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# **GROWING YOUR BUSINESS WITH SOCIAL MEDIA**



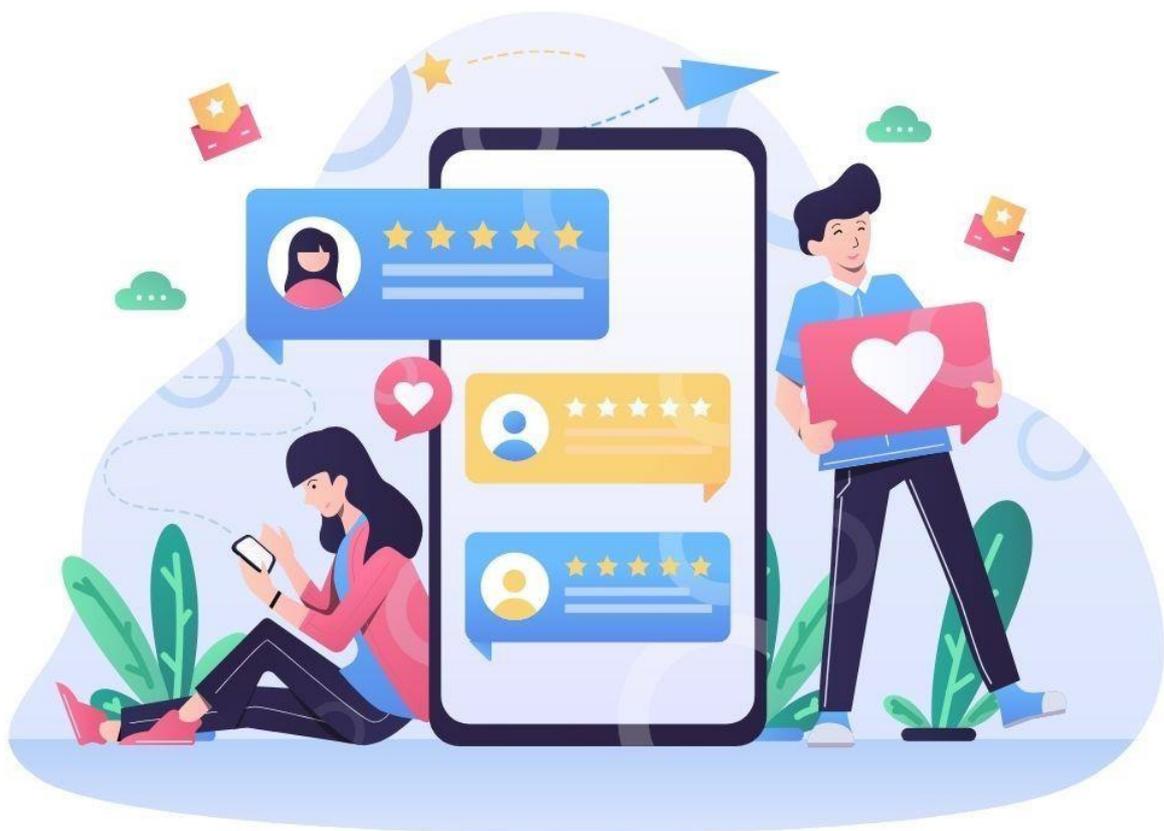
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Never before has it been this easy or cheap to get your company's name to your targeted audience.

Not only has [social media marketing](#) found a great way for new companies to reach their potential customers, but it has also found an entertaining way to do it.





There is no confusion why it is becoming the most powerful and desired marketing plan available.

The tips offered here will assist you in using social media to the best of your abilities.

