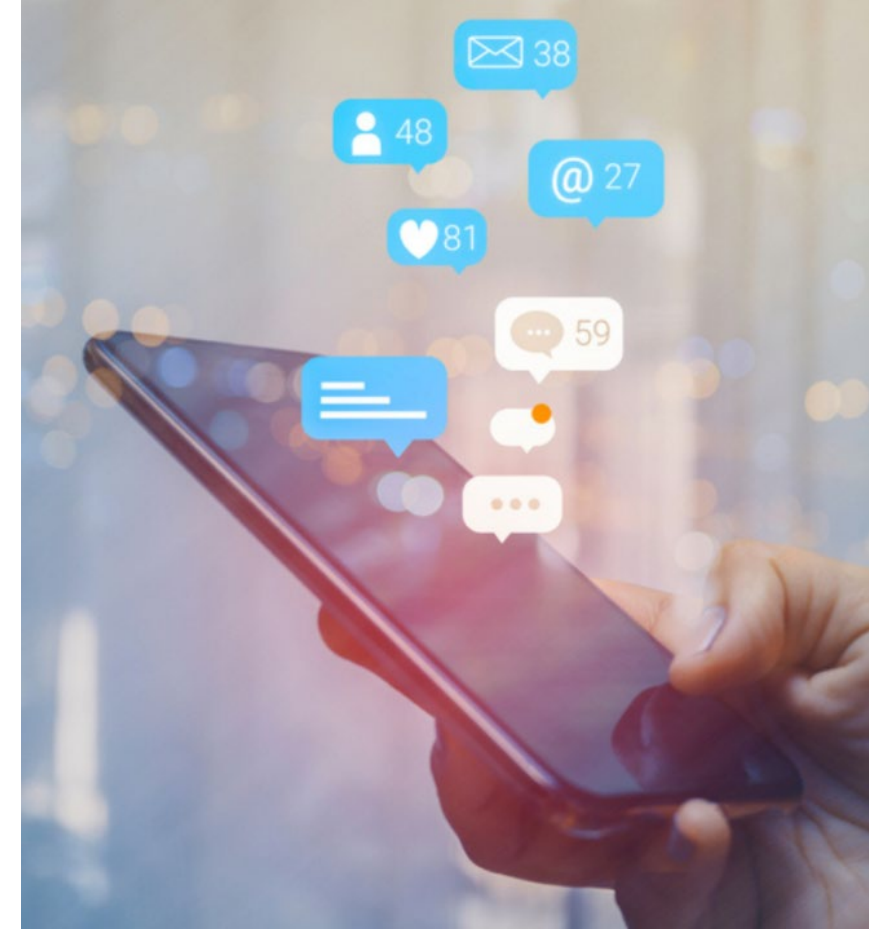




MAINE SMALL BUSINESS DEVELOPMENT CENTERS

Effective Social Media Marketing *For "Beginners"*

Presented by Ali Lane
*Certified Business Advisor
& Associate Center Director*



Funded in part through a cooperative agreement with the U.S. Small Business Administration:



