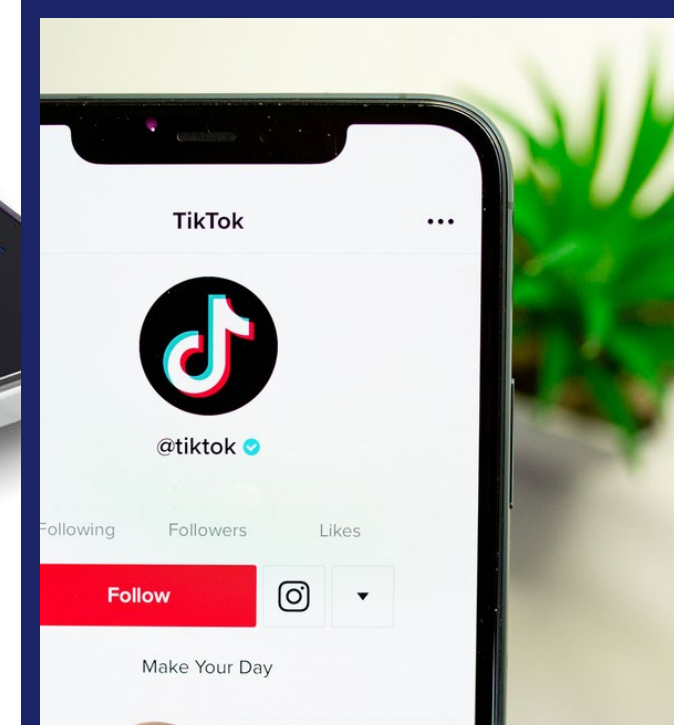
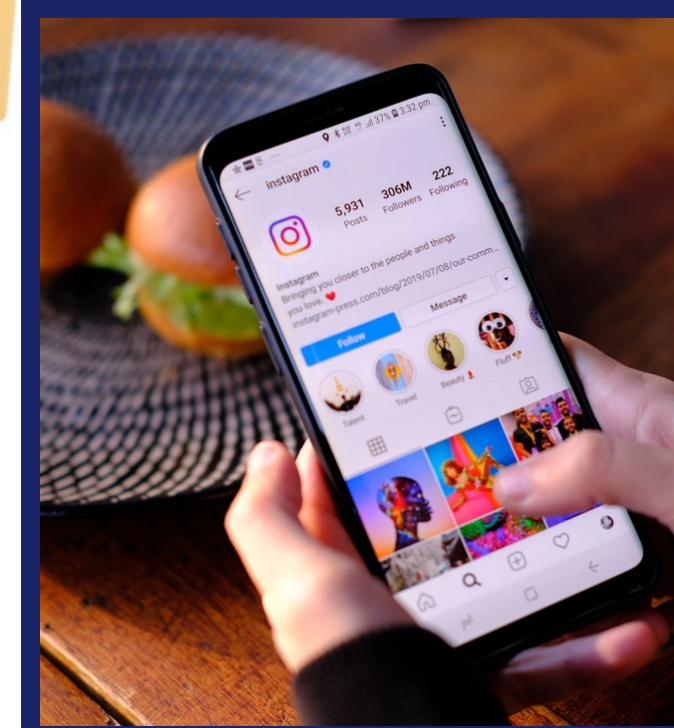


Marketing with Social Media

Strategies for growing your business online



Who am I?

Yemisi Anderson

- Small Business Advisor - Illinois SBDC at SIU
- Small Business Owner
- Momager



Overview

- Various platforms and when to use them
- Ways to market on social media
- How to start a live stream

Social media has become part of our everyday lives.
Learn to use it to benefit your business!

