just remember to ask for permission to reshare, and when posting, thank and tag that user. You can also use reposting apps to make the process easier.



# USE SOCIAL MEDIA TO EXTEND YOUR CUSTOMER SERVICE ONLINE

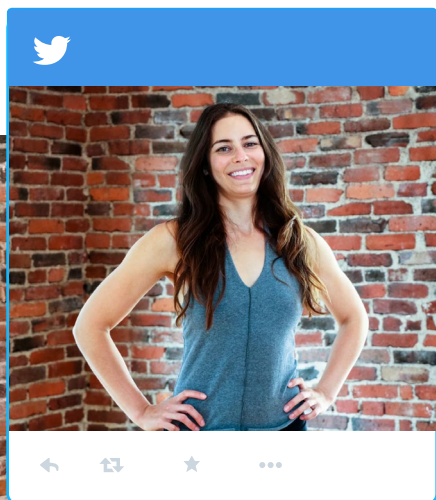
**67%** of consumers use Twitter and Facebook for customer service requests.

**33%** of consumers prefer to use social media to contact brands rather than a phone call.

Each and every message, mention, and wall post that comes in for your business on social media has the power to influence your customers' opinions of your business and their likelihood to come visit.

Many of these online reach outs from your current and potential customers will be requests for business information, questions about your products and services, real time notifications of their visits to your business, and descriptions of their previous experiences at your business. You'll want to respond to all of these communications in order to seem accessible, appreciative, and responsive to your customers.

Plus, providing a quick and helpful response to every online interaction can even positively impact your business' social media ROI. Customers who receive a response to request through social media spend 20–40% more at that business.

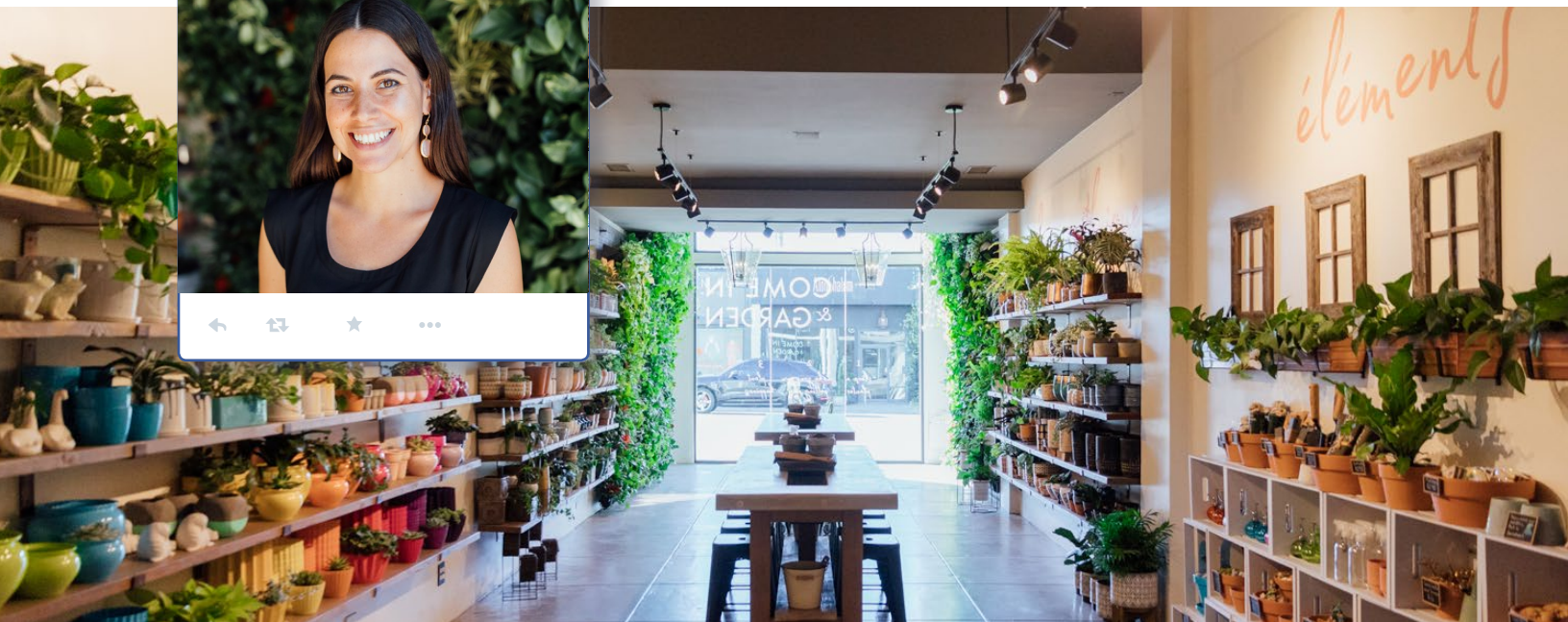
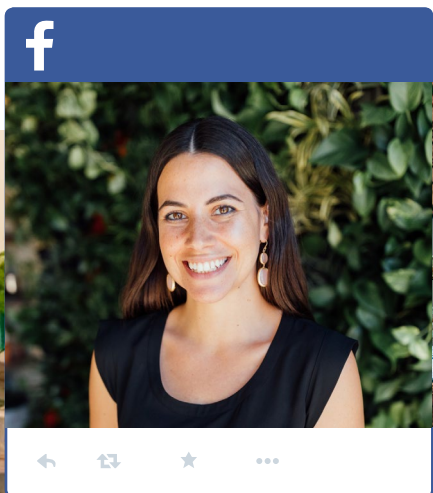


