

# Social Media 101: How to Make the Most out of Your Pages & Followers



Every day, more businesses are making social media a core part of their marketing strategy, and they're not wrong doing so. [More than a billion people are currently active on Facebook](#) and there has never been an easier way for brands to promote to such a large and concentrated group of people.

If you're curious about how you can enter this marketing arena, here are a few of our best tips for businesses looking to start using social media.

## Make All Accounts Consistent

When you're a business using social media, you want to make sure that all of your pages and channels are conveying the exact same message to your customers.

Accomplish this by making sure that all of your pages have the same branding, hours of operation, and contact information so any potential client can reach out to you without fear of a wrong phone number.

## Identify Your Audience

As a business owner, it can be tempting to see all social media users as the same. However, just like in any other part of your business, not having an idea of who your ideal customer is can end up costing you time and money chasing down false leads.

When you're drafting content or generating ads, take the time to understand who your traditional customer is, what motivates them to seek you out, and what message would best convince them you're the company for the job.

## Track Important Metrics

One of the best aspects of social media pages is that they provide excellent metrics and data that can help businesses refine their approach. These include post reach, engagement, and post clicks by interested readers.

When you're making social posts on a regular basis, be sure to go back to the posts afterward and check their metrics. This will teach you what readers are most interested in and what messaging you can focus on to bring them through your door.

## Keep Your Content Relevant

Social media sites, and the tastes of their users, change faster than most people realize, and it can be easy for a trendy post one day to elicit groans and eye rolls only a few weeks later.

You don't have to draft every post to fit the moment, but you should keep tabs on what your readers are interested in. Has a recent event happened that affects your clients? Draft a post about your position and show off your expertise for all to see.

Social media is the greatest marketing tool for business owners since the invention of the billboard, but it can take plenty of time and patience for users to master this asset. Bring your business to your customers by giving MARKETING XYZ a call today at (555) 555-5555 and discover how you can master social marketing.

**REFERENCES (DO NOT PUBLISH):**

<https://about.fb.com/company-info/>

<https://www.fastcompany.com/3047232/how-to-use-social-media-to-market-your-business>

<https://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/>