



# SOCIAL MEDIA: ALL GROWN UP



10 Ways to Take Advantage  
of Social Media's Newest Tools





## Introduction

Social media is no longer a new buzzword, an emerging trend, or some passing fad. It has taken a premier role in how we live and interact with each other. Social media has gone through its growing pains and is now a vital part of business marketing for companies large and small.

It may be hard to believe, but social media has been with us for more than a decade already, with early forms emerging in the beginning of the new millennium. At the start, there were a few sites like MySpace and LinkedIn struggling to find their place, but fast forward 15 years and now there are dozens of networks to choose from and many more ways to interact within those.

And businesses have taken note. These interactions between people and companies have caused major shifts in consumer behavior and online business marketing. Social media is taking its place as a mature channel for customer service and becoming a major force in effective online marketing. The connection forged with customers through social media can lead to tangible business growth — no cat memes required!

In this book, we'll cover how social media can help you build your brand, connect with new and existing customers, and improve your customer service before, during, and after customer transactions. Included are some of the most up-to-date tips on getting the most from your social networks. Social media is no longer a trend, it's an important part of your business. Let's get started.

## 1. Customer Support Via Social Media

When businesses were just starting out on social media, it was enough to just tweet about sales, post new products to Facebook, and call it a day. Then, businesses noticed that customers were talking to them via these platforms, and a two-way conversation was established.

A few years back, customers were happy to send an email to ask a question or file a complaint and wait for a response. Now, we're so accustomed to interacting via these social media platforms, customers expect to see a support presence there, even though you may have a separate email or phone support system.

Social media is great for marketing, but it's valuable for customer support because this is where customers are talking.

But if your main social media account is busy promoting new deals or posting content, do you really want to plug it up with support questions? Probably not. That's why so many brands are creating separate support accounts, especially with Twitter. Simply Measured reports that mentions of dedicated customer service Twitter accounts have increased by [44 percent](#) year over year. Around [30 percent](#) of businesses have already added support accounts. Clearly this is an emerging trend that can help engage and satisfy your customers.

Twitter is the easiest social network to use for customer support because it's easy and instant. The benefits are clear: a quick-response time will build happy and loyal customers. Happy interactions with a support Twitter account can even nudge customers to talk about your brand positively via their own accounts.

Though Twitter is a popular way to do support via social media, there's no reason you can't do the same with a Facebook page. Pay attention to which network the majority of your customers use and build a support page on the appropriate network.

With email support, it's generally considered good practice to respond to customer inquiries within 24 hours, but with a dedicated Twitter support handle, try to shoot for a time period that's less than that. Many large companies can respond within the first six hours, but you can adjust this for the size of your company. Customers do have an expectation of immediacy on social media, so try to dedicate some support time to this channel. Keep in mind that not all tweets will merit a response, so feel free to prioritize.

Maybe the size of your company warrants a dedicated support Twitter handle. Maybe it doesn't, but that doesn't mean you can't watch and respond to your customers' social media posts. These interactions can really cement a customer's relationship with your brand.

## 2. Reconnaissance: Do a Little Digging

Social media is not just for pumping up your own brand, it can also help you stay on top of emerging trends and potential land mines in your industry.

### Keep Informed

You already know that it's important to know what's going on in your industry. You may already be subscribed to email newsletters, or maybe you read a couple blogs. Social media can be just as helpful in learning about new trends and issues.

Use your business or personal social media account to follow industry leaders, writers, publications, and other companies that interest you. Make a commitment to browse through posts at least a few times a week. Writers and bloggers especially may post links to news stories that could be pertinent to your business. Here are some ways to use social media to stay informed:



- **Twitter:** Use the List function to curate a collection of important accounts. This is a quick way to filter your Twitter feed so you see only what you want. You can make multiple lists for different categories, like one list for competitors and one list for industry publications. This time-saving tool also means you won't miss anything that would otherwise get pushed down your feed by more recent posts. Check these lists often to see tweets that are the most important. In the upper right-hand corner of your feed, Twitter will suggest other accounts that you may be interested in. Make sure to check those often to see people you may have missed following.
- **Facebook:** Like pages that are vital to your business. Similar organizations, industry leaders, writers, and publications will often have their own Facebook pages. Pay attention the pages Facebook suggests you follow, as they may hold good information.
- **Pinterest:** Follow boards about your industry or boards that inspire you. Follow your competitors and take note of their most popular pins.

