

# Getting the Word Out

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**GETTING THE WORD OUT** about your business is achieved through a combination of publicity and advertising. The major difference between the two is that publicity is free, advertising usually is not. A good mix of the two can help you:

- Introduce your new business to prospective customers
- Increase your sales
- Reinforce your business image/brand
- Encourage repeat business

## **FREE PUBLICITY**

### **What is Free Publicity?**

Free publicity is an avenue for your marketing where the publicity is free. It occurs when you use the news or business press to carry positive stories about your company or your products without you paying for it. Free publicity is 12 times more believable than advertising to consumers when compared side-by-side. It's important that you develop a strategy to capture free publicity. The characteristics of general publicity:

- Can be arranged at little or no cost to the business owner
- Is a favourable news presentation made in print, radio, TV or online by an objective third party
- Means you have to give up control of what is actually written or said about you, your business, or the event you are involved in
- Means you have no say in where and when the news presentation will appear
- Is prompted by the business owner to attract the interest of the media
- Is all about getting the public's attention focused on you and your business
- Can be very powerful and advantageous to your business



## How to Get Free Publicity

1. **Focus your coverage.** Choose carefully exactly what you want to cover and your target media. Whether it's the launch of a new product, a significant anniversary, or a competition, make sure it is relevant to the readership of your targeted media platform.
2. **Use social media.** Social media is an excellent way to build relationships with your customers and encourage word-of-mouth publicity. Building a loyal following on Facebook, Instagram, Twitter, and LinkedIn can pay dividends when those followers help to spread the word about your business.
3. **Viral marketing.** Whether it's a YouTube video with thousands of views, or a photo that is tweeted or shared and reshared, if your promotional material goes viral it can give your public profile a huge boost. There is no magic formula in viral marketing – but something quirky, interesting, and funny is more likely to capture people's imaginations.
4. **Product spotlighting.** Product spotlighting is a method to capture the attention of consumers and the media with your products. When you use a Micro-Niche product line, a Signature Item, or a Monument, you will attract the attention of both consumers and the media based on the uniqueness and story to be told.
5. **Write a great press release.** Press releases are not just for journalists – don't forget to add them to the news section of your website and link to them from your social media accounts. Ensure you have an eye-catching headline and a strong opening paragraph before getting into the details.

6. **Get back to basics.** Journalists want to write about something that is newsworthy, genuinely interesting and which will appeal to their readership. Make sure you provide them with a compelling story, the facts, data, and quotes to back it up and give them a great picture. If your story is linked to a hot topic, has a connection to famous people or places, is controversial or amusing, even better. Here are some fun options where you can create the news-worthy content.
- **Host an event** that will draw attention to your business. A daycare centre could have a baby crawling contest. A greenhouse might host a “green thumb” event that features gardening lessons. A travel agency might host a Bahamas theme and show slides and examples of native food or clothing. Be sure to take pictures and submit a short article on the event or winner to the newspaper or invite the media to participate.
  - **Write and submit a short article** for publication in your local paper. Write on your area of expertise, providing tips or free advice for consumers. Call it “Ten Rules to Remember When Training Your Puppy,” or “Tips for the Inexperienced Traveller,” or “A True and False Quiz about Tanning.” Chances are that it will get published and your business will get credit for the submission. Be creative. Who knows, maybe it will turn into a regular column.
  - **Give away a great or interesting prize** to your 100<sup>th</sup> or 500<sup>th</sup> customer. Take a picture and send it to the newspaper.
7. **Publish customer reviews on your website.** Glowing customer feedback is worth its weight in gold. Publishing reviews can help turn browsers into buyers – testimonials can give reassurance and provide answers to common queries. Your response to reviews also demonstrates your appreciation for constructive feedback and shows how you deal with customer complaints effectively.

8. **Go for gold.** Winning an award is a fantastic way to get publicity. Not only does it highlight your talent and boost your reputation. Award ceremonies are also a great place to network and are usually covered by trade or local press. Many awards are free to enter. Look for one that is well respected in your industry and is likely to generate press coverage.

List your ideas for free publicity for your business:

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Test your ideas against the following questions. If you can say “yes” to all four questions, you know you’re on to a good publicity idea.