# MANAGE YOUR BUSINESS' ONLINE REPUTATION

**81% of consumers say it's important for businesses to respond to reviews.**

On review sites like Yelp, Google, and TripAdvisor, claiming your pages and responding to positive, neutral, and negative reviews will allow you to learn more about your customers and protect your business' reputation.

- ☐ **Claim your page.**  
Claiming your page is the first step to enhancing your profile. Even if you haven't claimed your listing, people can still write reviews about your business and suggest edits to your business' information. Claim your pages to take control of your reputation.
- ☐ **Fill in your business' information.**  
Adding all of your business' information is important—not only does it make it easier for potential customers to find out everything they want to know, but if you add elements of your business' story in a creative and compelling way, it can make your business stand out among your competition. Uploading assets like your menu or adding how your business got started will set you apart and get potential customers coming your way.
- ☐ **Add photos.**  
Add high-quality photos of your product, services, staff, and the interior and exterior of your business to your pages on review sites -- it makes you easier to recognize, allows visitors a chance to get to see you in your best light, and will make your business feel familiar to new customers.



- ☐ **Respond to positive, neutral, and negative reviews.**  
Responding to all of your customer reviews on platforms like Yelp, Google, Facebook, and TripAdvisor is extremely important to protect your online reputation and extend your customer service online.

**Think about it:** Your responses to both positive and negative reviews are not only for the benefit of the person who left the review, but anyone who might be visiting your page. Nearly 80% of U.S. consumers read reviews before making a purchasing decision, and it's important to them that these reviews have responses from the business owner. Show your reviewers, and anyone coming to your page to read your reviews, that you show the same customer service online that you do inside of your business. Taking the time to respond to the feedback you're getting from your customers helps build trust and, ultimately, brand loyalty.

- ☐ **Encourage customers to leave reviews.**  
Without explicitly asking your customers for positive reviews, you can let your followers know that you're on Yelp, Google, and TripAdvisor and would love to get their feedback on their latest experience at your business. Getting more reviews is the best way to show off everything you do at your business and attract more potential customers.



# USE PAID MEDIA TO INCREASE EXPOSURE

**39% of users like or follow a Facebook page to receive a special offer.**



Using paid media has become an important lever small businesses can use to increase their exposure and get new customers.

In addition to having a compelling organic Facebook content strategy, you can take an extra step by using boosted content on Facebook to get your message in front of the right audience.

Using boosted posts on Facebook is a great way to reach new people who are likely interested in your business but aren't currently your fans on Facebook. When you boost a post, you have the potential to reach more people and entice current fans and potential new customers to visit your business.

- ☐ **Choose the post you will boost wisely**  
Think about high-quality content you'd like to feature. Typically, a good post to put some money behind is for an event, special, discount, or promotion. You'll need a great photo, video, or graphic to use for this post in order to engage customers.
- ☐ **Target your ideal audience**  
The next step is to get your post in front of the right audience -- a.k.a as many of your ideal customers as possible. Boosting a post will ensure that your post reaches potential customers outside of your current network (who don't currently follow you) -- so think about who exactly you're trying to reach.
- ☐ **Track results**  
To review the performance of everything you're doing on Facebook, go to your Business Page on Facebook, and navigate to the Facebook Insights tab. Here, you can see the extent of the reach of your posts, any meaningful actions (link clicks, shares, or views) on the part of potential new fans and customers, and money spent. With these insights, you can strategize, rework your content calendar, and try, try again.