## Get Ahead of the Game

By following your competitors on social media, you may get some clues about potential problems or new business ideas. Look especially for how their customers interact with them. Are they all filing similar complaints? A complaint against a competitor could give you a strategy for a new marketing campaign or an idea about how to make your business run more smoothly. If customers complain about the poor selection online, you could think about upping the number of your online offerings and promoting that fact.

A problem that customers run into and complain about via social media could help you develop a contingency plan should the same problem arise for your business. Did a viral post cause a competitor's website to slow or even crash? You can plan for a similar event. Likewise you can look for outpourings of support for a competitor and think about employing a similar campaign.

Don't just monitor your own social media feeds, check out your competitors and learn from their good and bad customer interactions.

### 3. Take Advantage of Facebook Business Pages

Facebook has offered pages built especially for businesses for a few years now, and they are continually adding features. If you haven't already, make sure your business has one of these pages and that your profile is as complete as possible. Any added information will help customers find you.

Facebook has recently added a mobile-friendly "Call-to-Action" button to help customers find the easiest way to connect with you. You can add this brightly colored button directly under your page's cover photo. Use it to let customers call you, send a message, or go to your site without leaving the Facebook app. This button replaces the clunky method where customers had to find your "About" page and search for contact information or a website there.

Choose whatever action is most important for your customers and activate this button by heading to your page's home screen and clicking the "Create Call to Action" button in the banner. There you can choose from options such as call now, donate now, shop now, and sign up. Facebook's recent business page redesign really makes businesses stand out and pushes users to take that additional step to contact, visit, or buy.

Facebook has also added a Shop section where you can showcase products or services. Customers will see a full tab of products right next to the "Home" tab under your banner photo. They will be able to pick a tab and then scroll down to see a list of products with links to buy. You can add this feature to your business page by looking for the "+ Add Shop Section" button under your banner.

These new Facebook business features (along with all of Facebook's regular core features) can be managed and analyzed from the Insights tab at the top of your page. There you can see what posts hit it big, and which ones you could have skipped. Paying attention to the traffic flows and interactions on your pages can give you ideas for what type of content to develop and when to post it. You can even look at a breakdown of your page visitors by gender and location. All of this data can be valuable when you're deciding how to spend your marketing time and money.

### 4. Purchase Smart Advertising on Social Media

Speaking of money, there are plenty of new methods to advertise with these platforms. Social media companies have seamlessly integrated ads with other posts that are relevant to the user. In some cases (Facebook, especially), ads are easy to buy and manage. In other cases, the companies are just breaking into the advertising world, but it's a good idea to keep an eye on these growing networks no matter what stage of advertising integration they've developed.

One of the best reasons to advertise on social media is that often times you can target ads to specific sections of your social network. Location, age, interests — social media can help you pinpoint future customers.

#### Facebook Ads

Facebook has continued to update and refine its advertising platform. You can use the data you just pulled from your Facebook page's Insights tab to help you develop an ad that's targeted to your potential customers — only the group you specify will see it and you won't pay for any uninterested eyeballs. You can target your ad based on parameters such as:

- Location. Narrow the ad to those in your state, city, or neighborhood.

- People. Age, interest, gender — push your ad to only those who would be interested.
- Connections. You can target those who like your page and their friends to expand your reach.

There are many ways to refine these ads, monitor progress, and analyze your results through Facebook's Ads Manager Tool. Advertising can take up a large chunk of your marketing budget, but social media ads can be a good way to gain some traffic for a reasonable price.

## Pinterest Rich Pins

Pinterest is the social platform that allows users to build digital bulletin boards of image and links that list their inspiration, ideas, or (most useful!) things they want. Pinterest recently introduced Rich Pins, which are pins that include extra information on the pinned item. There are six types: product, place, article, recipe, movie, and app. Most useful for business owners would be the product pin, which supplies information about item availability, where to buy, and real-time pricing. Businesses might also use article pins to link to a blog post or app pins to encourage viewers to download their app.

To use these pins, you will have to add some meta tags to your website, and you'll have to apply to Pinterest to use the pins. The company lays out all the details on [its website](#).

If you have a lot of followers on Pinterest, these Rich Pins could definitely be worth your while. They create an easier user experience and greater mobility from Pinterest to your product or content.

Another new development coming down the pipeline is Buyable Pins, which gives users the options to buy an item through the Pinterest app. Customers can even scroll through item options (like color, size, etc.) and enter pay information without leaving the app. These buttons are currently in the beginning stages of development, so Pinterest is only working with a few merchants to deploy the first wave. You can sign up for the [wait list](#) and get updates on future integration opportunities.

