

Social Media Marketing and Management

The key to reaching new audiences is social media. Successful businesses strategically use channels like Facebook, Instagram, Twitter and even Snapchat to capture the eye of potential clients to build a relationship before they're ready to purchase your goods or services. An active social media marketing strategy begins with creating a Facebook business fan page, incorporates Instagram — which now has over 400 million *active* users — and can expand to Twitter and Snapchat depending on the specific needs of your business. Ensuring that you have a presence on social media is only step one! Being smart about what, when and how often you post is critical, as well as knowing who to target. That's where I come in!