Is your story unusual or unique in any way?

- Yes
- No

Is your story topical and newsworthy?

- Yes
- No

Will your story be of interest to a large number of people?

- Yes
- No

Is your story important to the community or region as a whole?

- Yes
- No

## **Product Spotlighting**

You can capture consumer and media attention through the use of product spotlighting. Product spotlighting is a series of techniques to magnify your product uniqueness. It's designed to capture both the customer's and media's attention. The media will not feature average business. They feature the unusual, interesting, fun & extreme. When the media perceives your product's uniqueness, they will sense there is a story that can be written or broadcast that will help them fill their upcoming deadlines.

These product techniques create that uniqueness:

### **1. Micro-Niche Product Line**

Take a product that you already have and expand that product line by providing other variations and from other manufacturers. For example, if you sell Saskatchewan made berry syrup expand that product line to offer a wide variety of flavours or include jams and jellies as well.

### **2. Signature Item**

A signature item is any product/service that is truly identified as coming from your business. Labeling a product with your business information is an example of creating a signature item. For example, Co-ops sell bottled water with the Co-op logo on it.

### **3. Monument**

Is a large expression of your brand/image. Something that is eye catching, something people want to take pictures of and/or with. For example, a quilting store wrapped her car in a quilt design and then entered in local parades, held challenges in her community and kept it parked in the front of her store when she was open for business.

What ideas do you have to create a micro-niche product line?

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What ideas do you have to create a signature item?

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What ideas do you have to create a monument for your business?

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What products do your customers love to share on social media?

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## **Press Releases**

### **What is a Press Release?**

A press release is an informative article written to the media to notify them of an event or news item that you would like publicized. Most are written in a standard form, which is illustrated later in this module.

### **What is the Purpose of a Press Release?**

The objective of any press release is to get the attention of the editor or producer. You want to get them interested enough in your cause or product to call you for an interview or at least to ask for more information.

When a story appears about you in the paper, on radio, TV or online, people assume that the media have “checked you out.” This gives you automatic credibility. Stories about you in media are far more believable than any advertisement you could run.

### **When Should a Press Release be used?**

You should use the press release format whenever you want to make an announcement to the media. The media are accustomed to receiving information in this format and do not usually waste their time reading material that is not in the proper format.

Using a press release will help you to gain the recognition you deserve when you:

- Open a new business
- Expand your business
- Win an award
- Sponsor a significant event
- Plan an unusual celebration
- Reach a milestone
- Introduce a unique product



Even if you are dealing with a small newspaper or radio station, use a press release instead of a phone call or letter. A press release is more professional and is more likely to get attention from the media – especially if it is written effectively.

### **Dos and Don'ts of Writing a Press Release**

**Do** give enough information. Cover the major points. *Don't* tell your whole story. Leave out enough information to tempt the media to call you for an interview. Use your common sense to decide what goes in and what stays out. If you tell all in your press release, you leave the media with no reason to call you for more information. Who knows? That call might lead to a feature story.

**Do** try to find an angle for your story. For example, if school closures are a hot topic in your area and you've bought a vacant school from which to operate your business, use the issue to your advantage – title your article “New Business Opens in Vacant School” or “School Gets New Lease on Life.” Perhaps the important issue is agricultural diversification. Then you might use “Farming Ostriches! Area Farmer Diversifies.” *Do* know what the issues are and try to work one into your press release if it makes sense to do so.

**Don't** try to sell your product in the release. The media will see right through the fact that you are trying to advertise for free and may decide not to run the article.

**Do** double-space your press release and leave one-inch margins on both sides and top and bottom.

**Don't** make your press release longer than one page.

**Do** write about yourself in your press release in the third person – use *he* or *she*.

**Don't** forget that a catchy headline is the most important part of your press release. If it doesn't catch the reader's eye, the rest of the press release may not even get read.

## The Format of a Press Release

The format will be the same for every press release, but the content will differ.

The format outlined below is standard.

### Upper left-hand corner:

*Either*

For Immediate Release

*Or*

For Release by (date)

### Upper right-hand corner:

For Further Information Contact:

(Person's name)

Days: (phone number)

Evenings: (phone number)

### Headline:

Use a bold, boastful claim. (Don't be afraid to make it but be able to back it up.)