## Instagram Ads

If your business is visual in anyway, Instagram is an essential way to connect with customers. Now with more than 400 million accounts, Instagram is one of the world's largest social networks. Use it to share photos of new products, events, or marketing campaigns.

Buying ads on Instagram can be a great way to connect with current and new customers. Since Facebook owns Instagram, you can use the same Facebook Ads Manager to target, purchase, manage, and evaluate your ads. Instagram ads can be single photos, videos, or a carousel of many photos. If you have an especially visual product or service, think about building your Instagram presence with these new options.

## Snapchat Ads

Snapchat, the app that lets you send pictures and messages that disappear in a short amount of time, says advertising via their social network will target your message toward a younger crowd — around 13-34 year olds who use smartphones. And that's a large segment, because nearly [100 million](#) people use the app daily. If that's a demographic that is important to your business, make sure you're a member and putting out good content.

Snapchat ads appear in their curated content in the "Discover" section of their app. Contact the app's ad team directly to inquire about this increasingly popular section.

## Twitter Ads and Cards

### 1. Paid Ads

Twitter started out as a place to simply talk back and forth in 140-character bursts. But new options for purchasing different types of Twitter advertising have expanded in recent years, becoming a sophisticated method to target potential and repeat customers.



Twitter ads are marked by the word "Promoted." Businesses can promote a particular tweet, and account, or a trend. Users can interact (retweet, like, etc.) with this content just as they would any other tweet.

Depending on your objective, you could also create a Twitter ad campaign to grow your followers, drive traffic to your website, create conversation around your business, prompt people to download your app, and several other options.

If creating a campaign sounds a bit complicated, one of the easiest ways to advertise on Twitter is to do a [Quick Promote](#). This allows you to spread your best-performing tweets to a bigger audience. With this option, you can skip building a big ad campaign and promote a popular tweet. If you get a good response to a promoted tweet, you can use that as a starting point to build a more complicated campaign.

### 2. Cards

Twitter has recently developed a new tool to allow social media users to more easily discover new content and products.

Twitter Cards allow you to attach videos and other rich media to your tweets that will engage readers and send them clicking to your site. Similar to the Rich Pins from Pinterest, there are different types of cards you can use to tell your business' story. The ability to watch or view images while inside the Twitter app or site can do a lot to catch a potential customer's eye and stand out from the rest of the Twitter crowd.

- Summary Cards include a title, thumbnail image, account information, and a description.
- Summary Cards with a Large Image give users the same info as a regular card, but with a prominent image.
- App Cards give the reader an option to directly download a mobile phone app.
- Player Cards play video, audio, or other rich media.

Twitter provides several tools to analyze the effectiveness of these cards so you can continue to improve their impact. Using this new Twitter option requires a bit of set up. You'll have to add some meta tags to your website, and test any URL you're linking to with a validator tool. If you want to use the Player Card, you also have to request approval from Twitter HQ. Though it seems complicated, the company has a good [explanatory page](#) and customer service that's ready to help.



## 5. Encourage Interaction with Wi-Fi

In 2013, Facebook and Cisco partnered to help businesses across the country offer free Wi-Fi to customers. The idea is that customers can get free Internet access by first checking into a business' Facebook page. That check in serves as a gateway to the rest of the Internet.

### Benefits

When people check in to your business, their friends see a notice in their feed. That connection nabs businesses increased exposure, which can turn into more "likes" on content and more potential buyers. Plus, there's no better people to reach than your customer's family and friends, who can talk about the businesses they frequent online and in person.

Businesses can also collect some data from these customer check ins including gender, age, and interests. They could then use that new demographic data to plan new Facebook ad campaigns or develop new marketing materials.

Increasing your number of check ins can also help your business become easier to find for new customers. As your page logs check ins and increased engagement, its rank improves in Facebook's search and "Nearby Places" tab, which shows users interesting nearby businesses and attractions.

You can take these interactions to the next level by doing special promotions on your Facebook page related to the check ins. When someone checks in to use the Wi-Fi, they could also pick up a coupon or see a new promotional piece.

### Wi-Fi Specifics

This is a super easy way to offer Wi-Fi to customers, and would be especially useful for hotels,



restaurants, convention centers, and retailers.

