



Social Media for Business

How to Enhance Your Digital Marketing
with Social Media

Introduction

To be successful in modern marketing, you'll need multiple channels for distributing your content. As critical as a website is, "if you build it they will come" no longer works. That's where social media comes into play.

Social media has evolved from a digital playground to a powerful marketing, sales and customer service communication tool. It offers a platform for customers to find you when they're looking for reviews, recommendations, price comparisons or deals.

Increasingly, people end up on websites after encountering a brand on Instagram, Facebook, Tik Tok or some other social channel. It's where we're spending our time.

The more platforms where you can be present, the better. You'll build brand awareness and you'll turn up more often in search results, especially since search engines includes so much social in results.

Today, using social media to direct traffic to your website, to build an audience and to generate leads is an indispensable part of your marketing mix.

That's why we published this guide—to help you identify the key social media channels where you should interact with potential customers and brand ambassadors... then optimize for lead generation. Enjoy the read!



Where to be Present

Do you follow thought leaders in your industry on LinkedIn? Do you answer recommendation requests on Facebook? Do you watch how-to videos on YouTube? Do your friends share Instagram stories or recipes on Pinterest?

If you answer yes to any of these questions, then you've just proven that customers are using social media for research and connecting.

But a challenge so many marketers face is deciding where to spend their time and money. We have a nearly endless list of social network channels to choose from, which can be overwhelming. To think about managing all of them... forget it!

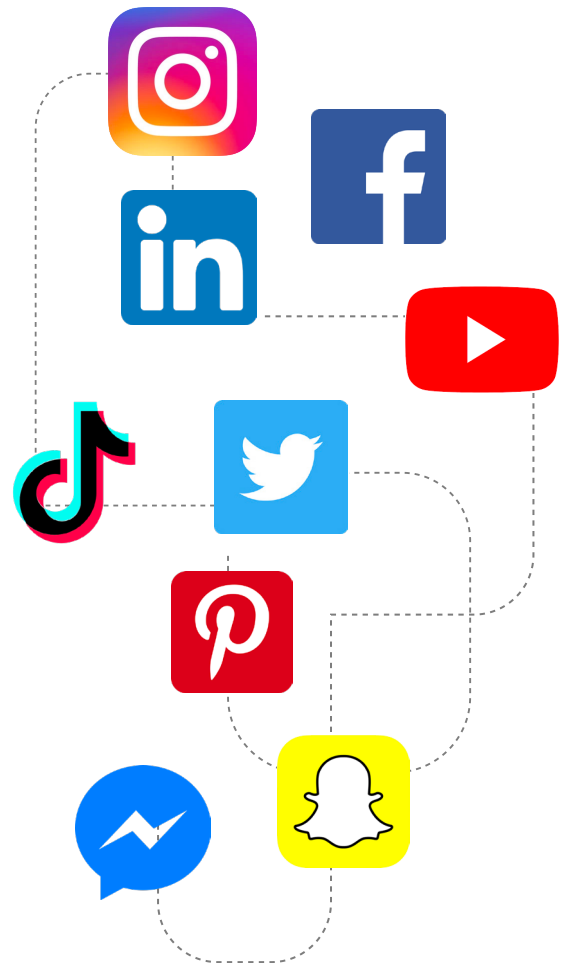
To help you decide where to spend your time, we've put together information on the most popular social networks plus a few extra you may want to investigate.

Remember: Consider your buyer personas and ideal client profiles. Where are they spending their time?

- Instagram
- Facebook
- LinkedIn
- YouTube
- Twitter

What about other social networks you're hearing about? Here's a list of networks to watch:

- Tik Tok
- Messenger
- Pinterest
- Snapchat

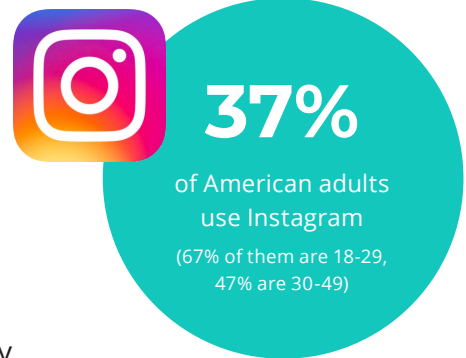


The Main Players

Instagram

Instagram began as a platform for everyone to feel like a photographer. Filters and photo-obsessed users pushed the platform to become the place where we all shared our latest adventures, our favorite meals and the highlights of our days.

It has quickly become one of the most popular phone apps (the second most downloaded in the Apple app store) and a busy community. **1 billion people use Instagram every month.** Creating a business page on Instagram allows users to tag you, interact with your brand and get to know the people behind your logo.



HASHTAGS

Like other social channels, Instagram uses hashtags. However, while Twitter users say one or two is plenty (more on Twitter later), Instagram users regularly use multiple hashtags. It's the only way to search through all the posts and creates great conversations. **Posts with 11 or more hashtags perform best.**

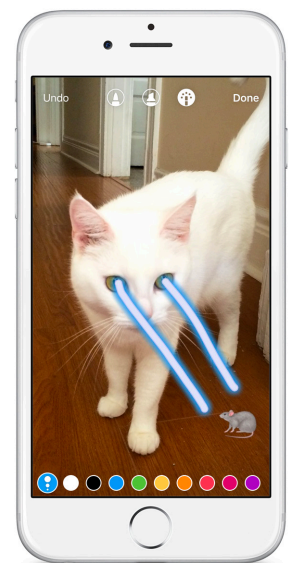
INSTAGRAM STORIES

If you've ever thought about using Instagram Stories for business, now is the time!

