

WE ARE SOCIAL

REACH MORE CUSTOMERS WITH SOCIAL MEDIA

3 MUST HAVE ELEMENTS FOR SOCIAL MEDIA TO WORK



1 YOU MUST BE CONSISTENT
Consistency creates momentum. If you are limited on time pick TWO strategies and carry them out consistently.

2 YOU MUST BE A GOOD SOCIAL MEDIA CITIZEN
While some of the tips may seem more like social media best practices, keep in mind that growing on social media is as much about keeping your current followers as it is about gaining new ones.

3 YOU MUST KNOW WHAT YOUR AUDIENCE REALLY WANTS
What you think they want and what they actually want may very well be two different things. Take a look at your analytics to see which types of posts and content have been most popular; this is what they want to see more of.



TOP 10 WAYS TO GET MORE SOCIAL MEDIA FOLLOWERS

Social media marketing needs an audience to work. But how do you build your social media audience? Here is a checklist with the top 10 ways to acquire followers and keep them!

POST ORIGINAL, RELEVANT CONTENT:

This could be time consuming so ASK ZYLOWARE to help create original content for your specific needs and audience

LINK TO YOUR SOCIAL MEDIA ACCOUNTS ON YOUR CONTACT AND ABOUT US PAGES:

These visitors are already reaching out to you; give them another way to connect with you

PROMOTE YOUR SOCIAL ACCOUNTS IN-STORE:

Offer your in-store guests an incentive to like or follow you on social media

BE RELATABLE:

Ensure you profiles and content are relatable and encourages your fans and followers to share; this will make sharing your content with their friends feel like less of a risk

STREAMLINE YOUR EFFORTS:

Being active and engaged on a few social networks will net you more followers over the long haul than sporadically posting on many networks

USE RELEVANT HASHTAGS:

Check out ZyloWARE's *We Are Social: The Power of the Hashtag* for a refresher

OFFER INCENTIVES FOR PEOPLE TO FOLLOW OR LIKE YOU:

Offer your social media followers exclusive discounts, freebies, or coupon codes

INJECT SOME HUMOR:

Evoking emotions through your posts is great for increased sharing. Posting funny or happy content will net you more sharing overall.

MAKE SURE YOUR SOCIAL MEDIA USERNAMES ARE CONSISTENT:

If you want people to actually find you when they search for you by name, make sure your account handles and usernames match your business name

RESHARE OTHER PEOPLE'S CONTENT: Share posts, images, and tweets from other businesses, and they'll be more likely to share yours. ZyloWARE has tons. Feel free to share ours and check out our guide - CLICK HERE <http://bit.ly/2h1caGk>

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HOW TO SET SOCIAL MEDIA GOALS - S.M.A.R.T

S – SPECIFIC – The more specific you can be with writing down your objective, the easier it will be to clearly see what it is you need to accomplish. Often, answering the five “W” questions - Who, What, Where, Why, and Which can help you achieve greater specificity.

M – MEASURABLE – Can your goal be measured? How will you know when you’ve achieved your goal?

A – ATTAINABLE – Another way of putting this is “realistic.” Is it possible to achieve the goal you’ve set for yourself?

R – RELEVANT – For businesses, a relevant goal means that it has the potential to impact your business objectives, vision, or values.

T – TIME-BOUND – Give your goal a deadline.

