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Social Media Marketing Strategies

Abhishek Sharma

Amity University Greater Noida

ABSTRACT :

Social Media Marketing Strategies for Small Business: The Comprehensive Guide to Success and Growth explores the use of social media marketing strategies for small businesses. The purpose of this study is to identify specific strategies, techniques and best practices for successful social media marketing. Social media has become a powerful marketing tool for businesses to promote their products and services. However, small businesses face unique challenges in the marketing environment, including limited resources and low marketing budgets.

Social media provides small businesses with an inexpensive and highly effective way to reach out new audience and communicate with potential customers. With the right strategies, social media can help small businesses build brand awareness, create better customer relationships, and drive sales. By examining marketing analytics from two local startups (Green Llama and Firestarter Mug), implementing dozens of strategies, analyzing research from social media experts, and providing data-backed solutions, this study will help small businesses develop and implement effective social media marketing practices.

Background:

Social media has become an integral part of society, providing a platform for billions of people to share information, ideas and beliefs with each other. As a result, social media has become a powerful marketing tool for businesses to promote their products and services. Small businesses face unique challenges in the marketing environment, including limited resources and low marketing budgets. However, social media provides an inexpensive and highly effective way for small businesses to reach new audiences. With the right strategies, social media can help small businesses build brand awareness, create better customer relationships, and drive sales.

This research explores the importance of social media marketing and the specific strategies, techniques and opportunities that small businesses have in this space. By examining marketing analytics from two local startups (*Green Llama* and *Firestarter Mug*), implementing dozens of strategies, analyzing research from social media experts, and providing data-backed solutions, this study will provide insight into successful social media marketing for small businesses.

Literature Review

Social media marketing is a powerful tool for businesses to increase engagement, drive brand awareness and ultimately drive online or in-store traffic. Social media marketing offers businesses the chance to learn more about their customers and reach a larger audience for much less than traditional advertising (Funk, 2014). To take advantage of the billions of active social media users and historically high engagement rates, many businesses have shifted their focus to creating online content. In Funk's book "Advanced Social Media Marketing", he highlights the impact of social media on customer relationship management, brand equity and consumer-driven collaboration (2014). Social media has changed the way businesses and customers interact, leading to better relationships, greater customer retention, better behavioral analysis, and better decision making (Li& Larimo, 2020).

Funk also gives marketers a basic overview of brand usage, best practices, platforms, and most importantly, how success is measured.

Social media marketing and the strategies marketers use are constantly evolving. The techniques used in the past are not the same as today. Content has become exclusive to the platform and failure to adapt to these changes will produce poor results (Funk, 2014). In addition, the same social media strategies used by big-budget companies differ from small businesses with fewer resources. While much research has been done on big-budget social media strategy, few experts have considered small business strategy, especially at a time when organic growth is easy to achieve. Small businesses have unique access to tight-knit support groups, specialized tools, and content styles that organically increase growth. However, accessing these areas requires small businesses to value their social media strategy as a major marketing investment.

Opportunities

To understand the opportunities for businesses in the social media space, Funk explains the impact on brand engagement and the opportunity cost of ignoring it. Studies show that "91% of online adults use social media regularly" and "An estimated 88% of businesses with 100 or more employees now

use social media for marketing purposes (2014). If a business does not actively maintain a presence on social networks, it loses valuable marketing territory to its competitors.

Social media is the easiest way for customers to discover new businesses and learn about their products or services; businesses that are not in this space are doing themselves a disservice.

Furthermore, the cost of maintaining social media channels is negligible compared to the return on investment they provide. Social media is a "cheaper and highly effective way to promote businesses", however it still requires a lot of effort (2014). In order to achieve the best results, small businesses must take advantage of consumer perception. According to the *Small Business Trends study*, 62% of consumers say they trust small businesses more than large retailers (Guta, 2021). This is a great opportunity for small businesses to create relevant and customized content for their social media platforms. Small businesses connect very well with consumers, which helps cultivate community and create stronger relationships.

Compared to other forms of brand management, social media is easy to use, intuitive and provides valuable analytics for business growth for free. Platforms like Facebook store analytics, audience demographics, viewership, engagement, link clicks and more within the meta business suite. This allows businesses to learn more about their audience and create relevant and engaging content.