In Partnership With



Meet The Advisor

Alison Lane



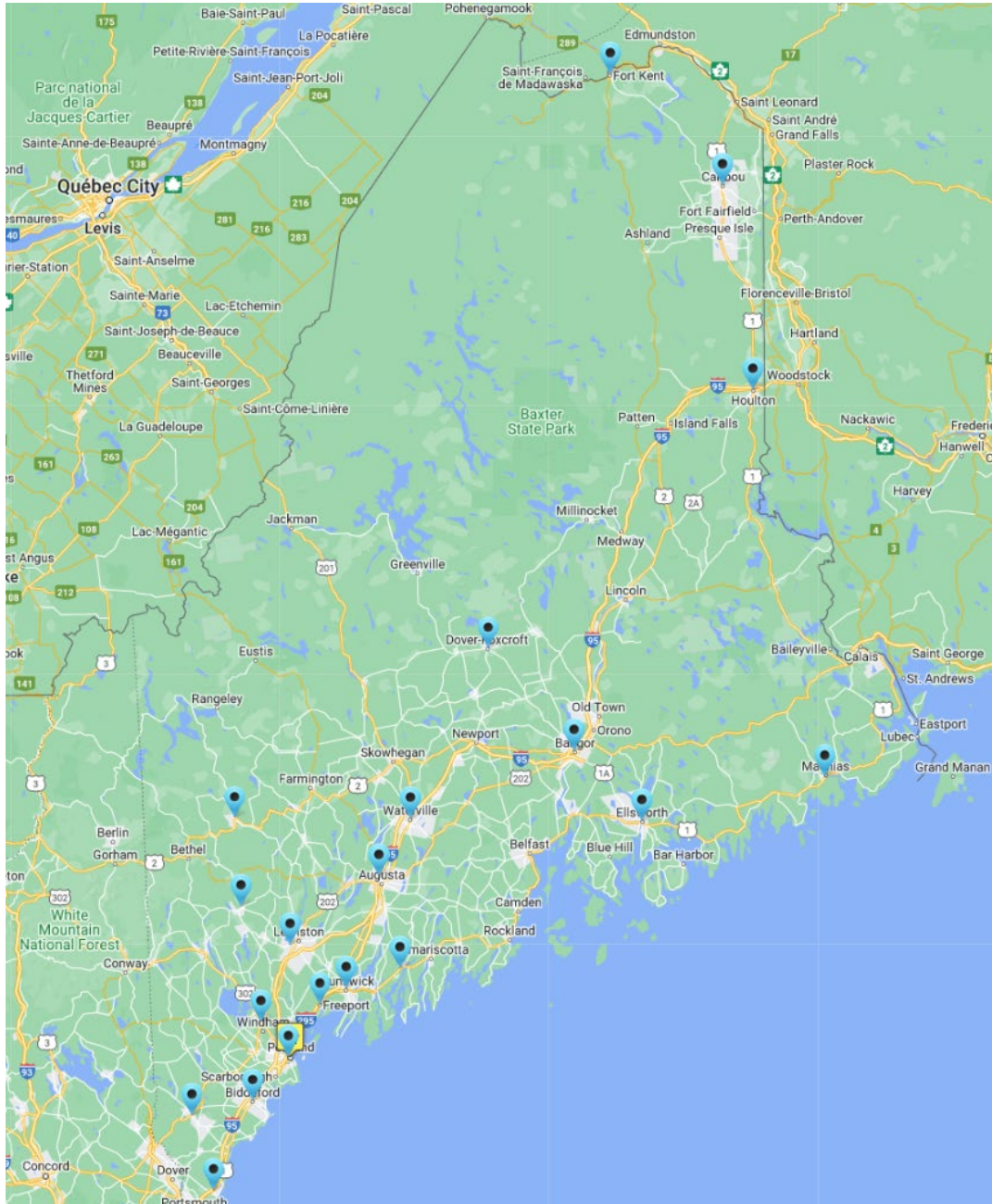
Certified Business Advisor since 2019

Territory: Penobscot and Piscataquis Counties

Contact Information:  alison.lane@ceimaine.org

 207-573-5076





Meet the Maine SBDC

12 Certified Advisors
Statewide



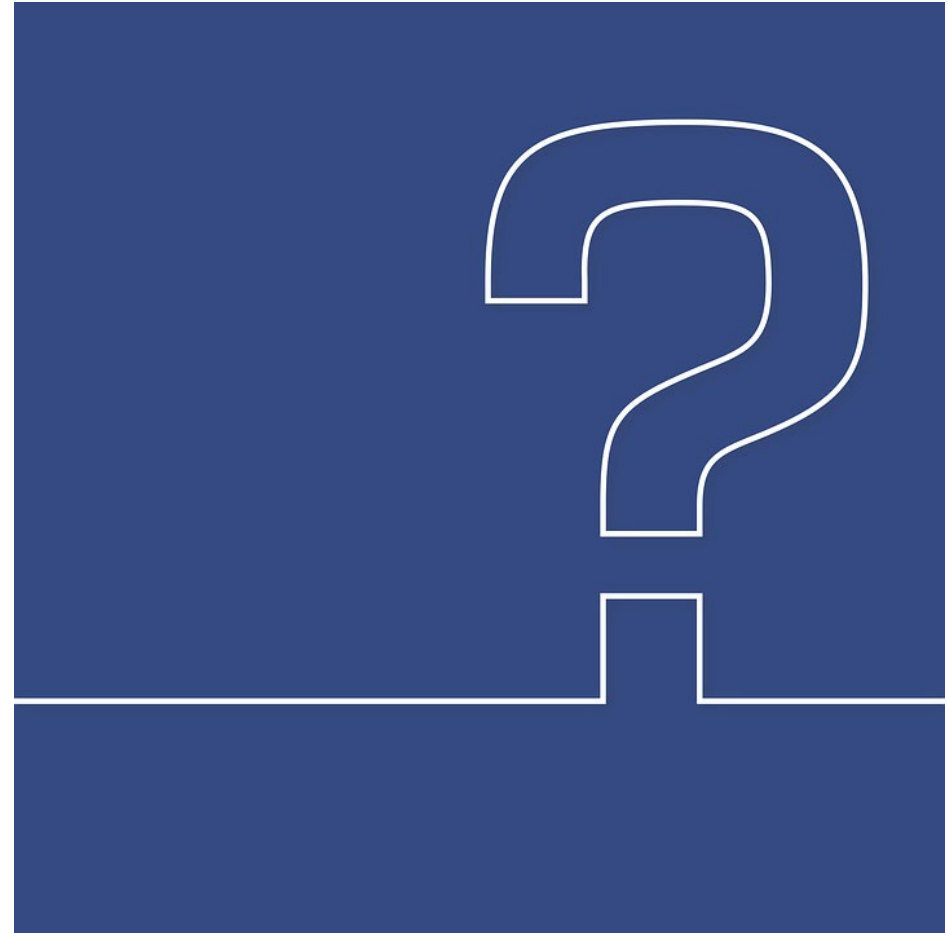
Agenda

1. Why be on Socials?
2. Rules of Thumb
3. Social Media Channels
Who, How, & What
4. Content
5. Miscellaneous
6. Questions/Discussion



Why Bother?

- Presence
- Credibility
- SEO
- Interaction
- Market Research



Because your customer does...

Best Practices

1. Know your customer
2. If you can't do it well, don't do it
3. Consistent frequency but varied content
4. Realistic Time Management: Set a schedule
5. Be PATIENT with results
6. Interact-interact-interact
7. Mobile-friendly
8. Consider Pay to Play



Social Media Channels



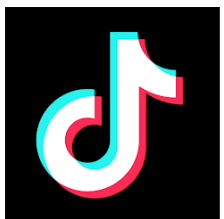
Average age of user: 40.5
Recommended posts: 3-5x/week



>90% of users are <35 years old
Recommended posts: 3-5x/week



60% Male
Largest age group: 25-34 years old
Recommended posts: 2-3x/day



41% of users are 16-24
Recommended posts: 3-5x/week
Users on for fun
“Just go viral...” 🤖



Good for B2B; Professionals
Workforce age >80% of users
Greater household income
Recommended posts: 1-2x/week



