

# Marketing and Social Media

Marketing is a critical component of your business, with social media quickly becoming the next frontier. The first Facebook ad ran in May of 2005. Since then, marketers have spent nearly \$10 billion on social media marketing in 2016 alone.

According to Link Humans, 2.1 billion people are active on social media, and 1.7 billion use social networks from a mobile device. So how can you make it work for you? It starts with understanding your options.

## **Organic Isn't Just for Produce**

Social media marketing comes in two flavors: organic and paid. Organic social media posts come from you and go directly to your page or your company's page. As users (friends and family count here!) share your posts, and then their contacts share again, you get free advertising.

A great example? All those viral cat videos you see on your Facebook page or Twitter feed. One person posts the video, a few friends share. Their friends share again, and before you know it, there are ten thousand people laughing at a kitten in a hat.

Things work a little differently in the business space, and going viral isn't necessarily your aim. For a business, success in social media is all about having a consistent presence that keeps you front of mind with your audience. Start with posting once a week to establish a schedule, and then add more as you and your audience get comfortable.

## **Pay to Play**

Paid social media works a little differently, giving you the power to get in front of people who don't already have a reason to follow your social channels. With the power of paid social media, you can target your ads based on demographics, interests, and other details to customize your audience.

By connecting directly with their interests, you can attract new leads and use your metrics to track the performance of your paid efforts.

Whether you stick with free, organic options or invest in paid social to expand your network, your best social media posts will center around strong content on current topics that keep your audience interested and engaged. Leverage ConnectWise CampaignDirector™ to keep your social media posts simple and streamlined. You'll save time and effort, and keep your social channels vibrant.

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