With today's technology and millions of free online resources, it's never been easier to get started on social media. Most social media processes can be done using a smartphone, which is cost-effective and time-efficient for businesses.

The biggest opportunity in social media marketing is the ability to build brand identity. According to Ghodeswar, brand identity is "a unique set of brand associations and values with which customers resonate (2008). Social media platforms allow businesses to share these "associations" in an honest and vulnerable way. A report from *Consumer Goods* claims that 82% of shoppers buy from brands that have similar values. Sharing values creates an emotional connection with customers and provides a unique branding opportunity for small businesses (Bounfantino, 2022). Ultimately, a strong brand identity is easily recognizable, evokes positive emotions and helps brands stand out from the competition.

Best Practices

According to Funk, social media strategy involves extensive research and an adapt-or-die mentality. The social media environment is constantly changing and so are the ways in which businesses communicate with customers. Therefore, small businesses must be able to adapt to new technologies and create content that resonates with customers. Social media platforms have unique identities and content styles, but there are many overarching practices that businesses can use to enhance their online presence (2014).

Funk identifies the need for a strong sales pitch and a clear, concise mission statement. These two factors are the basic building blocks of a social media strategy. A firm's unique selling proposition defines how customers will benefit from the product or service offered, and the mission statement lets customers know what is important to the business (2014). Both factors become rallying points for businesses, giving them the opportunity to differentiate themselves, develop their brand identity and, above all, create community. Building a strong community around a brand is what social media is all about. Community not only increases engagement but

customers also feel like they are participating in something bigger than themselves. "It's not about selling a product or service – it's about creating a vibrant network around an important topic, cause, interest or area of expertise (Funk, 2014). This ideology is why brands like Coca-Cola and Patagonia are so popular – by building strong community values around the right causes.

Another important step is to identify which platforms are best for your audience, how they fit your social media goals, and what your competitors are using. According to Horzewski, "Audience is the absolute most important factor in choosing a social media platform." Some audiences tend to favor specific platforms and ignore others all together. However, it is up to businesses to identify these groups and find out where they engage more often. Demographics and platform layout also play a big role in capturing engagement (Horzewski). For example, if the target market is 65 and over, businesses should prioritize platforms like Facebook that have a large percentage of older users. For a younger audience, TikTok may be the best platform. The key to achieving better results is to identify where and when your audience interacts. If the target audience is not active on the platform, time, energy and resources will be wasted.

Social Media Marketing Strategies for Small Businesses

Step 1: Identify the Audience:

Before developing any social media strategy, a business needs to know who its target customers are. Market research helps businesses decide which social media channels to use, what content is relevant, and most importantly, who to target. For small businesses without brand recognition, finding an audience can be intimidating. That's why it's important for small businesses to know in advance who they're targeting so they can tailor their marketing strategies. For small businesses with limited capital, customer feedback is important at this stage. Feedback will help businesses understand where customers' weak points are so they can develop and sell more effective solutions with their products or services (Narelda & Shekar, 2018). This data can be evaluated through retrospective surveys, questionnaires or focus groups. To get the best results, it's important to get feedback from customers with different perspectives and backgrounds. This allows marketers to connect with customer touchpoints and develop better strategies to reach them.

After analyzing market data, the next step is to create customer personas. Customer personas help small businesses create a "more intimate relationship" with their customers and provide them with insight into their clients (Micheaux & Bosio, 2018). This process begins with the creation of personas with the attributes of the target audience. For example, a customer persona for Green Llama would look like this: "Kristen" is 28 years old, has

two children, buys organic food at the grocery store, composts her scraps, is willing to pay more for products that are consciously sourced, and shops at flea markets. The goal is for marketers to adopt their customer's perspective rather than making broad assumptions about their identity. Instead of

hyper-focusing on demographics, it's best to dig deeper into the specific behaviors of each customer group. Ultimately, personas allow marketers to create understandable real-life

personas from raw market data. Small businesses can then use these characters to connect customer journeys.

Finally, the customer journey connects touchpoints, experiences and interactions with the product or service a business provides. It is structured around a "sequence of stages" that depict the relationship between businesses and their customers. According to Temkin, "With each interaction, the map should also define customer needs and identify how well the company is currently meeting those needs (2010). This will enable businesses to formulate better strategies to meet the needs of their customers at every touchpoint, from acquisition to brand advocate. Once these needs are met, marketers can develop more effective ways to reach customers from specific social media platforms.