World's 2nd largest search engine
<https://blog.hootsuite.com/youtube-marketing/>
Recommended posts: 1-2x/week



Lower maintenance, more evergreen content
Downside: Audience size
Learn more: [Pinterest Webinar recording](#)



Visible “quick glance”
Fairly easy set up if you have a physical loc:
www.google.com/business/

Social Media Channels: Best Uses



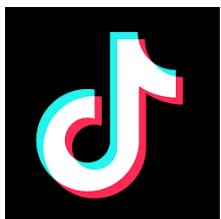
Broad Reach
Updates for your following
Getting reviews



Retail businesses
Enticing imagery



Conversations with customers
Addressing issues



Creativity; brand personality
Entertainment
Behind-the-scenes



Business-to-business
Service-based businesses
Growing your network
Enhancing professional credibility



Teaching/how-tos
Behind-the-scenes



Teaching/how-tos
Inspiration
Driving actual sales (but narrow audience)



General summary
SEO
Getting reviews

Social Media Channels: *Topic Interests of Users*



Family & Friends



Professional Networking



Fashion & Beauty



Music & Entertainment



News & Current Events



Home décor/DIY



Music & Entertainment



Restaurants & Retail; by location

Content

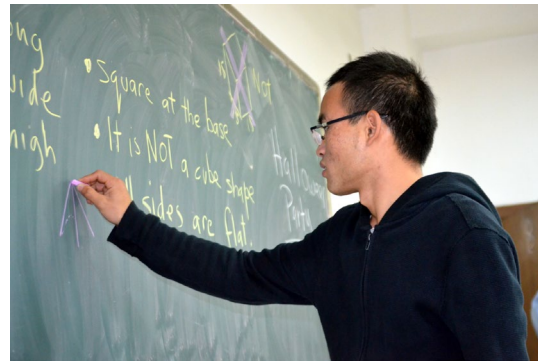
- Put yourself in their shoes
- Where do YOU want to be the answer?
- Purpose?
 - Reach
 - Engagement
 - Action
- Respond/interact
- Variety



