

TENANT NEWSLETTER

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SOCIAL MEDIA

Did you know that half of the world's population are internet users? And more than half of these users are active social media users?

How can social media help your business?

- Creates brand awareness for your business: You can use it as a method of marketing your business easily, and for free!
- Increases your website traffic and search ranking: You can influence your search ranking without being a pro at SEO (from our last November Newsletter), as well as increase your backlinks. (A backlink is when a webpage links to a website).
- Customer service: Social media lets you be in control of your interactions with customers, you can welcome suggestions and respond to queries which in turn can boost customer experience and satisfaction.
- Advertising: You can generate ads for your business.
- Credibility: Big business have websites, blogs, and social media platforms. For a low budget (Free!) you can level the playing field with the big companies in your industry.



Ways to engage your customers on social media:

- Provide information on new product or service launches
- Request customer input on what products or services they'd like to see next
- Host small contests where the winner gets a prize e.g. Customers have to share content about your business on their social media channels, thereby increasing brand awareness OR provide an email address which you can use to market to in the future
- Showcase professional pictures of your products or service
- Introduce employees or owners of your business
- Create polls allowing customers to vote on various aspects of your business

Platforms to consider:

- Facebook
- Twitter
- Instagram
- LinkedIn
- Yelp
- Pinterest



Don't forget to follow Well Grounded Real Estate on Twitter and Facebook at @wgcentres!
As well, once you launch accounts for your business, tell us your account name and we'll promote your business and any ongoing sales and promotions

🌿 Happy Holidays! 🌿

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