

# 5 Ways Social Media & Videos Can Increase Your Business Connections !



**Social Media Videos –  
Find New Customers Fast  
Boost Traffic & Sales**

**Connect with Your Target Audience and Community.**

Marketers today have discovered that online advertising is the most affordable, trackable, engaging and effective form of advertising. Social Media is used everyday by people all over the world. No matter what your product or service, many of your potential customers and clients spend a good portion of their day on Social Media services.

**The Internet is consulted 97% of the time when people are a local business.**

1. Statistics today are available for almost every aspect of our life and business online. When we use Social Media to connect with our new or potential customers, locally or across the planet, our information is easily shared with others through groups, family, and similar interests. Social Media offers a two way connection which other forms of advertising methods, such as print, television, radio or banners, do not offer. Due to the ability of tracking information on the internet, we are able to compare aspects, including demographics, time, interests and more related information as to how our product advertising is working online. Social Media programs can show our organization these results in real time.

**Remember:** *Social Media is 24-hour visibility for your business.*

2. Targeting the ads is a great tool, because Social Media offers us an opportunity to direct our information to the individuals or businesses that have interest in our products and services. Creating our ad to perform effectively for a particular niche makes our job easier, when we can target keywords, and use Search Engine Optimization for our lead generation ads. When used wisely, SEO can bring even the smallest company to the top of search engines, such as Google and others, organically. Search Engines are also friendly to videos with good SEO. We can even promote our video ads by using Youtube, Dailymotion, Vimeo or other sources.
3. Story Telling is a big part of Social Media marketing. The ability to add video to our Social Media Ads, gives businesses an opportunity to showcase their products and services to the customers, clients or patients that are looking for them. Short videos are attention getters and people remember videos that they see online up to 74% of the time, especially if they are funny, informational and entertaining. Short videos can trigger emotional responses, which is a factor when making decisions about purchases or services.
4. Costs is a big factor in how we advertise today. Social Media marketing can be done for minimal costs compared to the other forms of advertising. Facebook ads can be run for as little as \$1.00 a day. With Facebook, as mentioned before, your ads can be seen 24 hours a day, and can be targeted to a specific market or group. The amount of information gathered can offer insight into what works, and can easily be adapted for your new projects or events.

5. Branding is what people say or think about your product when you are not there. With Social Media, branding can be done easily. Your website, your videos, your advertisements, and your graphics can be coordinated across all internet sites with which you participate. This branding can be adapted for your brick and mortar business, your website or any of your off-line advertising tools, as well. Create the brand you want with a Social Media Campaign that will add to your credibility and product recognition.



### **Things to think about:**

- \*You have about 10 seconds to grab attention.  
Think ahead: *"Why would someone watch this video or connect with your ad?"*
- \*What is the outcome you wish to see?  
*Don't Forget! Be sure you have a Call To Action in all your promotions*
- \*Limit your words on a Social Media Ad Post.  
*I understand 14-18 words depending upon the type of post.*
- \*Connect With The Need Of Your Audience.  
*There is an emotional response when you connect with a problem-solution issue.*
- \*Your Campaign's pitch must coincide with your video or your graphics flawlessly.  
*There needs to be a reason for the connection with your new visitor.*

## **3 Simple Suggestions**

### **Effectively create videos for targeting new customers and endearing old ones.**

In order to create traffic to your landing page, website, social media page or other information about your business, remember follow these 3 simple rules:

1. **Keep It Short!** Your video should be very short, only 1-2 minutes long. Begin with a relevant question or a very thought provoking statement. It is best to show some personality in your video (auto voice is not really suggested).
2. **Make It Interesting!** Your script should be enticing for the audience by offering them valuable information or a gift. No matter what your business, you can give information that your customers could use. Examples: Auto Shop: Preparation For Season Changes, Dog Groomers: Samples of Haircuts , Photographers: Your Photos, and Real Estate Agents: Best Questions To Ask At Open House Events. You could also create some sort of raffle or drawing to entice your visitors.
3. **Add a CTA (Call To Action).** By offering an e-book, quick reference guide, or other valuable info, you can create a list of followers that find your business interesting.

( The #1 Rule in Internet Marketing is to create a list- As They Say “The Money Is In The List”

## Some Additional Thoughts To Remember:

If you are an online business “**The List**” is vital for your marketing success. If you are an offline business, your list is important as you can offer specials, announce your business’s events, and keep a personal relationship with those that are interested in what you have to offer.

If you have a website, landing page, or social media page that you are directing to, always make sure that the destination is easily heard in the video and that the link is working properly. If you are offering a phone number, also make sure it is overtly displayed or mentioned clearly in the video. ***Including Videos on Landing Pages can increase conversion rates up to 80%***

The more you share your video through your own social media followers, the more your followers will be able to share your information with others that have similar interests.

The better content and services you provide, the more loyal your fans will be to your business. This does not mean, constantly selling something, but giving them information that affects their situation. (There are plenty of sources to help you with your content.) DFF Graphics can help you create your marketing campaigns, please let me know.



*Thanks For Reading!*

*Now Let's Make Your Business Grow Together! Debbie Foster*

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