Targeting Strategies:

Green Llama originally had no targeting strategy for the platforms they were building on.

The founders of Green Llama had a good idea of who their target customers were, they just needed help identifying and reaching them. Below are specific strategies Green Llama used to identify, target and connect with their audience.

1. **Ask For Feedback & Gather Data.** Feedback provides more information about who is using the product and why they are using the product. Green Llama was able to collect sales data and analyze customer feedback through surveys and testimonials from various customers. They then built customers based on the information they have collected. It found that most of their customers are young to middle-aged women who care about their environmental impact, are stay-at-home moms, have families with young children, and are willing to spend more on products that benefit the environment.
2. **Find Relevant Creators & Content.** Green Llama began this process by researching influencers with niches in cleaning, home and garden, lifestyle and the environment. The goal was to understand where and with whom Green Llama's audience interacts. Influencers are great resources to use because they have already created a community in their niche. Green Llama's early affiliate strategy was built around environmental impact, nicknamed "The Garbage Queen." Her follower base aligned perfectly with Green Llama's mission and target audience. Additionally, "The Garbage Queen" hails from East Tennessee and has a strong local following that Green Llama has been able to latch on to.
3. **Competitor Analysis.** Another great source is competitors. Notice how your competitors are doing on social media, what content they're creating, and what kind of community they've built.

Step 2: Identify Specific Platforms

Next, marketers must determine the social media channels that work best for the goals of their business. When starting out, many small businesses feel pressured to post on all platforms to get better results. However, this is extremely unnecessary and requires a lot of effort and time. Not all platforms are valuable for a business, and when time is the biggest investment, it is important to focus on platforms that provide a business with the best opportunity to grow. Each

platform has a unique interface, designated content styles, and different networking capabilities, which makes it hard for small businesses to adapt to. Instead of taking a quantitative approach, small businesses should center their strategy around 2-3 platforms. These platforms should serve as an avenue for customers to learn more about the business, their mission, and most importantly, the products or services they provide. For small businesses, it is especially important to create on platforms where their target audience can be reached. Instagram and Facebook make it easy for businesses to connect locally and provide the best networking opportunities for small businesses. These platforms have communities with huge local and global support systems that help small businesses thrive.

Platform Breakdown:

These three platforms give small businesses the best opportunity to grow, connect and create. After extensive research and experience on other platforms, no other social media offer the same opportunities.

1. **Facebook.** Facebook was the easiest for Green Llama to get started because it is structured around consuming more content. It may not have the flashiest user interface, but it allows businesses to post in different styles to appeal to different audiences (video posts, text-only posts, reels, links, stories, etc.). Facebook has its own management tool called the "meta business suite" that provides businesses with tons of content tools, in-depth analytics, full control over advertising, and an easy way for site administrators to publish content. These tools help small businesses build the foundation of their strategy and make it easier to interact with their audience. The biggest advantage of Meta is the effective connection with Instagram. Through Meta, small businesses can post to both Facebook and Instagram, receive real-time notifications from each page, and run ad campaigns on both platforms simultaneously.

2. **Instagram.** Like Facebook, Instagram is built around consuming more content.

Since both are linked, content can be easily shared across both platforms. Instagram was specifically designed for community and engagement. It was much easier for Green Llama to grow on Instagram because the audience was more engaged and it was easier to connect with similar accounts. Another advantage of Instagram is its shopping segment. Instagram allows businesses to have an online storefront on their site without a hyperlink. This increases conversion rates for small businesses and eliminates extra steps to purchase from the web.

3. **TikTok.** TikTok is the perfect platform for businesses that want to share short content to a wide range of consumers. TikTok generally appeals to a younger audience, however there are plenty of opportunities to target other areas. TikTok's algorithm works by showing users content that is relevant to their own interests. This is unique because it pushes content out and into other communities. TikTok has a reputation for generating viral videos and is by far the easiest platform for small businesses to generate buzz.

Step 3: Finding & Cultivating Community

An important goal for small businesses is to find and cultivate a community on each platform. Small businesses shouldn't idolize big brands with millions of inactive followers; instead, they should build a community around active engagement and loyalty. Followers aren't always the best indicator of success, and consumers are skeptical of accounts that have a high following without engagement. For example, Yeti has 1.8 million followers on Instagram, but less than 2% actively interact with their content. From a social media perspective, this shows a disconnect between Yeti and their social base.