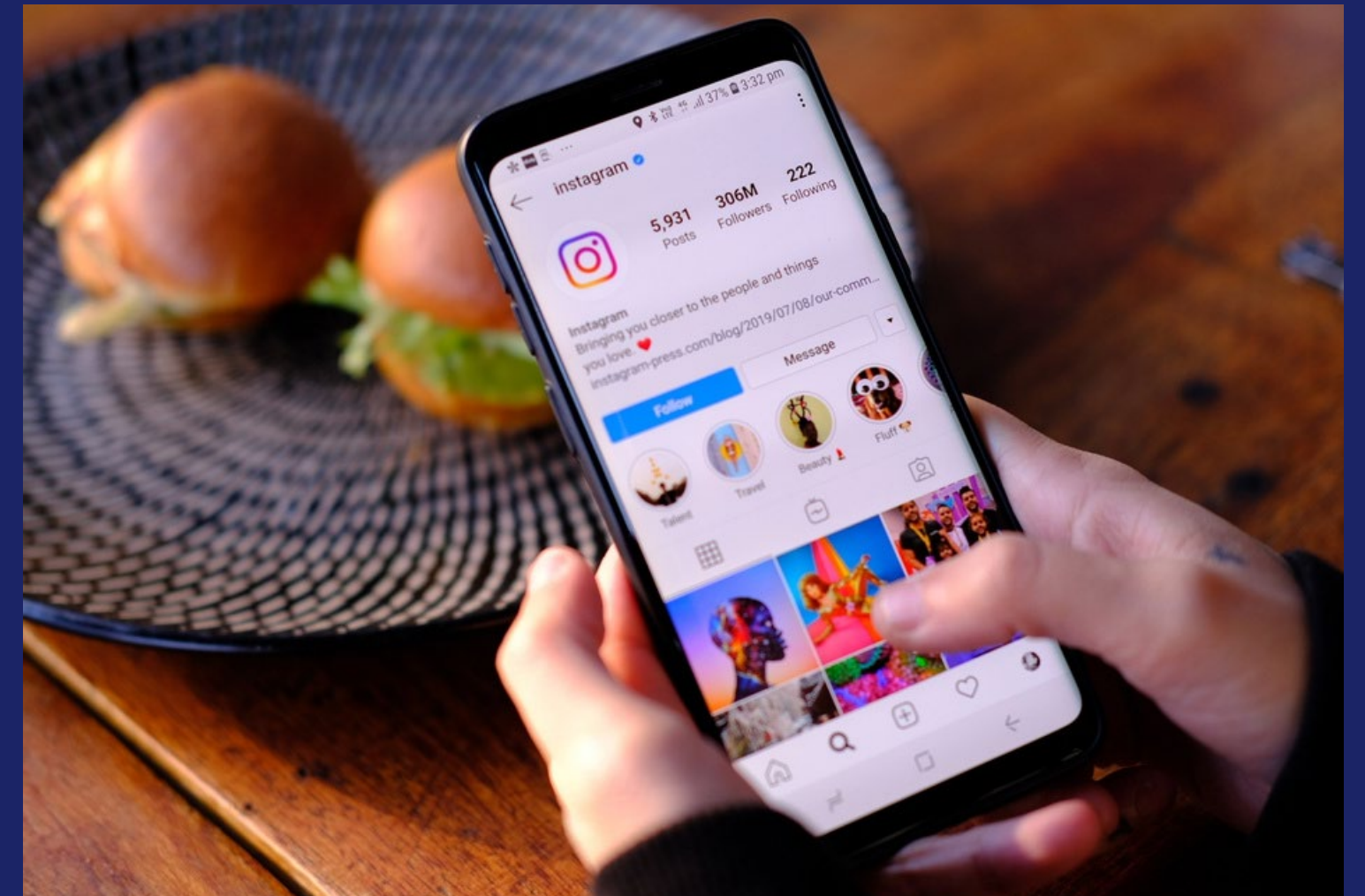


Facebook



Ideal for building a community, sharing updates, and running targeted ads. Create a business page, post engaging content, use visuals, and interact with followers.

Instagram



Great for visual content and storytelling. Showcase products/services through high-quality images and videos. Utilize hashtags, Stories, and Reels for wider reach.



LinkedIn

A professional platform for networking and B2B marketing. Share industry insights, connect with peers, and publish thought leadership articles.

