



# ackura

**A brief guide to promoting  
your business on the  
social web**

# SMEs can grow their business networks and communicate with their audiences using Social Media tools. What are these tools and how can you get the most out of them?



**LinkedIn** is of particular use in B2B marketing. Think about what your profile says about your business, not just you personally. Use LinkedIn to build and maintain relationships that could lead to sales.

## LinkedIn Tips

- Keep your profile up-to-date and make sure your public summary contains all the information necessary for people to understand what it is your business does
- Claim your Business profile and update with the messages that you want to communicate to your audience
- Use the search to find relevant individuals in industry related groups. Contribute to these group discussions to become an authority in your field
- Find questions relevant to your industry on LinkedIn answers. Share your knowledge and connect with individuals who have expressed a need
- Research individuals for recruitment purposes



**Facebook** is primarily a tool for interacting with friends and family. However, 38% of users “like” a brand page. A Facebook page can be a useful B2C tool. If you give people a reason to “like” your page, you will have an active, living, realtime audience just waiting to interact with your content.

## Facebook Tips

- Give people a reason to follow. Discounts, exclusive content, brand affinity and peer endorsement are all incentives for liking a brand page
- The aim is to get your content into the News stream of your audience and your audience’s friends
- Encourage interaction by sharing engaging and exciting content. Photos, videos and links are more engaging than text updates
- Use Facebook ads to grow your userbase. Target your ads to your intended audience based on demographics or consumer behaviour



**Twitter** can be many things to many brands. A news source, brand monitoring tool, a customer feedback and support tool, a promotional channel. However you decide twitter best fits in with your business make sure you stick to your goals.

### Twitter Tips

- Don't just broadcast. Think of twitter as a conversation
- Find the conversation - engage with like minded users using @mentions and #hashtags
- Think about how you can add value - hold competitions for your followers in exchange for content or loyalty
- Use Twitter Search to monitor mentions of your brand and competitors. You can gain valuable and actionable insight before actively engaging



**Foursquare**, a geolocation app that allows users to check-in to various venues and locations from their mobile devices. A newcomer in the social media landscape but is gaining traction with users. It's especially useful if you are a business with that relies on foot-fall, e.g. bars and shops.

### Foursquare Tips

- Claim your venue. This will allow you to set up special promotions with foursquare which will be presented to users checking in nearby
- Leave tips and encourage users to leave tips on your venue



### Blogs & Forums

**Social media** isn't just about the broadcast tools; it's about being involved with the conversation.

### Social Media Tips

- Find the conversation and monitor influential blogs and forums. See what is being said about your business or your industry
- Don't engage in a conversation unless you can add something of use. Comment spamming is not the way forward!
- When you do engage, consider your business messages and if possible, provide a link to your site/blog/linkedin profile for further information
- Abide by the Ackura Rules of Social media Engagement

## The key to social media marketing - Influence

**Listen** - People want to know that their opinions are valued.

**Be a voice of authority** - By providing people with useful information and being knowledgeable you establish trust and credibility.

**Create a Dialogue** - Engaging with users and enabling them to question and discuss your content will generate conversation and prologue the relationship.

**Generate awareness** - People who are engaged with your content will want to share it within their networks; encourage them to become “Connections”, “Retweet” and “Like” you.

**Generate Loyalty** - Keep your audience informed with regular news, products or service updates.

## Rules of engagement

**Be active** - Post content regularly but also comment on and share other people’s content.

**Be interesting** - Remember the aim is to be viewed as an authority and get links/shares to your content. Make sure to add your own opinion or extra insight when commenting on or sharing other people’s content.

**Be humble** - Social media etiquette lets every user have a voice: Give credit for people’s content and opinion.

**Be human** - Avoid slogans and brochure-speak. Try to inject content with your personality. Include profile pictures for author blog posts and LinkedIn profiles.

**Be honest** - Always be transparent about who you are and who you are representing. Don’t plagiarise content or bad-mouth competitors.



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