

Engage with followers and grow your list

Social media is like hosting a wine tasting. You get to pour out little samples of what your business is all about, letting people sip, savor, and share their thoughts. It's your chance to connect with people, share your story, and make a lasting impression. And just like a great wine tasting, if you're not there, you're missing out on valuable opportunities to make connections and get people talking about your brand.

This is why social media is great for small businesses. It's where you can connect with your customers, share your story, and build a loyal community. Whether you are promoting a new product or keeping people in the loop, social media allows you to reach a large audience. Plus, if you pair social with other marketing tools like email, you'll drive even bigger results, and that is where the real magic happens.

STEPS TO SUCCESS

- 1. Keep it real.** Share behind-the-scenes peeks, celebrate your team, or tell stories about the challenges and triumphs you face. This kind of content doesn't just sell a product or service – it builds a community.
- 2. Mix it up.** Remember everyone consumes content differently, so be sure to include a mix of text, video, photos, and other content types to appeal to different tastes.
- 3. Talk back.** Have conversations in the comments and DMs. Make sure you respond thoughtfully – or simply “like” their message. A human reply can make your brand feel more approachable and personable.
- 4. Follow trends.** If there's a trending topic or popular meme that fits your brand, don't be afraid to reshare or put your own spin on it. Just make sure the trend aligns with your brand's voice and values.
- 5. Share links.** Add links to your email list sign-up form and website to your bio so your followers can opt in to hear more from your brand. Offer incentives, like discounts or VIP offerings, to entice them to sign up.

How to measure success

Look at reach and engagement metrics. Pay attention to the posts that reach the most people and resonate with your audience. Your audience will tell you what they are interested in by engaging with your content.



REAL RESULTS

Jayson Alexander Racing combined social media content with email marketing to grow reach, engagement, and revenue across their business.

Read their story 



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