

MUST HAVE

Social Media Tools for Entrepreneurs



TWITTER

88% of businesses with more than 100 employees use twitter for marketing purposes so using Twitter when you are start-up makes perfect sense. Twitter gives you access to what's going on in your industry, community, and around the world.

FACEBOOK

Facebook Pages allow you to establish your business' presence across Facebook, so people can find out about you and connect with you more easily. It's great for integrating your company into your local and web community.



INSTAGRAM

Instagram allows you to visually share your best pictures and videos. Every profile allows you to follow others and be followed by others, you can comment, message, like and reshare just like Facebook. Converting your account in to a business account gives you access to page insights.



GOOGLE +

Google + works by making it easy for your business to be found through search and through Google maps. Your Business will appear on the right-hand side of Google for free and your customers can see what you're all about & can leave reviews for you.



YOUTUBE

YouTube videos drive traffic and produce excellent search results. YouTube also provides a medium for accessing your customer base, building relationships, establishing your expertise and really branding your business' unique personality.