Not only are Instagram Stories fun and creative, but they're great for growing your engagement, for building brand awareness, for driving traffic and leads to your website and even making ecommerce sales.

You can view analytics for your Instagram Stories if you have an Instagram business profile. To see insights for your Instagram story, head to your profile and select the Insights icon in the top right corner. Next, scroll down and tap "Get Started" in the Stories section.

Now when you open your business profile, impressions, reach and other metrics related to your stories will be included in your Instagram Insights under the Content heading.



Facebook



Thanks to its interactive capabilities, a Facebook Business Page is a great supplement to any website. On it, you can include everything from company location and contact information to updates and multimedia. Pages track “Likes” so you can measure your “fan” count.

INTERACT WITH YOUR AUDIENCE

Instead of appointing one person to address this need and do all the work, you can crowdsource conversation by engaging a few team members. Approve individuals within your company as page administrators so they have access to post content and respond to users (all under your Page’s alias).

DON’T CONFUSE AN ACCOUNT WITH A PAGE

Just like individuals have their own accounts on Facebook, businesses do too. You need an account in order to create and maintain a Page.

INTEGRATE OTHER SOCIAL MEDIA ACTIVITY

There are applications for the majority of social media platforms so you can connect them to your Facebook account. Visitors can find your other social media accounts much easier when you share straight from your Twitter, YouTube or Instagram accounts.

CREATE CUSTOM TABS

Creating custom tabs comes in handy when you want to showcase or provide information about something that doesn’t have its own app. You can create a custom tab by adding an iFrame Page Tab. Tabs are a way to organize your page into sections.

USE TAGS

Tagging provides a great way for you to attract the attention of people and other companies. When you tag something, the content you post appears on the wall of the profile or Page you tagged, and that account receives a notification that it was tagged.