Pinterest



Useful for businesses with visually appealing products/services. Create boards with captivating images, DIYs, and how-tos related to your offerings.

YouTube



Perfect for video content. Share tutorials, behind-the-scenes, and product demonstrations. Focus on providing value and solving problems for your audience.

TikTok



Suited for short, creative videos. Showcase your brand's personality and engage with trending challenges to reach a younger audience.

Snapchat

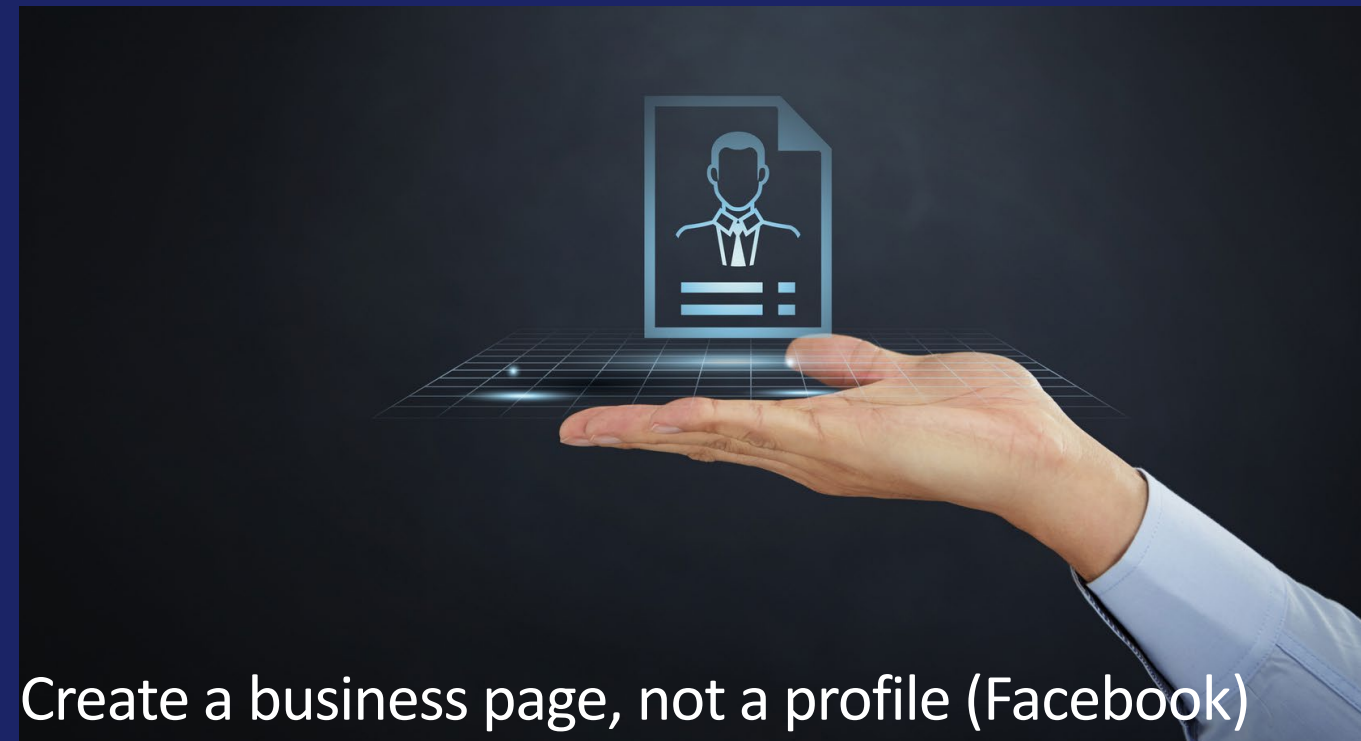


Good for sharing temporary, interactive content. Use it to offer exclusive deals, promotions, or sneak peeks.

No matter
what
platform you
use
remember...



Be consistent in posting



Create a business page, not a profile (Facebook)



Create Brand Recognition

Know your Target Market

Who

- Who is your audience?
- What is their age?
- What do they like to do?