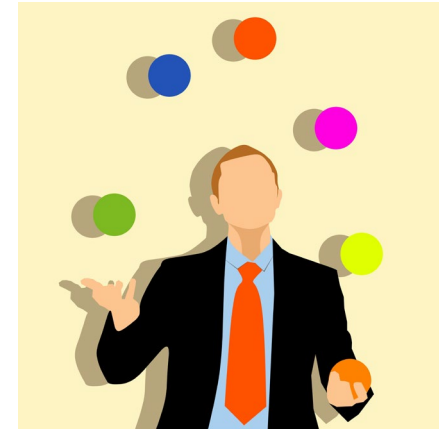
Content Variety



PROMOTE



EDUCATE



ENTERTAIN/
INSPIRE

Content Variety

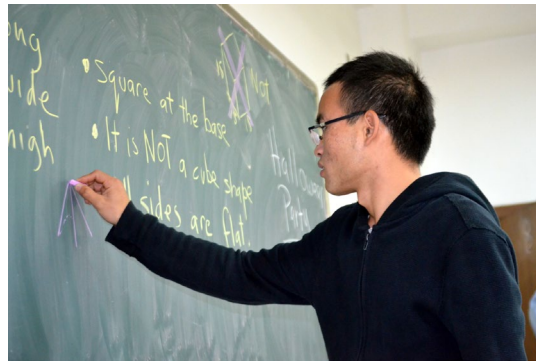


PROMOTE

- Product or service highlight
- Sale update/discount offer
- Answer FAQs
- Contest
- Behind the scenes
- Meet the staff
- Communicate mission & values

Content Variety

- Tutorial/how-to
- Infographic
- Related resources
- Industry current events



EDUCATE

- Related tools
- Complementary businesses
- Blog post

Content Variety

- Behind the scenes
- Fun facts
- Meet the staff
- Memes/fun videos
- Inspirational quotes
- Fun polls

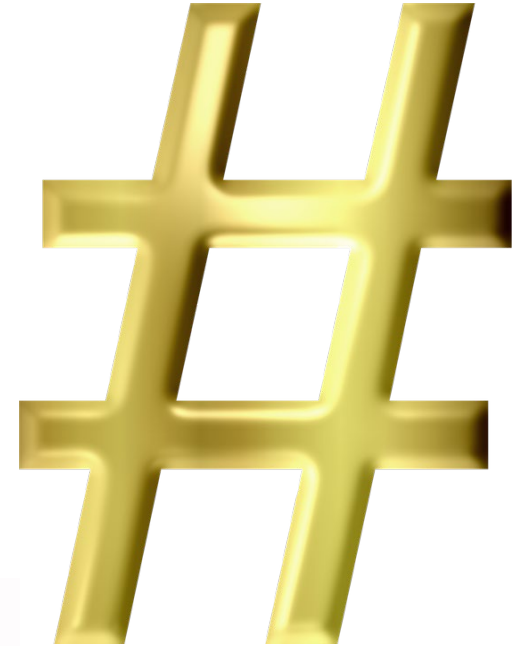


ENTERTAIN/
INSPIRE

Miscellaneous

- Hashtags →
 - Branded (#yourbusinessname)
 - Big (#acadianationalpark)
 - Small <2500-5000 uses (#mainerollerderby)
- Goals/Purpose
- Long game!
- Tracking ROI/Insights
- ChatGPT?

On Facebook/Tiktok, 3-5 recommended
On Insta, 8-11 recommended
On X, 1-2 recommended



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What you should know about the Maine SBDC?
931 views • 2 years ago

The pandemic has changed the way everything works, but what hasn't changed is our dedication to helping the small businesses of Maine! With virtual meetings and a little creativity, our Business Advisors are still here to help you out. Request Advising today: [https://mainesbdc.centerdynamics.com/...](https://mainesbdc.centerdynamics.com/)

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