Spend 90 percent of your time working on an ***attention-getting headline***.

### First paragraph:

A brief *summary* of what you will talk about – just the highlights. Get to the point in this first paragraph. It should be no longer than three or four sentences. Keep working on it until your whole story is summarized in that one paragraph.

### Second paragraph:

Here are the credentials and the quotation. Insert quotations that pertain to your issue. Always include one or more credentials at the end of the quotation. For example: "Effective marketing is a key ingredient in small business success," says Bob Jones, an experienced small business consultant. Adding credentials adds power and legitimacy to your quotation.

### Third paragraph:

This is the call to action. You want the person reading this to call you for an interview. Sell yourself and your interviewing skills and experience.

At the end of the news release type "END" or "30."

ABC Corporation  
1234 Business Avenue  
Your town, Prov.  
Postal Code  
(123) 456-7890

FOR IMMEDIATE RELEASE

Date [month/day/year]

CONTACT: John Smith  
Marketing Director  
(012)345-6789  
Ext. 123

**HEADLINE**

First paragraph: Summarize the highlights in three or four sentences.

Second paragraph: Present credential and support with quotations.

Third paragraph: Encourage the reader to follow up by calling you for an interview.

END

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## **How Do I Get My Press Release to the Media People?**

Prepare your press release far enough in advance of your event so that the media has time to edit and get it in print or on the air. If you allow lead-time, the media are more likely to reserve space for your press release and they're more likely to follow up with an interview or a photo.

If you need the release printed within a few days (or else it will be old news), you should email it or have it hand delivered. If your release is not urgent and will keep its interest for two weeks, you might have enough time to mail it. Note that most weekly newspapers go to press Tuesdays overnight.

## **Should I Make a Follow-up Call?**

That's up to you, but you should be aware that the media people might not be available when you call. They are usually busy and may not like to be bothered chatting with you about your press release.

## **What Else Should I Include?**

1. A biography sheet – a one-page summary of who you are. Tailor the information to support your press release. For example, don't give cooking credentials when the press release concerns financial planning.
2. Questions and answer sheet. This is a list of suggested questions that a reporter could ask you. If the media decide to interview you, this sheet will save reporters time, so they'll be grateful you sent it, provided the questions are relevant and well written.

When the media calls you for an interview, be sure to ask if it would be OK to mention your name, address, and some information about your business (i.e., your unique business position).

## **The Saskatchewan Weekly Newspaper Association**

If you would like to send press releases to several newspapers across Saskatchewan, consider using the Saskatchewan Weekly Newspaper Association. The SWNA will, for a fee, distribute your press release for you. You can find complete details at [www.swna.com](http://www.swna.com)

Note: Sending your press release to the SWNA does not guarantee that any newspaper will print it, just as there is not a guarantee that any individual paper will run your press release when you send it to that one paper. Every newspaper prints what it feels is of greatest interest to its readers.

### **Tips**

- Don't give up if a press release you send out doesn't get published. Just make sure that you keep a copy of it and try something different next time.
- Don't wait for the media to come to you. If you want attention from the media, you need to make it happen yourself.
- Keep track of all the press releases you send in. Note which ones get published and which don't. This will help you to improve your press-release writing skills.
- Run your press release by someone who knows nothing about it to make sure you haven't assumed that readers know something that they don't.
- Do include a photo or graphic, if possible, editors like using visuals to liven up text.
- Avoid using technical jargon or buzzwords. Use words that every reader understands.

# ADVERTISING

**Advertising is simple:** Deliver a message to your customer.

**The trick:** Choose only one message.

**The hard part:** Deciding what the message will be.

You may be thinking, “One message! But I have lots of things to tell my customers.” The problem is that your customers will not remember lots of things. Everyone is bombarded daily with thousands of advertising messages. If you want your customers to remember you, your advertising campaign must be simple. It must concentrate on repeatedly sending one single message. Once people start calling you or coming into your place of business, you can tell them the rest.

Before you decide what your business message should be, you must understand the difference between the customers wants and the customers needs.