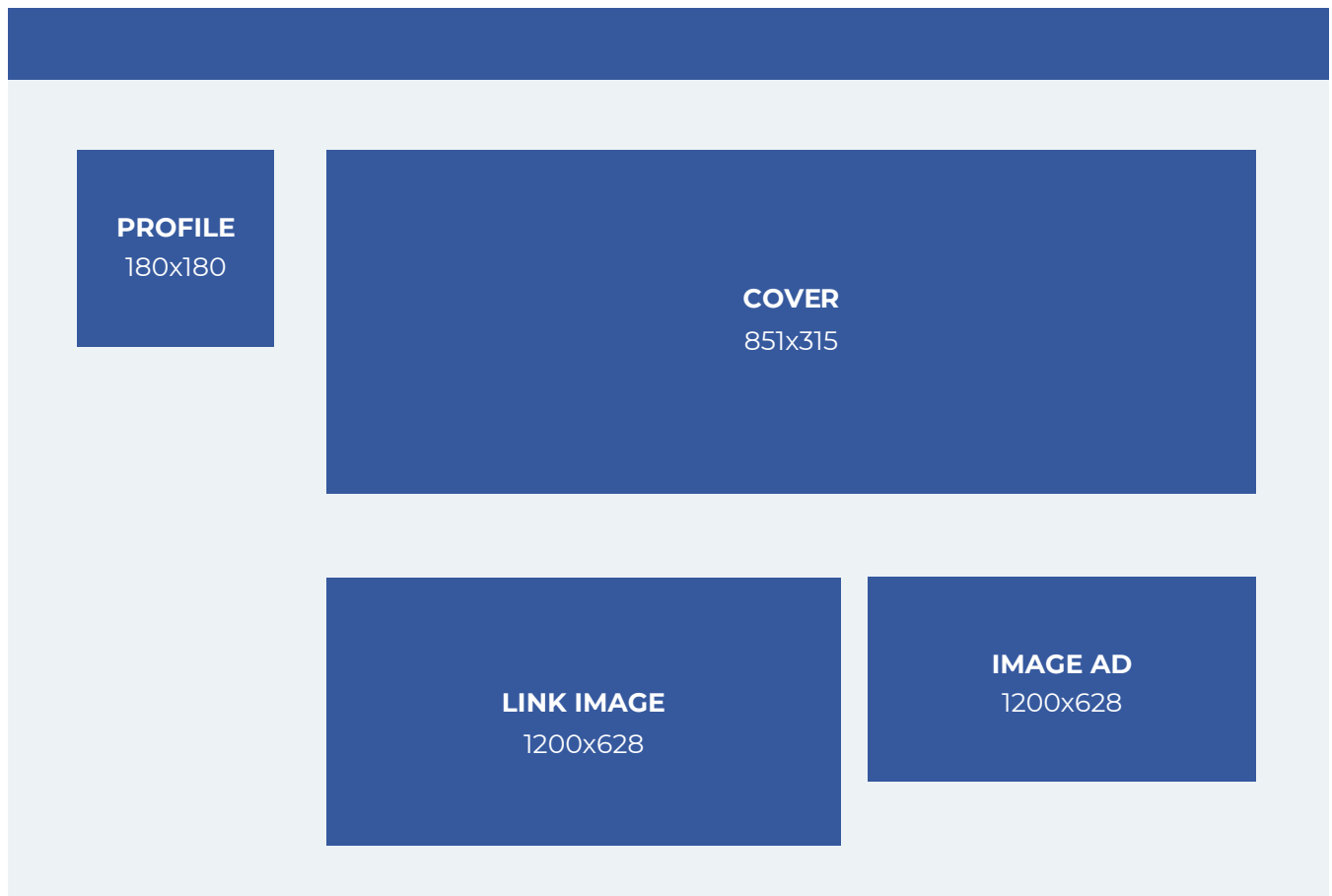




Recommended Facebook Image Sizes

All sizes listed in pixels

Facebook profile picture size	180 x 180
Facebook cover photo size	851 x 315
Facebook link image size	1200 x 628
Facebook image post size	1200 x 900
Facebook highlighted image size	1200 x 717
Facebook event image size	1920 x 1080
Facebook video size	1280 x 720
Facebook ad size	1280 x 628
Facebook video ad size	1280 x 720
Facebook Story ad size	1080 x 1920



LinkedIn



LinkedIn is the most popular place for professionals to network on the internet. As of April 2014, over 300 million users worldwide had activated accounts.

This social network makes it easy to find potential employees and customers as well as seek industry-specific advice. On LinkedIn, you can post jobs to your company page and pose questions for the community to answer.

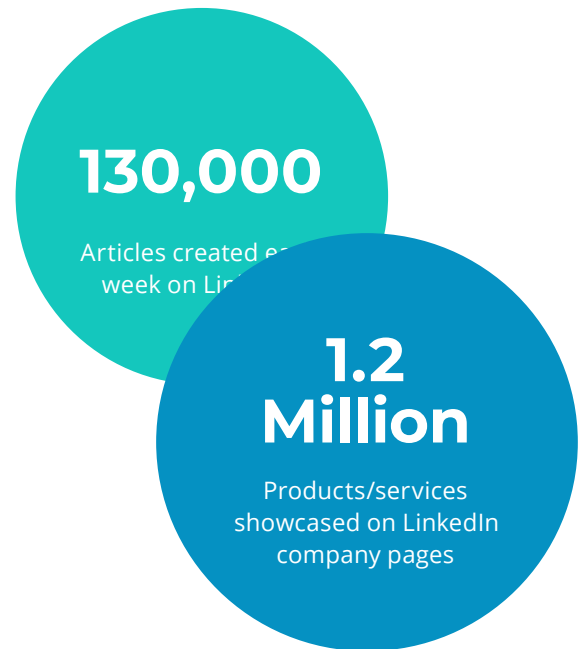
Does your company have a LinkedIn company page? Over three million others do.

HERE'S HOW YOU CAN BENEFIT FROM IT

- ✔ Generate leads, especially if you are a B2B company
- ✔ Connect with millions of professionals
- ✔ Participate in industry discussions
- ✔ Share content relevant to your company

LET OTHERS LEARN ABOUT YOU

- ✔ Highlight company's purpose and products
- ✔ Announce job openings
- ✔ Boost status with auto-updates
- ✔ View recent company activity (like new hires)



In addition to a company page, LinkedIn also allows you to create Groups.

HOW DO YOU CREATE GROUPS?

First, identify your industry and come up with a name. For example, since HubSpot's focus is inbound marketing, our LinkedIn group is called "Inbound Marketers - For Marketing Professionals."