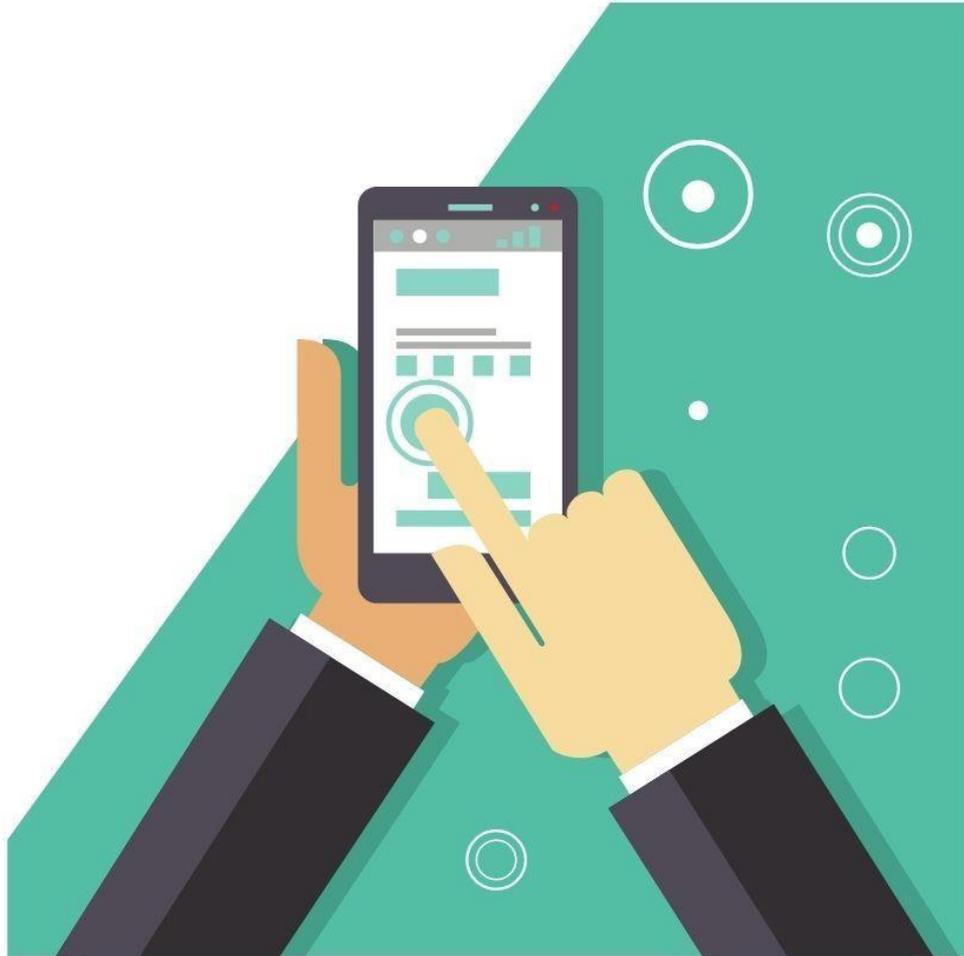
1. Post new content regularly. If you do not update your status at least once a week, your followers will forget that you exist. Perhaps you could post new content on the same day or at the same hour so that your followers have something to look forward to and will think about logging on to see what you have posted.



**2. Create an RSS feed** for your updates and give your readers the opportunity to subscribe to it. This will allow them to see your posts when they log into their Google account or right on their computer desktop if they use an RSS widget. Depending on your target audience, you will get more or less success with an RSS feed.



**3. Keep an eye on the new technology** so that you are better prepared for the changes to your marketing. Things move very fast in social media, and your company will have to adapt quickly to the changes as they come. Just, a few years ago, tablet computers and smartphones did not exist in a mass-produced and publicly available form.



4. Remember that when you use social media to market your business, **you communicate with people, not at them.** The technology that people are using now, and the way social media is designed, is allowing your customers to communicate easier than ever before. You



have to engage in this conversation and communicate with your customers in contrast to posting ad copy with a one-sided point of view.



5. For large companies, social media marketing can be a labor-intensive, complicated, and non-standardized task where efficiency can be elusive. Many ad agencies and social media



agencies are still trying to understand how to effectively market to the masses and are making it up as they go. So be careful where you spend your money and make sure you are getting measurable results from your marketing campaign.



6. Learning how to talk to your customers and breaking into the channels they are in, is



critical to your success with a social media marketing campaign. Social media is basically just a bunch of online conversations and another way which people are communicating. By learning how to talk to your customers, you may gain access to their channels and be successful on social media.





[Social media marketing](#) may seem like a complex concept to grasp, but once you have established the fundamentals. The rest will grow naturally. It can be as easy as a picture or diverse as an interactive video. The goal is to follow the above advice and find a solution that fits perfectly with you and your business.