Many businesses use followers as a boost of trust for their brand. Instead of building a community from the ground up, some businesses pay to grow followers to trick consumers into believing they are more trustworthy. Many of these "followers" are inactive and do not engage with the content and therefore provide no social or economic benefits to the business.

Communities provide consumers with a sense of connection that draws them closer to a brand (Ilieva, 2022). This builds credibility, increases SEO, visibility and surrounds the business with a community of real supporters who want to see it succeed.

1. **Engage Constantly:** "If you want customers and followers to be engaged, you have to be engaged yourself," (McLachlan, 2023). When small businesses engage with followers, they create personal relationships and build trust. Responding to comments, replying to direct messages, and being the first to follow others are great ways to engage users. The biggest mistake small businesses make is waiting for users to search for them first. Businesses must be active in their search community, otherwise they will lose market share to other creators and competitors.
2. **Find Mutual Support:** The small business community is huge on Facebook and Instagram; it just takes time to connect with the right accounts. There are plenty of other businesses in the social media space looking for mutual support, including follows, likes, reposts or shares. The best thing about peer support is that it's completely free and has a big impact on visibility. For example, if Company A reposts an image from Company B, it will expose Company B to more people.
3. **Be Unique:** Finally, give consumers a reason to join the community. Unique and related content attracts more attention. Experiment with different styles of content, show vulnerability and above all, show humanity.

Step 4: Set Realistic Goals & Keep Track of Progress

Next, small businesses should set specific goals for their social media. This may include improving engagement, spreading awareness, or increasing website traffic. Once these goals are established, businesses can focus on creating strategies to achieve them. Setting goals allows the team to work more efficiently and track their progress. However, it is important to understand that progress in social media is not always linear. Some weeks will have higher engagement than others, some posts will not reach their intended audience, and followers will gradually fade away.

Being consistent is the best strategy even when the results are poor. Don't let analytics discourage you from posting when you're starting out. Try to focus on small goals and keep working towards them bigger goals. Small wins in the early stages of social media will help businesses achieve their long-term goals.

There is plenty of software available to help small businesses set goals and track

progress. Jira is a great low-cost alternative with plenty of organizational tools for social media and general business operations. Primarily used for task planning, it serves as a valuable tool to help everyone on the team stick to the plan. At Green Llama, Jira helped the marketing team set aside time to plan content, share ideas, and most importantly set short- and long-term goals. Jira divides tasks into "sprints", allowing team members to complete tasks throughout the week as they see fit. At the end of the sprint, the team will be able to track their progress against their long-term goals.

Step 5: Create a Content Plan.

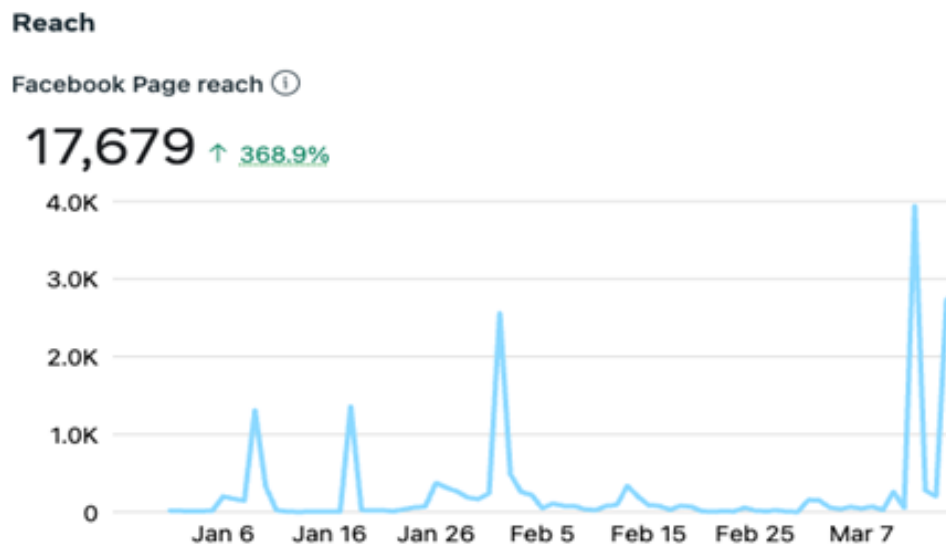
Creating content on a consistent basis can be challenging, therefore, it is important to have a written plan in place. There are plenty of free tools available to help small businesses plan content including: Google docs, Canva, and Microsoft Teams, though any editable calendar template will work. Using a calendar to plan out monthly content and establish regular posting times will help balance out the workload. Appropriate planning keeps

businesses ahead of the game and helps produce more consistent content. When businesses are too aggressive, they do not have time to plan things out and the quality of their content suffers.

