



10 Tips to Help Revitalize Your Businesses Social Media Efforts

Social Media generates leads that result in real customer acquisition. Stay current in this ever-changing world with the latest and greatest tips and tricks from infinitee's social media team.

Tip No. 1: Don't be afraid to ask for outside opinions.

Most of your employees and clients are active on more than one social media channel. Use them to test out a new page and gather information on user experience and look and feel. The more eyes the better!

Tip No. 2: Drive traffic to your social media sites via contests, sweepstakes, promotions, etc.

Let's face it – People like freebies! You would be surprised at the number of people willing to give out their contact information for a chance to WIN!

Tip No. 3: Maximize your reach by uploading your e-mail contacts to Facebook.

They may be a colleague or client of 10+ years but do they LIKE you? If not, you're missing out on potentially reaching thousands of followers. Social media is the new word of mouth!

Tip No. 4: Document everything.

Complete your Facebook Timeline to provide followers with interesting and credible information and to add more searchable content to your page. The more you share, the more likely you are to be found.

Tip No. 5: Visuals, visuals, visuals.

Images generate more interactions than text alone, but did you know that including people, specifically faces will help followers relate to your page? Images that convey specific emotions will help your brand seem more relatable.

Tip No. 6: Don't use broad #hashtags.

Simply tagging your event post with #event or #sofun isn't going to get you anywhere. Make your hashtag campaigns as specific as possible by using your company or brand name, event title, etc. This will make measuring the success of the posts much easier by ensuring you're the only one that uses it.

Tip No. 7: Utilize the power of LinkedIn connections.

Have trouble contacting that important CEO or decision maker? Try searching for them via LinkedIn. You might be surprised how many connections you have in common or what groups you might share interest in.

Tip No. 8: Embrace the power of video.

You can squeeze a lot of information into a 6 second Vine or 15 second Instagram video. If you're lacking video content, try using apps like [Animoto](#) to create stunning photo slideshows.

Tip No. 9: Keep embracing the power of video – You'll be a winner in Google's eyes.

If you don't already have one, create a YouTube channel and include content like customer testimonials, interviews with industry professionals, introductions or highlights on integral employees or how-to videos.

Tip No. 10: Create and maintain a Google+ company page.

Google+ posts stand a better chance of indexing on Google search above Facebook, Twitter or LinkedIn posts. This is a great place to encourage testimonials or reviews, which will lead to organic SEO.

For more information on social media best practices and services, contact infinite today at 404.231.3481 or e-mail Jocelyn at Jocelyn@infinitee.com.