Here are four examples:

**Mercedes car dealership**

Customer needs: vehicle  
Customer wants: prestige

**Daycare centre**

Customer needs: childcare  
Customer wants: caring environment

**Hair salon**

Customer needs: haircut  
Customer wants: beauty

**Customer service trainer**

Customer needs: skills  
Customer wants: success

Your advertising message must address what the customer wants, not what the customer needs. Think about your business and begin to define the wants and needs of your typical customer. To keep you focused, always think from the *perspective of the customer*.

What does your customer need?

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What does your customer really want?

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Don't be discouraged if you have difficulty answering these two questions. Stay with it. These answers will help form the basis of all your advertising efforts including:

- What to say
- How you should say it
- Where you should say it
- To whom you should say it

Once you know what your customers want, design four advertising messages you could send. Record these on the provided lines.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Evaluate each message:

- Is it brief and to the point?
- Is it clear what you are saying? (Could it be misinterpreted?)
- Is it relevant? (from the customer's point of view?)

Do some fine-tuning and select the one message that you believe best addresses the customers' wants.

## **How to Send Your Advertising Message**

Marketing tools are the media you use to spread your advertising message. They can help a business accomplish several things, including increasing awareness of your business, driving lead generation and sales, and gathering valuable customer and market information and data. Knowing the different types of marketing tools available to you can help you build a strong marketing strategy that contributes to your company's success. Some of the most common marketing tools include:

- Print advertising
- Digital marketing
- Search engine optimization (SEO)
- Social media marketing (SMM)
- Broadcasting/Commercial advertising

### **Print Advertising**

Print advertising is a marketing tool that uses physically printed materials to raise brand awareness and generate customer interest. Print advertising includes materials such as classified ads, billboards, window displays, signs, business cards, brochures, direct mail campaigns, catalogs, sales letters, order forms and more. These are some of the most traditional types of marketing tools, and many of them are still effective today.

### **Digital marketing**

The increased use of the Internet by consumers has made it necessary for companies to have a website. There are several roles your company's website will have as a marketing tool. You can use your company's website to build brand awareness, educate and inform potential customers, advertise your products and services, communicate with customers, generate leads, and make sales. It is also important to make sure your website is optimized for speed, design, function, and various platforms such as computers, cellphones and tablets.



## **Search Engine Optimization (SEO)**

Another marketing tool closely related to your website marketing is search engine optimization, also commonly referred to as SEO. Search engine optimization involves optimizing both the on-site and behind-the-scenes content of your website to rank higher in major search engine results pages (SERPs). Search engine optimization refers only to natural search results rankings, not paid links at the top of the SERP. Effective search engine optimization involves the creation of high-quality content that consumers will find relevant to their search. The higher your website ranks in the search engine results page algorithms, the more likely your website is to show up on the first couple pages of a keyword search related to your business. Because most consumers only look at the first few pages of search results, the higher your SEO ranking is, the more effective your website marketing will be.

## **Search Engine Marketing (SEM)**

Search engine marketing (SEM) is a paid digital marketing strategy used to increase the visibility of a website in search engine results pages (SERPs). Search engine marketing is also alternately referred to as paid search or pay per click (PPC).

## **Social Media Marketing (SMM)**

Another type of marketing tool that has become increasingly important is social media marketing. The goal of social media marketing tools is to develop an interactive, online relationship with the customer rather than to mine for customer data. Specific examples of social media marketing tools include blogging, tweeting, posting, sharing, networking, pinning, bookmarking, media sharing and commenting on social media websites such as Twitter, Facebook, LinkedIn, Pinterest, and YouTube. Social media marketing has levelled the playing field for small companies and individual entrepreneurs by offering low-cost tools with potentially high returns.

**Broadcasting/Commercial Advertising**

Commercial advertising traditionally refers to paid advertisements that are played on television or over the radio. However, the widespread use of the Internet for marketing has led to paid commercials being played at the beginning of videos posted online and throughout video streaming services.

Let's look at a few of these tools and find out how best to approach them or design them. Along the way we'll reveal important tips and considerations.

**NOTES**

Horizontal lines for taking notes.