Where

- Where are they engaging?
- What social media platforms are they using and when?

What

- What type of content do they engage with?
 - Do they prefer video, photos, etc?
-

Conclusion

- Do not feel the need to be an expert on all the platforms
- Chose 1 or 2 and make them work for you
- Be consistent no matter what platform you use
- Create a separate account specifically for your business
- Meet your audience where they are

Using social media marketing can help you connect with a wider audience, increase brand awareness, and engage with their customers on a more personal level.



Q&A

What questions do you have?



LEARN MORE

Schedule a no-cost
appointment today by calling
the Illinois SBDC at SIU
(618) 536-2424



Business Series



Social Media For Businesses

Presented by:
So. Illinois Black Chamber of Commerce
and Carbondale United

Facilitated by: Nancy Maxwell, ED
Carbondale United

Nancy Maxwell



Vice President Of the Black Chamber Of Commerce
of
Southern Illinois

&
Executive Director Of Carbondale United

618-967-9993

carbondaleunited15@gmail.com

carbondale-united.org

ICE

BREAKER

1. What was the last thing you bought online?
2. What attracted you to make the purchase?
3. Were you satisfied or dissatisfied with your purchase?

6 Social Media Strategies for Black Business Owners

- Build a community by creating engaging content.
- Write captions that resonate with your followers.
- Create videos and reels.
- Post multiple times a week.
- Leverage hashtags.
- Use templates.

**Your smile is your
logo, your personality
is your business card,
how you leave
others feeling after
an experience with
you becomes
your trademark.**

7 Tips For Black-Owned Businesses To Work With Influencers

- Don't Pitch Until You're Ready
- Build Up Your Social Media Presence
- Know What You Want Before You Pitch
- Build A Relationship
- Offer Payment
- Consider Smaller Content Creators with 20K followers or less

15+ Myths About Social Media Marketing: True or False?

<https://napoleoncat.com/blog/social-media-myths/#scheduling>



HubSpot
BREAKING
THE BLUEPRINT

"If you're looking to do videos, Reels are going to help you get in front of more people because Instagram prioritizes their new features. Reels is a new feature, and they want to make sure that users use it."

MICHELLE THAMES
Social media expert & CEO of Thames
Media Solutions

Create Videos and Reels

They should also be short, quick, and to the point, since people often have short attention spans on social media

If you're looking to do videos, Reels are going to help you get in front of more people because Instagram prioritizes their new features. Reels is a new feature, and they want to make sure that users use it

“

People are no longer going to buy from you because it looks pretty. They want to feel like they belong in your community, and you have to create that atmosphere for them.

ALICIA NOELLE

Content and Design Strategist



Post Multiple Times A Week

No matter if it's a photo, Reel, story, or video, business owners should post on their page multiple times a week to not only secure sales but to stay relevant.

business owners who sell products post a minimum of once a day, but ideally two to three times a day by creating content using the other aforementioned strategies.

7 Social Media Tools

Black-Owned Businesses Can Use

1. [Canva](#)

Canva is a platform used for graphic design. Users can use the tool to create social media graphics, templates, documents, and other visual content.

Price:

Free Version: \$0.00

Pro Version: \$9.99/month or \$119.99/year

Enterprise Version: \$30.00/month per person

2. Flodesk

Flodesk is an email marketing service provider that's built for creators to design and send automated marketing emails to help grow their following.

Price:

\$38/month

\$418/year

3. Hootsuite

Hootsuite is a social media management platform that has a social network integration feature that gives users the ability to share content on Twitter, Facebook, Instagram, LinkedIn, Pinterest, and YouTube.

Price:

Professional: \$49/month

Team: \$129/month

Business: \$599/month

4. Planoly

Created as the first visual planner for Instagram, Planoly plans, schedules, and measures content across social networks such as Pinterest, Facebook, and Twitter.

Price:

Free Version: \$0

Solo: \$7 billed annually or \$9 month to month

Duo; \$15 billed annually or \$19 month to month

Custom: \$23 billed annually or \$29 month to month

THANK YOU!