After someone checks in, they're prompted to like your Facebook page so they can continue to connect with your business. Customers can also choose to automatically check in the next time they visit your location. After that, the customer can enter the wider Internet, and Facebook won't collect any browsing activity.

If you already offer free Wi-Fi for your customers, this option can give you a little return on your investment in the form of data and Facebook page traffic. If you think offering Wi-Fi might be beneficial, this system is an easy way to allow users onto the Internet without requiring a password or leaving it open to non customers.



With Facebook Wi-Fi, people connect the same way as they would to any other Wi-Fi router, by searching for your business' name from a Wi-Fi connections list. They can connect there, then open a browser window. When they connect to their first Internet page, customers are redirected to your business' Facebook page where they check in. They also get the option to add a status update while checking in.

To get Facebook Wi-Fi, you'll need a router that supports the system. With that, and access to edit your business' Facebook page, follow [Facebook's instructions](#) to setup the router.

## 6. Blend SoMoLo Marketing

SoMoLo (So-social, Mo-mobile, Lo-local or location) is the blending of three marketing variables that are all important separately, but are now being put together in new ways. Let's look at each idea and how they play together.

### Social

As of August 2015, there were more than 2.2 billion social media users. And in case you needed more proof of the power of mobile, more than 1.9 billion of those users are accessing their social media accounts through their mobile phones. Just in the past year, more than [1 million](#) new mobile social users are added each day.

Social media is a well-established part of our lives. We use our social networks to connect with friends and family, which is important for marketers because consumers tend to value the opinions of loved ones very highly. When we hear a friend talking about a product or service via social media, we are more likely to check it out. In fact, [85 percent](#) of Facebook users who have liked a brand on Facebook have recommended that brand to others. And social media users who follow a brand on Twitter or Facebook are more likely to make a purchase from that brand.

This social impact that these networks have can't be overstated. If you love a new product, you might post about it on Twitter. Or you might drop a link into a Facebook chat. You might go follow that company on Instagram. And the people who follow you will see all those things, too. Word can spread



fast on social media, and businesses are jumping to take advantage.

Just having a social media page for your business isn't fully embracing the number of free tools at your disposal. There's so much more that can be done to connect to your fans and potential customers. Post new content. Reply to their questions. Reply when they comment positively about your business, and especially when they don't.

## Mobile

Closely connected with the social connection is the mobile one. Smartphones spent the last decade catching up (and in some cases surpassing) desktop usage. In 2015, the average adult spent 51 percent of his or her total time with digital media on a smartphone and 48 percent on a desktop or laptop. That's a huge step up from 2008, when 80 percent of digital time was spent on a desktop or laptop. Now, around [80 percent](#) of all Internet users own a smartphone. Mobile is where people are, so if you're not already focused on mobile marketing for your business, it's time to be.

Many consumers are comfortable making purchases on their mobiles, but even if people aren't, they're still doing research about future purchases there. A mobile-friendly site for your business can help customers make decisions when they head to a desktop or a store to make a purchase.

And when a customer arrives at a store location, they usually have their phone with them. They pull out their phones to quickly look up product reviews, ask for recommendations, and see other product options while they're browsing. They also may look for discounts or online coupons via their phones as they decide to make a purchase.

Customers expect mobile sites to work in tandem with brick-and-mortar institutions.

## Local

The last piece of SoMoLo is local (or location). This part is all about building a community in your

business' location.

Most smartphones now have GPS technology built in so the phone knows where it is at all times. People are already using these services when they check in on Facebook, search for nearby services, and tweet from a specified location. People are no longer shy about sharing where they are with friends and family as sharing experiences as they happen is part of being on a social network.

Many businesses are experimenting with location-specific promotions, including text messages and push notifications. According to a [2012 report](#), 38 percent of smartphone users were interested in receiving text promotions when they're in a relevant location. For example a customer would walk into a clothing store and receive a text message that would award them 10 percent off a purchase (more on text message marketing in the next chapter).

SoMoLo works together when a person checks into a store (local) via their smartphone (mobile) and then tweets something about the store to a friend (social). To discover ways to really take advantage of SoMoLo, put yourself in your customer's shoes. How would they share their experience with your business? Where would they share that experience? How would they communicate with you?

If you're interested in experimenting with some SoMoLo ideas, think about trying some of the following:

- Offer coupons and deals on your mobile site for both in-store and online sales.
- Use sms text messages for promotions.
- Offer in-store Wi-Fi and encourage customers to check in at your store.
- Make sure your website is mobile friendly.