Each platform has optimal posting schedules and times where audiences are most active.

Thus, it is important to know which platforms require more effort and what times are best for posting. All social media requires attention, and the more consistent businesses are, the better results they will have. According to a study by Forbes, posting consistently over a six-month period increased Facebook followers by 30% and blog traffic by 90% (Simpson, 2021). Consistency also establishes better relationships with audience, feeds the algorithm, and improves the chances of exposure.

1. **Consistent Plans Create Results:** Consistency looks different for every business and some plans work better for others. If nothing else, small businesses should try to publish a variety of content each week (videos, text-only posts, stories, images, etc.). But it really depends on what the audience expects and the standards of the platform. The content plan that worked best for Green Llama on Facebook and Instagram was 2-3 reels per week, 1-2 posts per week, and 1-2 stories each day. Over a three-month period, this plan increased organic reach on both platforms by over 368.9% and total followers by 50%.



Step 6: Create Quality Content

Small businesses should focus on creating content that is visually appealing and represents the brand well. The content is a direct reflection of the company and what it values. Content is therefore a great way for customers to see value in the products and services provided, as well as an opportunity for businesses to differentiate themselves from the competition. Creating quality content can be difficult for small businesses with no prior social media experience and limited resources. Therefore, it is necessary to use all the possibilities that social media provide.

After a few weeks of consistent posting, it becomes easier to see how your target audience is engaging and what type of content they are interested in. Small businesses can then adjust the strategy to suit the preferences of this audience.

The best way to learn about your audience is to look at post analytics and create different content styles. Through the meta business suite, business owners can see post statistics, audience demographics, interaction times, and ad results from previous campaigns (Newberry, 2022). After analyzing these results, marketers can create more relevant content based on what the audience is interested in. Some audience members interact more with certain types of content. According to a study by Hubspot, 54% of consumers respond more to video content, 41% to emails and newsletters, and 41% to social images (2022). To take advantage of this, finding and identifying the style of content that resonates most with your audience is essential.

1. **Video Content:** Video content is the easiest way to reach non-followers. Because of the algorithms behind videos, texting isn't as detectable as it once was. The best thing about video content is that small businesses are seeing big results organically, contrary to the big-budget strategies of the past. Instead of churning out videos as fast as possible, quality is much better than quantity. Post resolution, wording, background music, and timing play a role in content virality. Therefore, it is extremely important to produce high quality content. Otherwise, your posts may be less discoverable by the algorithm. In the past year, Firestarter Mug has grown Facebook followers by 300%, increased total video views by over 300,000, and gained thousands of website visitors, just from organic video posting. Green Lama has also seen an increase in non-viewer engagement since introducing video content to its strategy.

Reach

Facebook Page reach ⓘ

333,525 ↑ 24.2K%

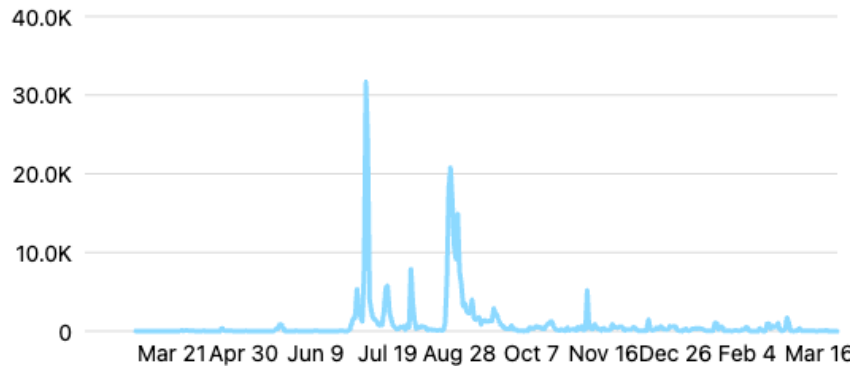


Figure 2 Video Reach for Firestarter Mug between March 21, 2022 - March 26, 2023

1. **Quality Over Quantity:** Instead of producing as much content as possible, it is more effective to focus on the quality of the content. Factors such as camera resolution, screensize, and subject matter all play a role in impact and shareability

