VEVA Road to Excellence Training Program

EXCELLENCE

INNOVATION

INSPIRATION

PASSION

COMPETENCE

VE VIRTUAL ELVES

Social media for business is no longer optional.

It's an essential way to reach your customers, gain valuable insights, and grow your brand.

-Stacey McLachlan, Christina Newberry

Benefits of social media for brand building

1. Increase brand awareness

With over half of the world's population using social media, platforms like Facebook, Instagram or Twitter a natural place to reach new and highly targeted potential customers.

2. Humanize your brand

Authenticity builds trust. Trust, in turn, builds marketing receptiveness and drives new business. And social is the best place to get real!

3. Establish the brand as a thought leader

No matter what industry your business is in, social media offers the opportunity to establish your brand as a thought leader—the go-to source for information on topics related to your niche.

4. Stay on top of mind

Seventy percent of social media users log into their accounts at least once per day, according to a 2021 study by Pew Research Center, and many people (49 percent!) admit to checking social multiple times per day.

Benefits of social media for growth

1.   Increase website traffic

Social media posts and ads are key ways to drive traffic to your website. Sharing great content from your blog or website to your social channels is a great way to get readers as soon as you publish a new post. (You can even use UTM tracking tags to collect data on your click-throughs!)

2. Generate leads

Social media offers an easy and low-commitment way for potential customers to express interest in your business and your products. Lead generation is such an important benefit of social media for business that many social networks offer advertising formats specifically designed to collect leads.

3. Boost sales

Your social accounts are a critical part of your sales funnel—the process through which a new contact becomes a customer. (Lingo alert: this is called social selling!)

4. Promote content

Promoting your content on social channels is a great way to get your smart, well-researched content in front of new people, proving your expertise and growing your audience.
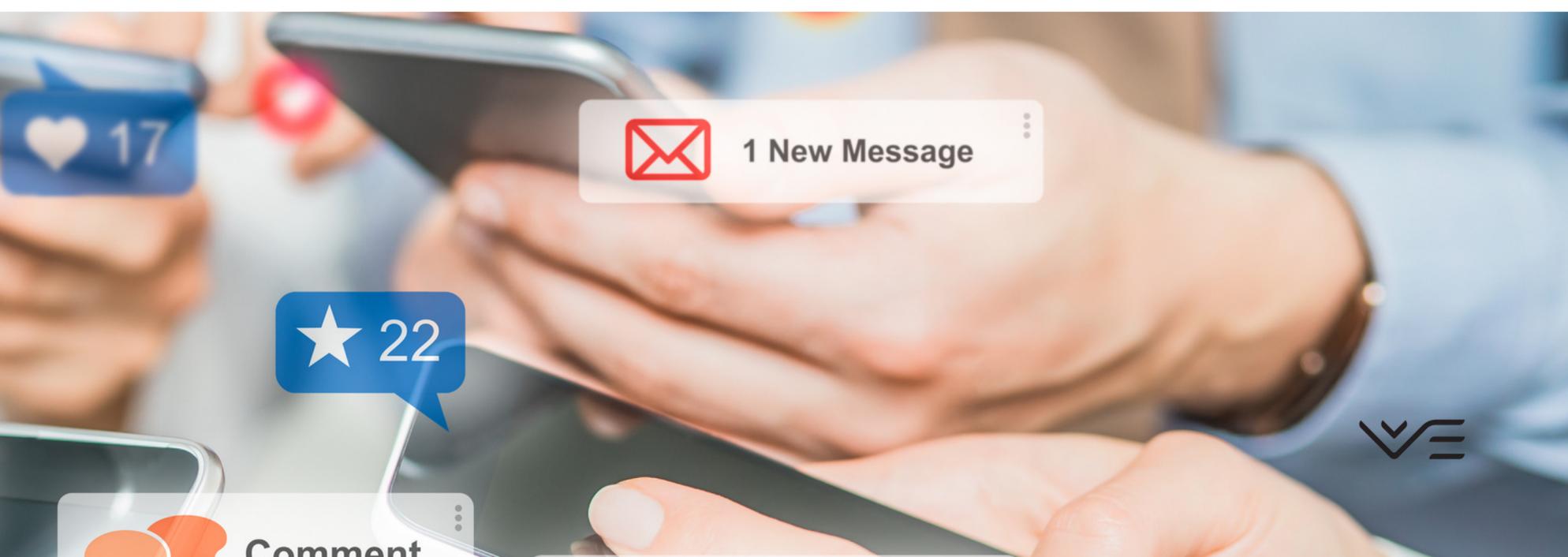
10 social media scheduling tools for

