



*Optimize Social Media*

## **How Social Media Marketing Can Benefit Your Business**

While many business owners are aware of the rapidly developing demand for social media marketing, some do not fully understand its dynamic or how it benefits their company. Engaging with potential customers and ensuring advertising for your business is reaching a targeted audience are your top priorities. Major corporations can afford to employ a marketing team. Many independent, small business owners, however, cannot afford a marketing department.

Wouldn't you like to have your own marketing team charged with maintaining your brand and reputation online? That's where Optimize Social Media (OSM) can help!

At OSM, we remove the guesswork of managing a successful social media marketing campaign so you can stay focused on your business. We work with uniquely designed algorithms to ensure a proper balance of promoting your business, products and services with entertaining and engaging items. In today's digital world, no one picks up a phone book or sifts through advertisements shoved into their mailbox for fun. You want them to associate a positive feeling with your business, and social media is a platform people use to amuse themselves. Social media allows you to have a longer conversation with customers and presents an opportunity to share your values to a digital audience.

You may have heard of Facebook and Twitter, but did you know there are three other platforms - Google Plus, Yelp, and YouTube - that you should be utilizing to fully market your business? These platforms highlight how your business operates and if confronted with an opposing critic, can be used as 'instant damage control' to maintain your brand's reputation.

**Facebook:** This platform allows for daily and consistent posting of content, specials, promotions, events, and fun items that show your customers you care about what they want to see.

**Twitter:** This is your best friend in the world of social media marketing as it allows you to get straight to the point in 140 characters on what you want to sell or promote and you can post multiple times per day.

**Google Plus:** This must-have platform gives your customers everything they need to know about your business such as location, phone number, hours, reviews, posts, and even videos.

**Yelp:** Strictly a review site, this platform gives your business a rating on a 5-star scale according to what reviews your customers leave. We monitor these reviews and respond to both positive and negative ones for you, to keep up your excellent reputation.

**YouTube:** As the second largest search engine in the world, this platform is a great place to post your commercials, advertise events such as grand openings, and promote specials that are hot

ticket items for you. It even links up to your Google Plus page so your video can be shared in two locations.

**Give us a call at 1-855-OSM-1212 for your FREE social media analysis or visit our website at [www.OptimizeSocialMedia.net](http://www.OptimizeSocialMedia.net) for your FREE social media grader today!**