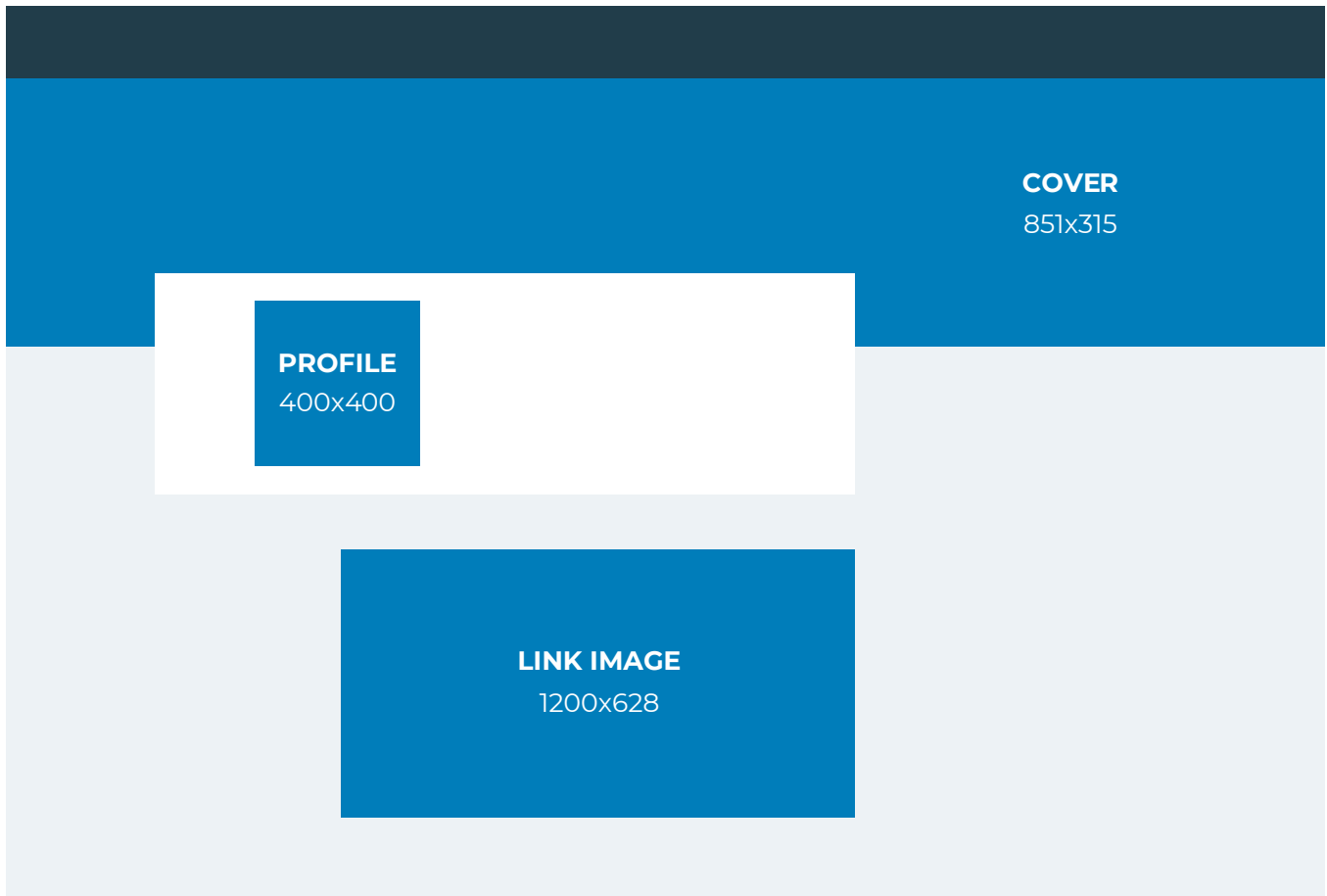
Then, invite members you would like to be part of this community. Within the group, members may ask questions, post updates and participate in discussions. Every once in a while, you can answer questions with references to your own products. This offers a great opportunity to generate new leads and create long-term relationships.



Recommended LinkedIn Image Sizes

All sizes listed in pixels

LinkedIn company logo	300 x 300
LinkedIn cover photo	1536 x 768
LinkedIn Dynamic Ads	100 x 100
LinkedIn Sponsored Content image	1200 x 628
LinkedIn profile picture	400 x 400
LinkedIn background photo	1584 x 396
LinkedIn post image	1200 x 628
LinkedIn link post	1200 x 628
LinkedIn video	256 x 144 min to 4096 x 2304 max



YouTube



YouTube has become the go-to platform for video consumption in a social setting. Unlike other video platforms, YouTube feels very social with its comments and sharing functions. It's also very popular.

Five billion. That's the number of video views per day on YouTube. Three hundred hours of video get uploaded every minute. It's also a credible search engine. **If your business isn't using YouTube for content, you may want to get started right away.**

Online video is a great format to connect with an audience, build trust, highlight people in your company, show off product features, answer questions, share case studies and more. If your goal is to make your content spreadable and social, YouTube will help.

CREATE AND CUSTOMIZE A GO-TO CHANNEL

If someone wants to view your videos above other content, they'll most likely search for you on YouTube. Sync your channel and branding by coordinating theme colors and logo(s).

GIVE NEWCOMERS A GOOD UNDERSTANDING OF YOUR BUSINESS

A visit to your YouTube channel may be someone's first time learning about you. Make sure the information in your profile is updated and all links work. Manage and delete spam comments: if they're not removed, viewers may assume the page is no longer maintained.

SHARE VIDEO ON OTHER CHANNELS

Once you have uploaded a video to your YouTube channel, don't stop the promotion there. You can share the direct video link through email and post it on your other social media platforms. Even better, grab the video embed code and write up a blog post about it, giving your audience more context around it!

