

# 5 Brilliant Ways to Promote Your Business with Social Media

Will the importance of social media to business growth ever dip?

If you think of how best to reach your target audience, one million ways may come to mind and using the social media should be one of them. From building trust, rendering customer service to recruitment activities, brands are increasingly adopting social media for promotional and profit-geared engagements.

Despite this trend and the advocacy for the use of social media for business promotion by tech and *let's go digital* evangelists, some businesses still lurch at promoting their products and services with social media.

Businesses have one thing in common – they want profit. A good portion of that profit can be generated by reaching the right audience across social media platforms.

We have highlighted five brilliant ways to promote your business with social media.

## **1. Improve Your Visuals**

To attract your target audience, ensure your images, creatives, etc. across all channels are attractive and of high quality. Consumers will be drawn to catchy and prime images.

Leave them curious and draw them in with your images. You can tell stories too.

## **2. Showcase Your Strength**

Communicate your brand strength. If quality is your business strength, then capitalize on it. Make it known across owned social media channels. Keep in mind your weaknesses and work on them while promoting your strength.

## **3. Be Human**

The platform may be digital but the consumers are the same. They are humans with emotions. Keep your brand's tone professional but engaging at the same time.

Respond in real time to customer queries and comments and empathize if the need arises.

#### **4. Build Trust**

Your engagement and conversations on social media should generate brand trust. Trust means your consumers and prospects having a “no-fail” belief about your brand or business.

Talk about how you are up to the task and can deliver. Share success stories and testimonials.

Brand trust will endear your customers more, convert prospects and birth more loyal customers.

#### **5. Use Hashtags**

Hashtags are essential for promoting your business on social media. They allow you discover other businesses and follow trends and updates. By using and following hashtags you can make your own content discoverable and increase your overall brand awareness.

Learn tricks and hacks on how to engage, convert and boost your business using social media. Register [here](#) for our Social Media Marketing short course.