## **Print Advertising - Business Cards**

Business cards are one of the first marketing tools that a business owner purchases. A good business card isn't *just* a tool for giving your information out to prospects. It's an opportunity to connect with a new prospect on a personal level. For that reason, good business cards will never be replaced by any of the digital networking tools at our disposal. Digital tools lack the human factor of the equation. Be sure to include the following when considering the information to put on your business cards:

- Logo
- Company name
- Unique Business Positioning
- Your name
- Job title
- Contact details
  - Your phone number
  - Your email address
  - Company address
  - Company website address

### **Business Card Information Tips:**

- Remember your business card is an extension of your brand. The first thing to include is your logo and your unique and compelling business position statement.
- Make sure your business is registered with the Corporations Branch before you order your business cards.
- Print the name by which you like people to address you. If your real name is Anthony Smith and everyone but your mother calls you Tony, put Tony Smith on your cards.
- As a freelancer, entrepreneur, or small business owner you wear many hats in your business. Which one do you note on your business cards? Use the one that describes your main function or primary role in the business.



## Print Advertising - Brochures

Many who start up a business use a brochure to promote their products and services. A brochure is most effective when it is designed for one purpose. Before you start creating your brochure, take some time to decide exactly what its purpose is. Is the purpose to:

(a) Introduce your company or product?

- Yes
- No

(b) Bring in orders?

- Yes
- No

(c) Serve as a reminder?

- Yes
- No

If you said *yes* to (a), proceed to Part A.

If you said *yes* to (b), proceed to Part B.

If you said *yes* to (c), proceed to Part C.

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## **Part A Introduce Your Company or Product**

1. Before you start, define your target customers, and make sure you direct your brochure at them.
2. In the brochure, your goal should be to clearly define your products or services.
3. Give proof of your business's capabilities by listing:
  - Your experience
  - Number of satisfied customers
  - Testimonials from satisfied customers
  - Your references
4. List the benefits of your products from the customer's point of view.
  - What problem do you solve for the customer?
  - What wonderful things happen to your customers because of your products?
5. Give ordering information, the address and phone number of your business.

## **Part B Bring in Orders**

1. Focus on the benefits of your product.
2. Make sure you direct your brochure at your target market.
3. Make sure you include ordering information, prices, and the address and phone number of your business.
4. Include (if possible) testimonials or references from selected satisfied customers.
5. Include guarantee or warranty information.
6. State the number of satisfied customers you have.

## **Part C Serve as a Reminder**

1. Make sure your basic brochure design is always the same to facilitate customer recall.
2. Recap the product benefits.
3. Give testimonials or references.



## **Print Advertising - Newspaper**

Two factors determine how good your chances are of getting a response from your advertising:

- The effectiveness of the newspapers you are advertising in
- The effectiveness of your ad

The combination of an effective ad and the newspaper that reaches the right audience can increase your sales. Before selecting a newspaper or publication to carry your advertisement, you need to spend some time doing homework.

Contact the publishers and ask them the following questions:

- What is the circulation of the publication?
- Which communities does it go to?
- How often is it published? Daily? Weekly? Quarterly?
- What types of people buy your publication?
- How many subscribers are there? How many newsstand sales per issue?
- Is there a charge for the publication or is it free?
- What are the advertising rates?
- What is the deadline for submission of advertising copy?

### **Designing Your Newspaper Ad**

The starting point in designing an ad is the understanding of how people read the newspapers.

- The average reader scans the paper for ten seconds before deciding which item to read.
- The average reader scans an ad for two seconds before deciding to read it or moves on.
- The average person spends 45 minutes per day reading the paper.
- Readers look at the picture and then look down, so position your graphic above the print.

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**Before you start designing your ad, answer these questions:**

Who is my typical customer?

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Who is my major competitor?

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Why should people buy from me instead of someone else?

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What is the most important benefit I provide?

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Why do some people buy the same product or service that I sell from my competitors? Is it better price? Better location? Better reputation?

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Is there something that my competitors and I all provide that my competitors have not said in their ad?

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Based on the answers to these questions, determine the most important things to say in your ad. What do you want to tell your customer?