MARRY FACEBOOK AND YOUTUBE

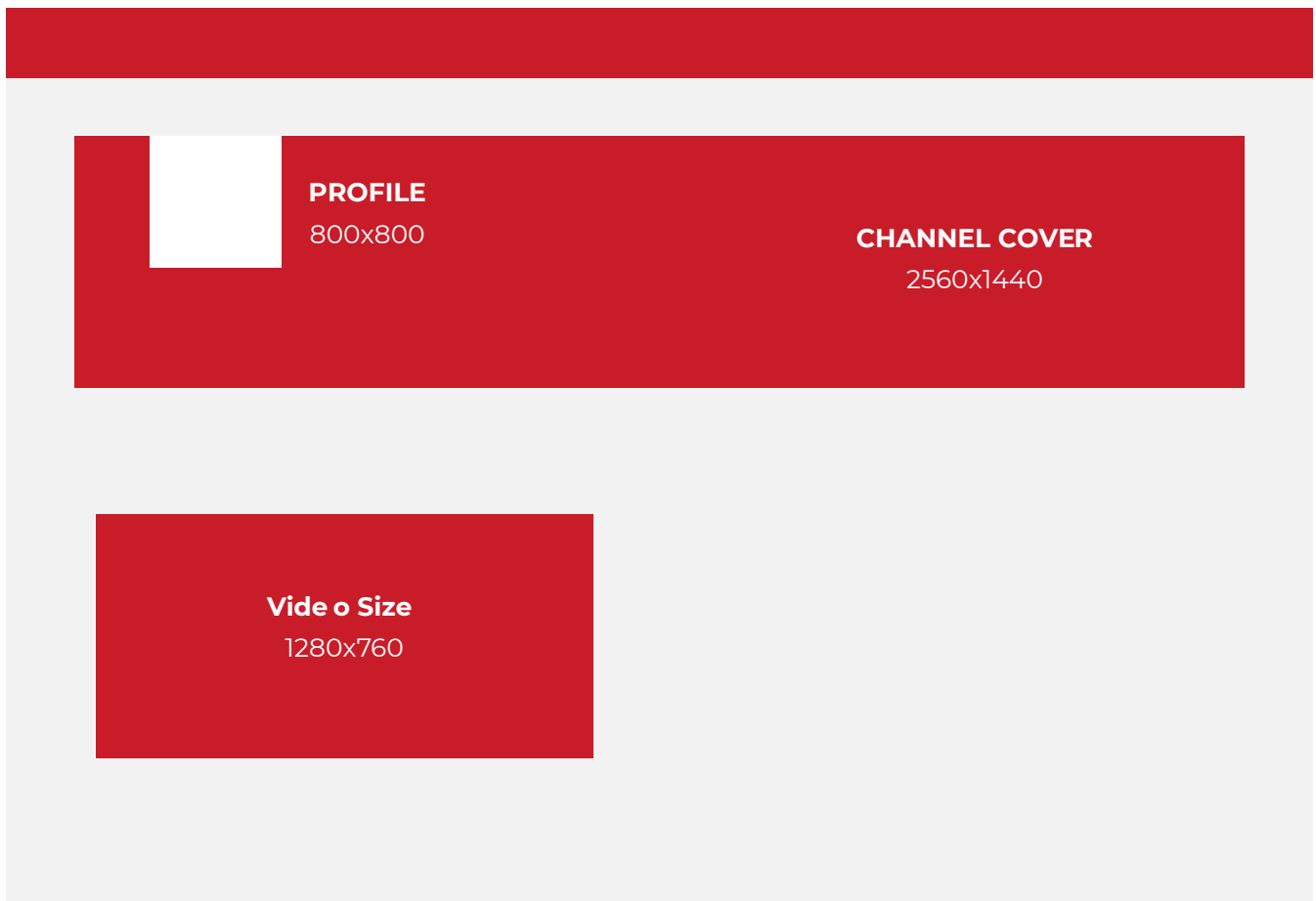
Set up a YouTube tab on your Facebook Business page. In this way, you give your content a nice cross-promotional dimension and spread it to different audiences. You also make it more convenient for customers to find out about your company in their preferred method of communication.



Recommended YouTube Image Sizes

All sizes listed in pixels

Channel cover photo	2560 x 1440 pixels
Channel icon	800 x 800 pixels
Video uploads	16:9 ratio
4K Video	3840 x 2160
2K Video	2560 x 1440
1080p (HD)	1920 x 1080
720p (HD)	1280 x 720
480p	854 x 480 pixels
360p	640 x 360 pixels



Twitter



Twitter is a real-time network allowing users to post updates (tweets) using up to 140 characters. Whether you represent an individual, business, venue, blog, group, etc., anybody can use Twitter to let the world know what's up.

FOLLOW YOUR INDUSTRY

Follow individuals, products, and companies within your industry to keep up with trends, news, and events. A significant amount of the time, these users will follow you back in return, increasing your Twitter reach. Also, if you're following users aligned with your primary focus, your feed won't be clogged with irrelevant tweets.

REACH OUT AND RESPOND TO OTHERS

All you need to do is click the reply icon below someone else's tweet, or just type "@" followed by the recipient's Twitter username.

ENCOURAGE CONVERSATION WITH #HASHTAGS

Influence virtual communication. Hashtags are a way of tagging tweets to make it easy for anyone anywhere to follow, promote and respond to news, products, ideas, events, webinars and offers.

For example, HubSpot declared #LeadGen as the official hashtag for a six-part lead generation webinar series. Anyone on Twitter could include #LeadGen in their tweets to leave feedback, ask questions, or simply promote the series.

Also, tag tweets as you would a blog post. If you're tweeting about SEO, add #SEO. Users seeking information on SEO will search the hashtag, and depending on timeliness, your tweet will appear in results.

YOU CAN ALSO TAKE ADVANTAGE OF POPULAR HASHTAGS LIKE #FF

(FollowFriday). On Fridays, use #FF to recommend users to follow, such as employees in your company or others relevant to your industry.