1. Hootsuite
2. Meta Business Suite
3. Tweetdeck
4. Tailwind
5. RSS Autopublisher
6. Airtable
7. KAWO
8. MeetEdgar
9. Shopify Facebook & Instagram Auto Post
10. Mailchimp
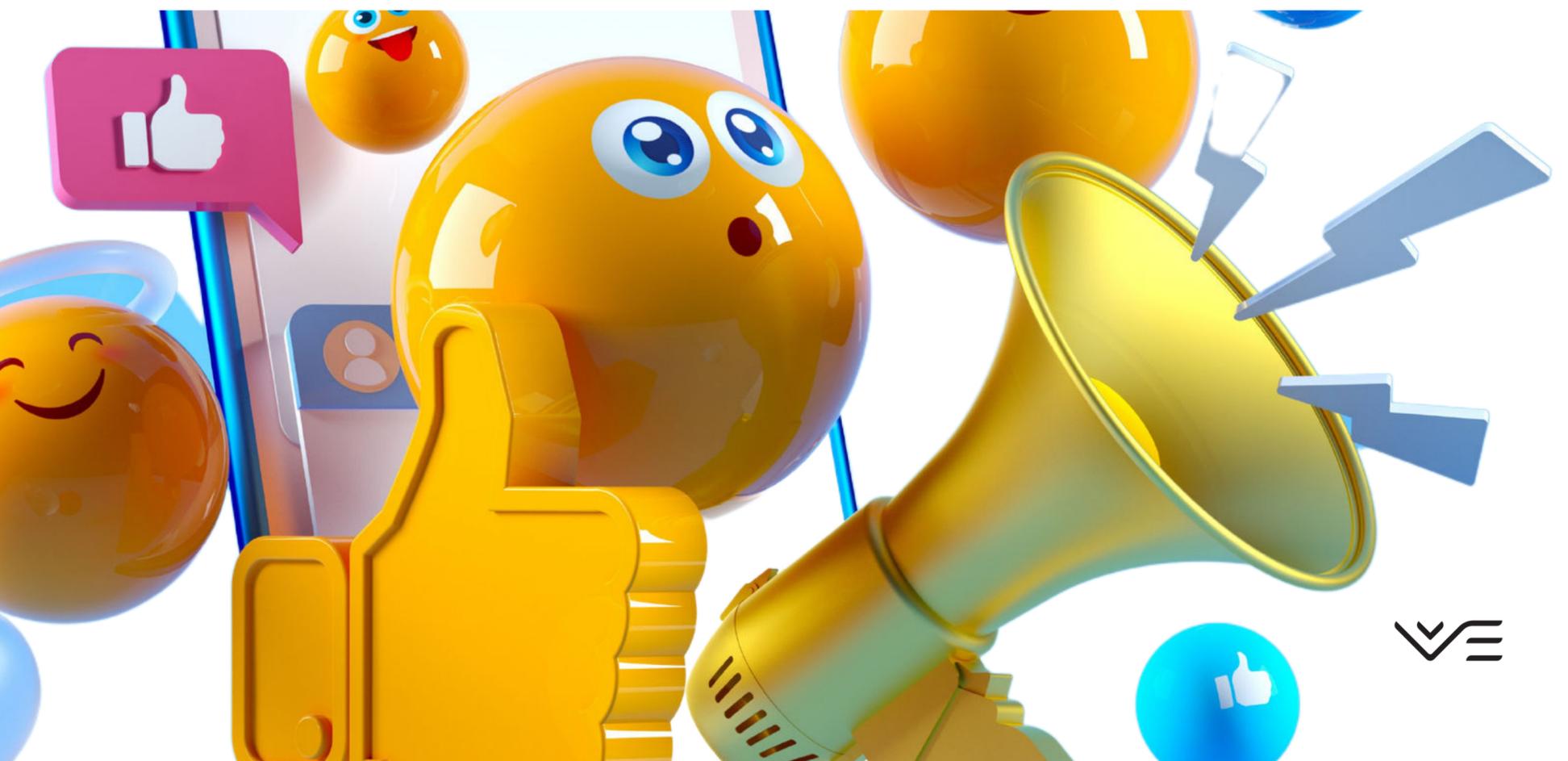
Here's how to get verified on:

- Facebook
- Twitter
- Instagram
- TikTok

Learn more about social media engagement:

- How to increase social media engagement
- How to calculate the engagement rate
- How to boost engagement with Twitter polls

Learn more about Instagram marketing tools:

- Complete Instagram marketing guide
- Instagram apps to level-up your posts
- Instagram tools for marketers
- Instagram analytics tools
- Instagram automation tools

How to do Facebook automation right

- Facebook tools to grow your business
- Facebook ads tools
- How to schedule posts on Facebook
- How to use a Facebook auto poster

The best Twitter tools for marketing

- How to use Twitter Analytics
- How to schedule Tweets
- How to manage multiple Twitter accounts from your desktop

Learn more about LinkedIn marketing tools:

- How to use LinkedIn Analytics
- How to use LinkedIn Live
- How to schedule LinkedIn posts
- How to use the LinkedIn Insight Tag

How to create a social media strategy:

Step 1. Choose goals that align to business objectives
Step 2. Learn everything you can about your audience
Step 3. Get to know your competition
Step 4. Do a social media audit
Step 5. Set up accounts and improve profiles
Step 6. Find inspiration
Step 7. Create a social media content calendar
Step 8. Create compelling content
Step 9. Track performance and make adjustments

We recommend that you subscribe or create accounts in these free training platforms for more social media updates:

Simpli Learn
Hubspot Academy

Reading References:

What Are the Biggest Instagram Marketing Trends for 2023?