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## **Newspaper Design Steps**

Use the following steps as a guideline in designing your ad:

1. Signal the readers who are already in the market to buy your product. They must know what you sell. Emphasize this issue. If you are having a tree sale, use a picture of a tree and use the words: Tree Sale.
2. State the reason why people should buy from you.
3. Show the right benefit. Make sure you are selling your product or service for the same reason the customer wants to buy it. Advertise the benefits of your product or service, not the features.
4. Prove it. Use testimonials from satisfied customers. Tell customers what your guarantee is, how long you've been in business, and so on.

Look at what the competition is doing.

- What are they advertising?
- Where are they advertising?
- What are they charging for similar products or services?

## **Newspaper Design Tips**

- Make sure your ad focuses on what you do, not what you are.
- Make sure your headline is no longer than seven words.
- Don't forget that your ad is competing for the reader's attention. Make it stand out.
- Business name, logo, and phone number should be placed at the bottom of the ad.
- Do not make your ad look too cluttered. Some ads are so busy the reader's eye has trouble finding a place to look first.
- Consider using reverse print – white print on black background, or yellow on black.
- Consider using a deadline of some sort, to add urgency and legitimacy. For example: Limited time offer, call today, or sale two days only, etc.
- The layout and look of the ad should reflect the ad's message. If you are advertising roller-skating, for example, make it look fun. If you are advertising fine dining, make it look elegant.
- Price-oriented ads should show prices, not just the percentage off.



## Social Media Marketing (SMM)

Social media marketing is a form of internet marketing that involves creating and sharing content on social media networks like Facebook, Instagram, LinkedIn, and Twitter to name a few. Social media marketing includes activities like posting a text, images, videos, and other content that drives audience engagement. It's an effective way to drive traffic to your business, create custom call to actions, and target users based on their age, location, hobbies, and interests.

There are two types of social media marketing:

1. **Organic** – is the free content (posts, photos, video, stories) that all users, including businesses and brands share with each other on their feeds.
2. **Paid social media** – is another word for advertising. It is when a business pays money to Facebook, Instagram, etc. to have their content shared with specific audiences on the platform.

To create a social media plan, you need to think about the following:

- Set your Goals – what do you want to accomplish with social media?
- Who is your target audience?
- Which is the best platform for you and your target audience?
- Content Plan – how often do you post/what will you post?
- Content Calendar – plan your content by the week/month.

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**The information below highlights some of the social media platforms that you may use in your marketing plans:**