INCLUDE SHORTENED LINKS

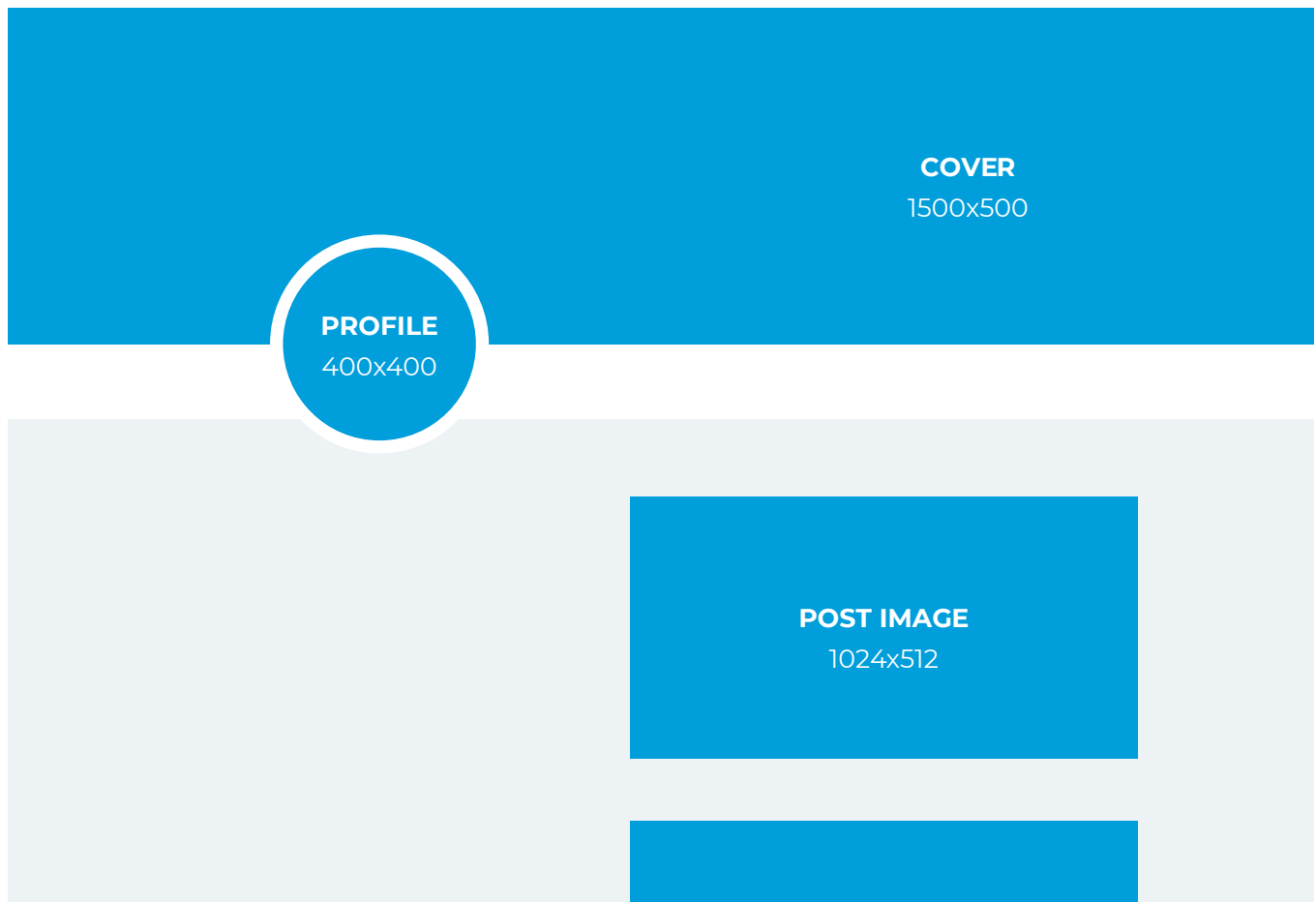
Including links in your tweets is a great way to point to additional resources or promote your content on Twitter, but considering Twitter's 140-character limit, long URLs aren't very Twitter-friendly. Use a URL shortening service such as bitly.com to make the links you want to share on Twitter more tweetable.



Recommended Twitter Image Sizes

All sizes listed in pixels

Twitter profile picture	150 x 150
Twitter header	1500 x 500
Twitter post image	1024 x 512
Twitter card image	1200 x 628
Twitter square video	720 x 720
Twitter landscape video	1280 x 720
Twitter portrait video 720 x 1280	1200 x 628
Twitter image ad size	1200 x 675



Other Networks to Watch

If you put time and effort (and maybe some ad spend) into those five social media platforms, you'll be off on the right path. And while you shouldn't feel like you have to "be everywhere all the time," you may want to look into these other platforms.

Based on your buyer personas, you'll most likely find an audience in each of these channels as well. We've included them for reference and so you can make an informed decision.

But we don't want you to feel overwhelmed. If you're getting the sweats, let us help manage your content.

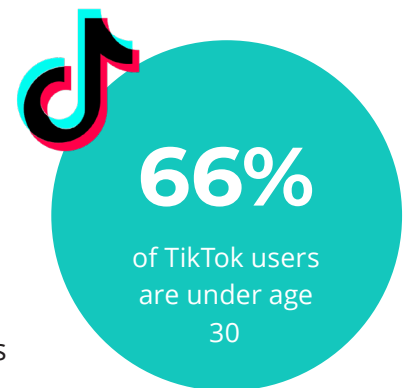
Now, onto a few more social media networks to watch.

Tik Tok

Short, entertaining videos. Vine did it. Music.ly did it. Now Tik Tok is the leading platform (Music.ly actually rebranded to Tik Tok). In fact, in 2018, the app was downloaded more than YouTube or Snapchat.