Thinking about the intersection between these ideas will help you understand your customers and develop new strategies to reach them and new experiences to engage them.

## 7. Consider SMS Text Marketing

We already know that today's consumer is reliant on their mobile phone for news, shopping, entertainment, and connections with friends and family. They're always on the go, and always with their smartphone in tow.

Communicating with customers via SMS text messages can be an easy and appropriate way to interact and further your connection with them. If you're thinking about sending customers texts, here are a few guidelines:

- Send exclusive offers for SMS-connected customers that are different from your print ads, website offers, and emails. This will give them a real reward for getting text messages.
- Think about timing. Don't be an annoyance! Never send any text messages after 9 p.m. or before 10 a.m. Stick to afternoon hours and the





prime shopping hours for your business. And if you're a restaurant, stick to meal times. And no matter what, never send a promotion out when your business is closed. If you're unsure when your prime shopping hours are, look at your web traffic or store foot traffic.

- Send the right kind of information. Instead of promotion, would your customers rather get a customer service text? Maybe you text them a receipt or let them know when their table is ready.
- Pay attention to dropouts. When you send a text and get more opt outs than usual, think about your message and whether you may need to take a new tactic.
- When you sign people up for SMS messages, make sure you can instantly send a confirmation text. If you wait, you run the risk of losing customer interest.

SMS technology can let you capture customer data (like time zone), but your main objective is to use text messages as a new method of communication between you and your customer.

Creating a valuable connection with your customers via text message is about offering up a good incentives for people to join your SMS list. Rewarding your customers will build loyalty and the increase the chance for future purchases.

## 8. Shareable Email Marketing

If you do any email marketing, you know you can spend a lot of time carefully crafting the perfect email. It can save you a lot of time and extend the life of your email campaign if the email is easily shareable.

There are several email marketing companies that will help you set up and send messages to your email lists. Many of them will also allow you to add a share button to the email that allows readers to easily share content on their favorite social network. If you're in the market for an email marketing service, make sure it offers these sharing options. Some will even allow you to share the email on your business' page instantly, instead of reposting the content later.

Many of the people on your email list aren't connected with your business on social media, so your email is their first method of contact. Shareable buttons make it very easy for these people to share your email without ever leaving their inbox. Emails that include these social buttons have a [158 percent](#) higher click-through rate.

But to get your fans to share your emails, the content needs to grab and hold their attention. If you write interesting, thoughtful articles with great visuals and information, people are more likely to open the email, read the whole thing, and share it with others.

Remember again that customers are using their smartphones for so much these days that they will probably be opening your email marketing on their phone. In fact, 48 percent of emails are opened on a phone. So keep in mind these mobile tips:

- Make sure your emails are easily read on a mobile device with links, buttons, or pictures are also easily visible and clickable.
- Use a simple design that can be understood with just a glance.
- Try not to overwhelm the viewer with too many options and instead stick to a single call-to-action button (like visit the site) or a single message (like announcing a sale).
- Think about emails and websites you've viewed on your phone and pay attention to what you like and dislike. Save particularly memorable emails for later inspiration.

## 9. Watch for Emerging Trends

Social media is one of the easiest ways for people to communicate with their friends and family. Dropping a quick note via a Facebook chat, Snapchat, or Twitter is seen as less intrusive than a phone call. Social media will continue to evolve with new apps and new methods being developed all the time. When the communication options are constantly changing, it's even more important to pay attention to new and improving tools for your business.

Spend some time evaluating which social networks you are using and whether you want to expand to any new ones. For example Facebook and Twitter have a lot of people on them, but maybe your business is especially visual — then it's a good idea to add Instagram or Pinterest to your marketing plan.

### Social Media is Mobile

No matter which social networks you choose, make sure you've downloaded the corresponding app onto your smartphone. Some apps, including Snapchat (popular with a young demographic), only are accessed through the mobile app. The desktop versions of other social media platforms are important, but having the app allows you to answer questions, post content, and update information on the go.

Social network companies have worked many of the bugs out of their mobile platforms over the years, and they're now just as easy to use on your phone as on your desktop. Invest in a phone that is powerful enough to use these apps quickly and has a good camera for taking photos and uploading them immediately from your phone.

### Watch the Growers: Pinterest and Twitter

While Facebook still has the most people on its networks, you shouldn't ignore the other players. The growth of Facebook users has actually slowed in recent years while other networks are rocketing up in



popularity. In 2014 for example, Instagram users jumped so that [more than half](#) of Internet users ages 18 to 29 are using the service. And half of all Instagram users are using the site every day.

