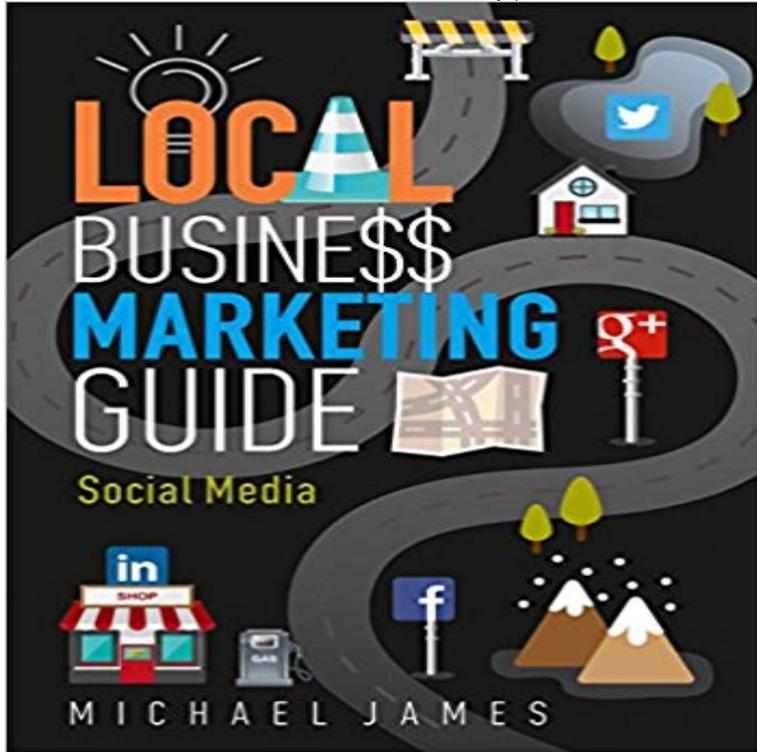


Local Business Marketing Guide: Social Media



Local Business Marketing Guide: Social Media When you're looking to start a business, or even if you already have a business and you're looking to improve it, one of the most important things you can and should do is get started on social media. If you do, you're looking at thousands, hundreds of thousands, even potentially millions of new customers to your business. If you don't well then you're going to have to hope that traditional methods are going to get new people in the door, but survey says that it's not very likely (unless your entire market is the elder generation). Social media is all about connecting with new people. It's about finding a way to reach out to those who aren't located anywhere near you. Whether those are people in a different city, a different state or even in a different country, you have the opportunity to reach out to them through social media and through new networks. If you continue to use older methods of reaching out to people, say the newspaper, the Yellow Pages, even flyers and billboards, you're risking missing out on a large group of people who don't pay attention to those things anymore. How many people actually subscribe to the local newspaper where you live? How many subscribe to the Yellow Pages? How many actually even pick up those flyers that are left on their doors? The answer is, not very many. This is a problem if you've always marketed your products and services through these more traditional methods. Now in your parents' generation this was probably the best way to reach out to people. You had to put it in front of them and of course everyone read the newspaper. Everyone subscribed to the Yellow Pages. But that's not true anymore. In fact, the numbers for these physical methods of getting news and phone information have been falling fast as social media and online news start to take off.

Get the Social Media Marketing tips for 2018 from Digital Logic. This social media marketing guide will help you navigate social media. Social media marketing is a powerful way for businesses of all sizes to reach . We've created this guide to provide you with an introduction to social media marketing and some . If you own a local bookstore, try offering author video chats. If your social game could use a lift, download the *Beginners Guide to Social Media for Small Businesses* for best practices and tips on getting . In this complete social media advertising guide, we dig into . As your business embraces social marketing, your social media .. Text ads are small ad units that appear at the top and the right of the LinkedIn news feed. A lot of local businesses give up on social media because it feels like a massive waste of time. Usually, however, the problem is just that they're attacking it. *Leveraging Twitter for Local Marketing* . Twitter is a unique social network in that the most effective way to engage with the . For more ideas on how your business can use Twitter most effectively, check out the official guide from Twitter itself. For most small businesses, Facebook which has 1.7 billion monthly active users is the jumping-off point for getting started with social media marketing. At that point, U.S. consumers spent more time using mobile digital media than . A recent Marketing Exchange article featuring a how-to guide to local SEO for *Blog - Ultimate Guide to Social Media Marketing for Local Businesses*. For more information about social media marketing, contact 1 Source. Social media can be a powerful tool to grow your business. Few marketing terms light up local business owners' eyes like the words social media. There, you'll find specific guides to help you build and engage a following on the major. **DOWNLOAD:** get your free local business social media marketing infographic [PDF]. This ultimate guide includes examples & case studies. That's why we've built the 2017 social media guide for small businesses. *Social Media Marketing* . Then let this social media guide be your starting point. 01 Local SEO Competition Analysis 02 Local SEO Statistics 03 Local SEO Infographics 04 Local Search Ranking Factors 05 Social Networks for Local SEO 06