It's a popular place to be: more than 500 million users log into Tik Tok every month. On average they spend almost an hour each day in the platform. There are more than 5 million #InMyFeelings challenge videos on TikTok compared to 1.7 million on Instagram.

How can brands use it? You can create short videos, use Tik Tok's extensive music library or its integration with Apple Music, remix songs, interact with users, live stream and even use Tik Tok's virtual money.



Messenger

Did you know that 1.3 billion people use Facebook Messenger each month?

Facebook is more than postings and Business Pages. You can send direct messages to other users, turning the messaging app into an opportunity for 1-to-1 connections.

According to research from BI Intelligence, more people use the top four messaging apps (WhatsApp, Facebook Messenger, WeChat, and Viber) every month than the top four social media apps (Facebook, Instagram, Twitter, and LinkedIn).



With the right marketing software, you can use Messenger similar to email and deliver actual content to users. This isn't spamming... it's delivering messages to those who opt-in.

Facebook messages can get more than 200% greater open rates and 600% higher click rates according to research by HubSpot.



WANT TO USE MESSENGER WELL? HERE ARE A FEW

QUICK TIPS:

- ✔ Treat your chatbot like content marketing. Selling shouldn't be your primary objective, but you can use content to send users to your site.
- ✔ [Ensure your site is mobile-responsive.](#)
- ✔ Inform customers how and where to contact you if they need additional help, including customer service issues.

Pinterest

While it's not new, it's often pushed aside for the newer platforms and the standard Facebook, Twitter, LinkedIn tactics. It's still a popular place with more than 250 million users.

According to Neil Patel, Pinterest pins are 100 times more spreadable than a tweet, with the retweet average hitting only 1.4%. And, as for Facebook, the half-life of a pin is 1,6000x longer than a Facebook post.



OPTIMAL PIN SIZE

While pins all have the same width, you have no limit on their length. However a good size to shoot for is 736x1102 pixels. That's not too big, and not too small. Canva's Pinterest template is this size and makes sizing your images a lot easier.

A FEW OTHER TIPS:

- ✔ Simple, crisp photos work best to highlight the message of pins.
- ✔ Clear, high resolution images are more professional and appealing.
- ✔ Skip the face. Images without faces get about 25% more repins.
- ✔ Light it up. Darker images get fewer repins than lighter images by about 20x.

Finally, post often. Build your Pinterest followers by posting between 5-30 new pins every day.

Make sure you are not just repinning the content of others, but also pinning your own unique pins with your own content.

Snapchat

Building a brand presence on Snapchat means you're reaching a typically younger demographic interested in quick peeks behind the scenes with unpolished, authentic interactions with your brand.

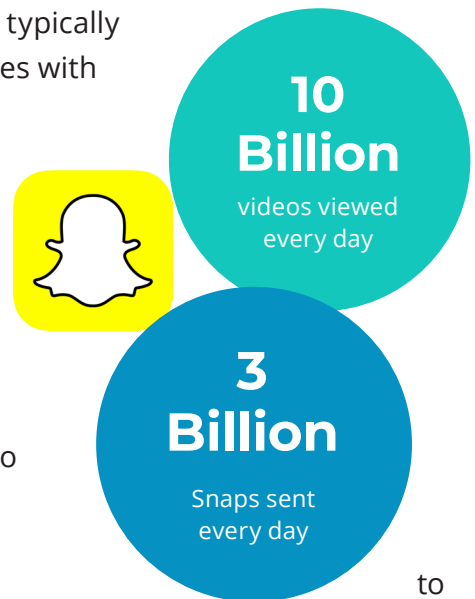
Snapchat is a community of users who use the one-to-one and group messaging app for sending photos, videos and text messages that disappear in seconds.

Snapchat has several features including Stories (photos or videos that can be replayed for 24 hours), Memories (saved photos for future viewing and sharing), and filters and stickers (to embellish messages).

If you want to build a loyal following on Snapchat, you'll need to establish a consistent publishing schedule. This will drive your team to produce creative Snaps and Stories on a regular basis. Your audience will learn to expect and look for content featuring your brand too.

A simple calendar can help you keep track of when company events are happening that you should cover on Snapchat, the editorial mix of content types you want to maintain and more.

If multiple people are your company contribute to your Snapchat Stories, use the calendar to indicate who is responsible for which calendar slot. This helps you to plan to be in the right place at the right time to catch the action and create compelling content for your growing audience.



How to Enhance Your Presence

Once you have developed your presence on the main social media platforms, you need to build a loyal following—an audience you can serve. This is no easy task. It means you will need to interact with the community, share valuable information and recognize the contributions of others. The standard text status updates quickly get boring.