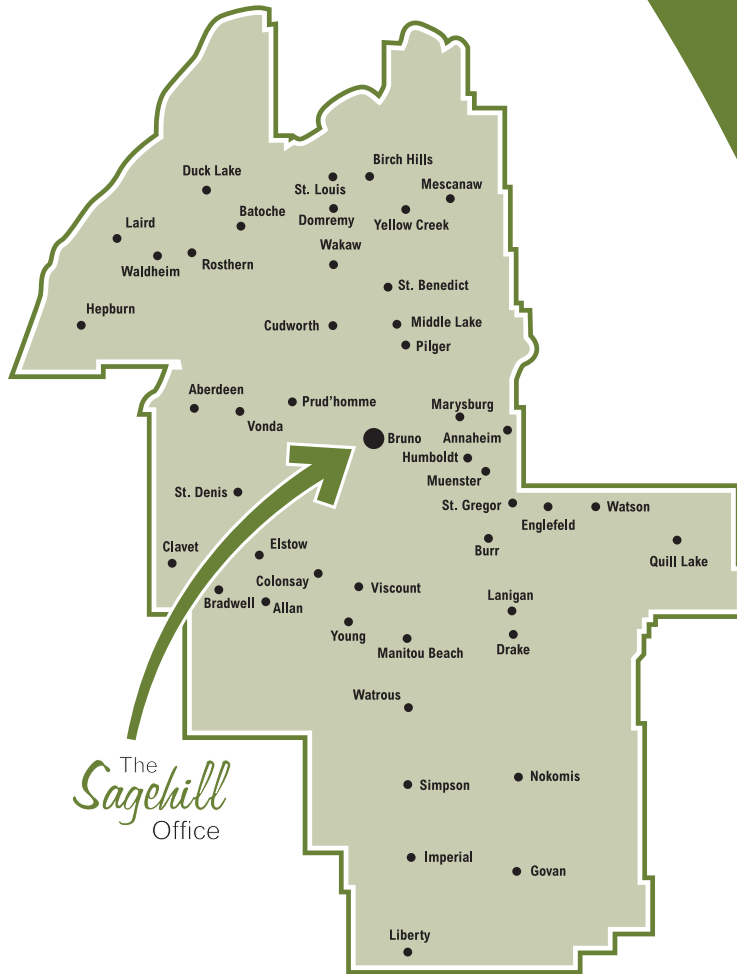
<p><b>FACEBOOK</b></p> <p><b>1x/day or a min of 3x/wk.</b></p>	<p>2.89 billion monthly active users, most popular social network worldwide.</p>	<p>72.8% are within 18-44 yrs. of age</p>	<p>25-34 yrs. of age are the largest demographic</p>	<p>Allows you to text, upload pictures and videos from your business. This can be a powerful way to communicate with customers and potential customers, allowing them to see your product or service without having to visit your premises.</p>	
<p><b>INSTAGRAM</b></p> <p><b>2-3x/wk. and no more than 1x/day</b></p>	<p>Over 1 billion monthly active users worldwide</p>	<p>71% are below 35 years of age</p>	<p>16% are 35-44 yrs. of age 32% are 25-34 yrs. of age 39% are below 25 yrs. of age</p>	<p>Use photos to build relationships, share expertise, increase your visibility, and stay connected</p>	<p>One of the highest-engaged audiences. They are people who already like your brand (i.e., FB followers)</p>
<p><b>TWITTER</b></p> <p><b>3-5x/day</b></p>	<p>290.5 million active monthly users worldwide</p>	<p>The largest demographic group are between the ages of 18 and 29 (37%). 25% of users are between 30 and 49 years old.</p>		<p>Twitter allows users to discover stories regarding today's biggest news and events, follow people or companies that post content they enjoy consuming, or simply communicate with friends. Additionally, PR teams and marketers can use Twitter to increase brand awareness and delight their audience.</p>	
<p><b>LINKEDIN</b></p> <p><b>Min of 1x/day and no more than 5x/day</b></p>	<p>740 million active users worldwide</p>	<p>LinkedIn is most popular with older users, with 46-55-year old's.</p>		<p>LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.</p>	<p>The mission of LinkedIn is to connect the world's professionals to make them more productive and successful.</p>

There are many social media tools available to help plan out and schedule messages on multiple platforms. One such tool to be considered can be found at [www.canva.com](http://www.canva.com).

Main areas to consider in your social media marketing plans:

- Identify which social media platforms your **target customers** are using and make sure you have a presence there too.
- Check how your competitors use the various platforms. Make a note of **what works** and what doesn't.
- Devise a **strategy for using social media** in your business. Set measurable and realistic objectives and goals for your marketing and look for ways to blend your social media marketing with other offline marketing methods.
- Create a profile on your chosen platforms, including **essential details** about who you are and what you do, and a link to your website.
- Engage potential customers by stressing **what you can do for them**.
- Use a tone that is **appropriate to the platform**. Social networking sites such as Facebook and Twitter are friendly and informal.
- Listen and **respond to feedback** and offer help and advice - don't simply broadcast sales messages; have conversations with your customers.
- Inform your audience about your sector and link to other sources of information, such as news stories, videos, and podcasts. **Share your knowledge**.
- Use relevant **keywords** about your sector, product, or service frequently in your social media marketing. These will be picked up by search engines and make it easier for potential customers to discover you.
- Run competitions and polls via social media and offer **exclusive online deals** to your fans and followers. These will help to generate word-of-mouth advertising - the most powerful form of social media currency.
- Be active on your chosen platforms. **Update your profile** and check your messages regularly. Show your audience that you are engaged. You can also **advertise**. Facebook ads allow you to segment your advertising into the key demographics of ASL (age, sex, location).
- **Measure your progress** against your objectives. Most social media sites have tools that will tell you how you are doing. If you are not meeting your objectives, find out how you can change your approach.





The Sagehill Office

**Growing communities one idea at a time.**

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Prairies Economic Development Canada

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