content. Consumers don't want to see blurry images or videos - they're known to detract from the viewing experience, and social media sites prevent them from gaining traction in the algorithm. Video and images should reflect the platform's preferred size and aspect ratio. For example, Instagram posts should have a 1:1 aspect ratio and reels should have a 9:16 aspect ratio. Adhering to these ratios will provide a better consumer experience and provide better insight. Video content

1080p. Finally, all content should be easy to read, relatable, and have a clear subjectline.

2. **Create Value for The Consumer:** Consumers demand content that is relevant and tailored to their interests. Valuable content attracts attention and strengthens relationships with audiences, which will help small businesses spread awareness. Valuable content helps consumers recognize a problem, find a solution, connect with an idea or interest, expand knowledge about a relevant topic, or simply be entertained—which is why the algorithm likes to support content that makes these unique connections. The easiest way to create valuable content is to identify specific topics within your target audience and then structure your content around those topics. Green Llama creates valuable content by showing alternative solutions to common cleaning practices, answering questions about tough environmental topics, and showcasing related information on green habits. Part of the value of this content is its longevity. As platforms change and become search engines, consumers are likely to encounter valuable content long after the initial engagement has passed.
3. **Hire an Influencer:** Influencers are a great resource for expanding brand awareness and leveraging an already established community. Influencers promote products or should be shot with a high-definition camera or smartphone capable of at least

services in exchange for free product or paid incentives. By leveraging their follower base and social impact, small businesses can sell products without having a hands-on role in content production. For best results, small businesses should target influencers who specialize in niches related to the products they sell. Otherwise, the influencer's audience will have a problem with the product or service.

4. **The 80/20 Rule:** The 80/20 rule, or the "Pareto" principle, is the best way to organize your content. 80% of content should focus on valuable information, entertainment and brand development. Another 20% should be focused on promoting products or services. This general rule allows businesses to focus on creating unique content instead of "pushing products" into every post. Ultimately, the goal is to create a deeper brand identity before products and services are heavily promoted. This ensures that the brand is building a community rather than a weak sales channel.

Step 7: Take advantage of tools and trends.

Over the past few years, social media platforms have developed specific identities. To succeed on these platforms, small businesses must use the tools provided to them, create relevant content for that particular platform, and continue to reach new audiences.

Once marketers learn the interface of each platform, it becomes easier to create engaging content for consumers. Although some of the platform's features are completely unique, most of them use overarching features to distribute and rate content.

Trends are usually short-lived, but they provide great opportunities for marketers to reach new people. When content is published during a trend, it is more likely to appear in consumers' feeds

and is often reinforced in algorithms. This makes posts more visible to consumers and will forever be associated with this trend. The key is to identify trends before they are well established, so the content will be reinforced.

1. **Hashtags:** Hashtags are a useful way for users to find content and are used on all major platforms. Statistics show that when a post includes relevant hashtags, it performs better than posts without them. Some platforms increase engagement when a user uses highly active hashtags. For example, Tik-Tok videos using featured hashtags tend to have higher views and better engagement rates. Hashtags also help marketers target specific communities and all relevant posts/accounts using these hashtags are linked in one central location. For the Firestarter Mug, the engagement percentage of posts from hashtags was around 5-7%.
2. **Location Pins:** Similar to how hashtags work, location pins are another good way to target specific groups of customers. Small businesses can really benefit from pin placement because content is grouped by where it was created. Consumers looking to learn about the Johnson City area can find all content tagged with this pin. Posts with high engagement will appear closer to the top of these lists and will benefit more from being pinned.
3. **Video content:** Video content is currently the best way to increase engagement. Consumers are drawn to video content because it enhances their experience and is visually appealing (Why Video Content, 2021). However, there are specific guidelines that marketers must follow in order to monetize video content. Videos that use popular audio, have the correct aspect ratio, and are high definition tend to perform better than videos that don't.
4. **Trending Audio:** Videos and images using trendy audio are more likely to attract attention, especially on platforms like Instagram and TikTok. Trendy sounds connect users and encourage cross-platform collaboration. As the sound is used over and over again, the algorithm amplifies it, causing it to appear on the review pages. Another advantage is that all videos created with trending audio are grouped under the audio header. This makes it easier for viewers to find and extends the life of the post.
5. **Memes:** "Meme" marketing is another popular way to get more exposure. Memes are an easy way for small businesses to connect with a younger audience and create more entertaining content. According to Forbes, memes are "part of our culture" and consumers are more likely to share content that speaks to them on an emotional level (Cole, 2018). For best results, the meme must remain authentic to the brand and be posted at the right time. Like any trend, memes spread quickly and have a short lifespan – so it's important to be on time.