To keep your following engaged and growing, try sharing more interactive content. Stay delightful, fresh and entertaining with:

- Images & Video
- Blog Posts
- Webinars
- Polls/Questions

Images & Video

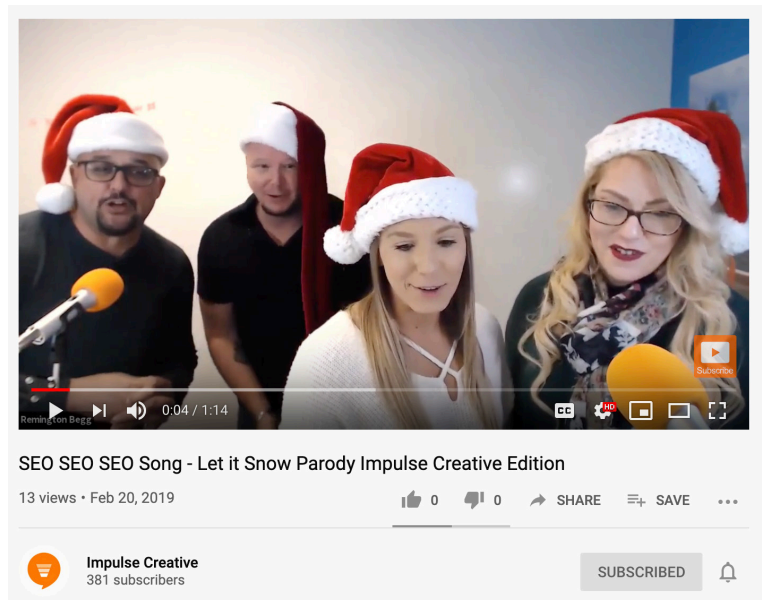
People like to know who they're working with and that there is a human behind the computer screen. We do business with people we get to know, like and trust. People. Prove to others your business is made of real people.

HOW TO GO ABOUT IT

Shoot videos starring your team members and upload them to YouTube, Facebook and LinkedIn.

Upload photo albums from company events and outings to Facebook. Don't forget to document any events you host for potential and current customers

Share these links with the public. Not everyone may think to visit your YouTube channel, but they may follow you on Twitter, so tweet the link!



SHOW OFF ELSEWHERE

There are photo and video communities other than YouTube and Facebook with active users. Once you've nailed those two, check out Flickr, Picasa, TwitPic, Slideshare, and Vimeo.

Blog Posts

The more optimized content your site publishes, the higher you will rank in search results and the more you will have to share in social media. Blogging provides the perfect platform for this type of frequent content creation for marketing.

QUICK BLOGGING TIPS:

- Use social media sharing buttons on your blog posts. This makes it easier for readers to spread your content.
- Answer frequently asked questions in your blog posts.
- Encourage comments by ending with a question. For example: "What's your take?" or "How have you done this?"
- Generate leads from your blog! Include calls-to-actions in each blog post you write.
- Include a compelling visual element such as an image or relevant video in each blog post.



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7 Data Cleansing Activities Companies Should Perform. Here's one: Scrub for duplicate data. #notwins



7 Data Cleansing Activities Companies Should Perform

You know bad data can cost your business a ton of money. But do you know how to cleanse your data? Check out these 7 data cleansing activiti...
impulsecreative.com



Webinars

Chances are you find it convenient to listen to things on-the-go. Webinars play an important role in this new lifestyle and has become a popular method of accessing content, whether it's through an iPod, a tablet or a smartphone. People can listen to audio and video at their own convenience: on a run, at the gym, in the car, etc.

Webinars are a cheap (and often free) way for marketers to spread their content and engage their audience in industry-specific conversations.

HOW TO GET STARTED

There is no fixed structure to creating webinars: they can be audio, video, or both. Recording can be as simple as plugging a microphone into a laptop or recording on a smart phone.

BROADCAST LIVE

If you decide to broadcast your webinar live, whether radio-style or TV-style, invite your audience to stop by! This will give the public the opportunity to meet you personally instead of just watching online.

Looking for more details about producing your own webinar? Check out HubSpot's Free Webinar: [The Science of Webinars by clicking here.](#)



Next Steps

Now that you have the fundamentals to get started with Facebook, Twitter, LinkedIn and YouTube, let's take a quick look at some next steps:

MAINTAIN YOUR PROFILES

To avoid a dead Facebook page and an outdated Twitter stream, make it a priority to keep your social media presence fresh. Try to post often and share valuable information. Keep your bio up-to-date with the right contact information.

CREATE A SCHEDULE

Use a spreadsheet to plan ahead which days you will promote events and space out the amount of times you post about a particular offer. [Click Here to learn when are the best times to post on social media.](#)

DISTRIBUTE RESPONSIBILITIES

Give more people in your company access to your social media accounts, or designate these responsibilities to one social media manager.

ALWAYS INCLUDE LINKS

Every time you post updates across your different social media platforms, you should be linking to a web page with more information about your update. Preferably, this page is a landing page that will allow you to generate leads.

DO MORE CROSS-PROMOTION

Encourage Facebook fans to follow you on Twitter by hosting giveaways for Twitter followers only, and promote it on your Facebook wall. Let people know you're on YouTube by asking employees to post links to YouTube content on Twitter.

About Impulse Creative

We Are Wayfinders

Wayfinding: All of the ways in which people orient themselves and navigate from place to place.

You know where you want to go. We're the compass to help you navigate there, and make your brand's mark on the digital marketing map.

We could call ourselves a "marketing agency", a "digital agency," or a "branding agency," but we're more than that. Because we don't provide services without results.

We believe that good marketing is a long-term journey together, toward a clearly defined goal.

When you're ready to put social media to work for your business, we're here to help. From social media strategy to content creation, our inbound marketers help businesses of all sizes grow better.

SPEAK WITH A GROWTH STRATEGIST TODAY

Spend 30 minutes with us and you'll have information and the passion to grow better. Let us show you how effective branding and inbound marketing can help you succeed.



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