



ORGANIC ENERGY INSTALLER



..... GUIDE TO SOCIAL MEDIA

The world of Social Media has grown significantly over the last few years and has changed the way in which businesses engage and market to their customers. There are some real benefits to having your business on Social Media:



Research tool

Get to know your customers better

Precise

Target audiences more effectively

Value

Social media is low cost marketing

Quick response

Get instant feedback and testimonials

Search

Find new customers in the area you want

S.E.O

You can increase website traffic & search rankings



However, like all marketing tools, there can be a right and wrong way to do it. With so many social media platforms available to businesses, ie Facebook, Twitter, Pinterest, Google+, Vine, Instagram etc, how can you be sure you are using the right ones? Our pointers below will give you a guide to which ones to pick. The top two are still Facebook and Twitter.



Facebook is still by far the largest and most popular social media platform, with over 1.23 billion active users. Although it is free to have a business page, the best results come from paying for advertising. It is fairly cheap to advertise from £1 a day and its ability to target makes it a very powerful marketing tool.



Do this

Ensure grammar and spellings are always correct

Always reply to comments and feedback (good or bad)

Review the analytics & learn from them



Twitter is a micro blogging platform that enables users to send and read short 140 character messages. It's a great way to connect with over 271 million active companies and people. They are still some way from Facebook: However it's still worth investing some time into Twitter as it is easier to build followers and spread the word about your business.



Don't do this

Be negative or criticise other people

Allow personal opinion to take place

Overtly sell

Be something you're not

FOLLOW ME!

LIKE!

TWEET!

MESSAGE

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How to make the most of your pages

Call to actions
Use these to get people to go to your website or to get in touch.

Cover Photo
Make the most of your cover photo.



Posts & Updates
Make sure the page looks active by posting regularly.

About us
Use this to give as much info as possible. Be sure to include key words about your business.

Photos & Video
Create engaging content with regular photo and video uploads.

It's all about the content

Arguably one of the most important aspects of any social media marketing is the content that you post. It needs to be relevant, interesting and engaging. Including things like links, photos and videos in your posts will make them more interesting and more likely to be engaged with. Also quality is more important than quantity, don't just post for the sake of posting. Below are a few ideas of content that you could post on social media.

Why should people use your services?

Introduce staff members and their roles in the company

Post photos of installations (before & after)

Post photos of different products you supply

Post testimonials from customers

Use local or national/industry news

Share other people's interesting content

Talk about how the boilers work (in brief)

Post frequently asked questions

Don't forget: If you post anything on Social Media that is from Organic Energy, include us in the post and we will share it.