Step 8: Brand Development

Businesses should focus more on brand development instead of product promotion. Social media is more than just a way to generate sales, it's a way to show consumers how unique a business is, its morals and values, and its mission. The ultimate goal is to generate sales, but for this to be effective, businesses must first focus on increasing their brand value. Consumers want more than just a transactional relationship; they want to make an emotional connection with the products and companies they buy from. Consumers also value companies that are aligned with their own interests. To take advantage of this, businesses need to be transparent through their social media pages. When consumers learn more about a brand and connect with content, they are more likely to make a purchase. These consumers are also likely to engage with content in the future and become valuable customers. Unique, simple content creates huge opportunities for brand development. Consumers gravitate toward brands that humanize their social media presence, and personal contact with audiences can strengthen those emotional connections.

Some practices that facilitate this behavior include responding to comments, answering questions, and using team members in content.

Step 9: Utilize Ads

Marketing is a highly investment area for any business. More investment usually means more opportunities to spread awareness. However, social media provides businesses with powerful and cost-effective ways to target specific audiences. Through the meta business suite, marketers can easily analyze consumer analytics, demographics, and location to run advertising campaigns more effectively. This increases the chances of conversion and the value of the initial

investment. On average, a \$10 Facebook or Instagram ad will reach 500-1000 targeted consumers. Compared to conventional advertising strategies such as billboards and signs, social media advertising targets the right consumers at the right time. This allows small businesses with limited budgets to spend less on ads and target each ad to specific customer groups. This is important because small businesses tend to target people in a specific area, and meta-business on Facebook allows marketers to hyper-target those locations.

Ultimately, social media advertisers have more control over who sees their content and when. Another advantage of advertising on social networks is its effectiveness and detailed analysis. Ads take less than 10 minutes to complete and businesses can reuse their best posts as ads.

Advertisers have full control over the amount of money they spend and the length of the ad. After your ad is published, there is a short review period before it is finalized. Analytics can be tracked throughout the lifetime of the ad and are automatically saved after the ad ends. These analytics provide small businesses with a breakdown of the engagement, link conversions, interactions and reach of their ads. Marketers can then use this information to achieve better results in the future.

Step 10: Be Active & Be Adaptive

The biggest mistake businesses can make with their social media is not being active enough. Businesses need to be active every day to grow accounts and achieve better results. Being active is what increases visibility and improves overall audience engagement. This includes posting to the feed, sharing stories, replying to comments, interacting with similar accounts and reaching out to followers. Small businesses are in a unique position in this because they tend to have more personal relationships with their audiences.

Interacting with followers builds credibility and trust with your audience. When you're starting out, it can be hard to get followers. Therefore, it is essential for businesses to establish contact with other sites as well as with consumers.

At Green Lama, engagement increased as they supported other small businesses.

These connections helped grow their following and create a community of support. Additionally, businesses must adapt to platform changes, content preferences and trends. Don't expect to produce the same content week after week and still see results. Social media platforms are constantly evolving to meet customer needs; therefore, it is important for businesses to be able to adapt.

Conclusions

Overall, social media marketing provides small businesses with a powerful tool to reach broader audiences, build brand identity, and engage with customers in a cost-effective and measurable way. By creating unique and relatable content, small businesses can establish a vibrant community of supporters around their brand. Social media provides an opportunity for small businesses to share their values and make more emotional connections with customers.

Unlike traditional advertising techniques, social media allows small businesses with limited resources and small marketing budgets to reach their target customers organically. Lastly, small businesses have a unique advantage because they are customer and community centric, unlike big corporations.

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