Twitter and Pinterest have also shown an increase in users in the past years, and both cater to demographics that are different than Facebook.

## 1. Twitter

Twitter is especially popular with those younger than 50, college educated, and make more than \$50,000 a year, but it has seen increases in many demographic areas, including men, urbanites, and those older than 65.

If you're new to Twitter, make sure you're following other people, and not just looking to gain your own followers. Twitter is a community of people who talk back and forth, so it's important to follow others. Look to follow:

- Other businesses in your industry
- Local interest accounts
- Authors and bloggers who write about your industry
- Local media
- Any interest groups aligned with your business. If you run a dog grooming business, follow the local humane society. If you run a health food store, follow the American Heart Association.

Make sure to use Twitter to become part of your community. Look for your local hashtag (sometimes it's the airport code like #LAX for Los Angeles) and use it, especially for events. Don't overuse and spam the hashtag, though, or you may lose followers.

Since Twitter is a growing network, take part in the conversation. Answer questions, tweet about local happenings, and comment in locally trending hashtags.

## Pinterest

Pinterest's function as a visual wish list is especially useful for businesses. Around 73 percent of Pinterest users have purchased a product they saw on the site. Pay attention to popular pins in your business category and you may find some inspiration and keep ahead of the trends.

A [2014 study](#) reported that a Pinterest user's online order values around 126 percent more than a Facebook user. A Pinterest user's average order totals around \$123.

Pinterest is a way to learn what customers like and wish for. Pinning your own products and watching what people share most can give you an idea about which of your products are most popular. Watching for trending products (even those outside your business area) can give you ideas about what's popular right now. If you're a clothing seller, but you see a pillow that's especially popular, you could use the pillow's print as inspiration for a new blouse. You can even ask your customers to share pins of items they'd like you to sell, that way you get an idea of your customer's ideal items.

Examine your ideal customer and think about which social networks they're likely to use. Pay attention to the up-and-coming networks and avoid missing out on new ways of communicating with customers.

## 10. Where Social Media is Going Next

Social media is a place people will return to day after day. It's more potent than a single viral video or funny cat photo. Around 70 percent of Facebook users and 36 percent of Twitter users are on the respective networks daily.

Though demographics are different for individual networks, more than half ([52 percent](#)) of Internet users belong to two or more social networks, up from 42 percent in 2013.

More people are joining more networks to connect with more people and to express themselves in new ways. Having a social media presence in more than one network is a good way to stay prominent in the mind of your present and future customers.

### Upcoming Trends

Social networks have spent years making their sites work quickly and effectively. Businesses have taken advantage of the increasingly easy-to-use tools. Here are a few ways social media will be used in the coming year.

**Quick updates:** Live streaming and instant updates from services such as Snapchat, Blab, and Periscope mean that anyone can live stream with the technology they already have. These apps, along with Twitter, offer users instant information. Want to get in on this idea? Play along with the sense of immediacy by Snapchatting behind-the-scenes videos and sneak peeks of products. Have real-time chats with fans. Offer time-sensitive discounts or promotions. Get creative with the instant nature of some of these social networks.

**Storytelling:** Let your customers and social media followers know who you are. Tell the story of your business through social media. You can do that by supporting causes you care about. Donate some proceeds to a worthwhile charity. Make a video of why you got into business. Make sure people know what your brand stands for and tell that story through social media.

**Social for Search:** Instead of going to a search engine for reviews and comments, many people are hopping straight onto social networks. They want to know what their peers are saying -- and what they

are buying. Knowing that social networks are a place where people are searching means it's a good place to publish happy customer reviews, comments, and testimonials. Run a search for your business through some networks and see what comes up. Are there ways you can take advantage of the searchers out there? Are there social network exclusive promotions and deals you can add to the mix?



## Conclusion

Social media sites will continue to rise and fall. New technologies will be developed. New ways of communicating will become popular and then fade away. It just takes an awareness of these movements to help your business take advantage of these massive networks.

So reach out! Reach out to the potential customer base that's waiting for you. Reach out to those who love your business and want to connect with you. Join these networks if you haven't. If you're already on them, look for new ways to take advantage of emerging techniques. Social media is all grown up, so it's time to embrace it like the fully formed, extremely useful tool it has become.

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Wishing you much success,

Ryan Freeman  
on behalf of the Strider Team

