SOCIAL MEDIA MARKETING

Some Tips & Tricks

by Nate LaMar
Loaded Transportation Company

It's Not About You

People are glued to their social media more than ever. They don't want sold to, they are hungry for positivity. If I post my service, plead my case why my business is suffering, and beg for engagement, it's just noise. Every single household and business in the county, state, and country is hurting right now. Spend your posts building others up! Highlight the local businesses that ARE open and able to serve customers. Highlight those who are working day in and day out to battle this virus. Your audience will respond to your positivity.



"We have been asked what you can do to help us. Reviews are extremely powerful for any small business. Best of all they're free AND you don't have to leave the house! Reviews will be a key element to our success when we are ready to bounce back! Reviews improve SEO, add credibility, and help guide visitors to trusted local businesses. Our 3 favorite platforms for reviews are Google, Facebook, and The Knot." - Nate & Jess LaMar, Loaded Transportation Company

Stop With the Like, Comment & Share

This "short cut" to engagement has been used so many times it has really lost its meaning. Know what you're doing and why you're doing it. Those quick hit shares are great for a few hours, but is it bringing in long term followers and clients? If Karen in South Dakota shared your post to try and win something, is it helping your business in Delphi?

Tell Your Audience What, Why & How

Tell them what you want, why you want it, and how they can do it. For example, we can all use more reviews. Don't buy reviews. Don't have a contest for those who leave reviews. You want genuine, heartfelt reviews. Right? Ask for them!

Lead By Example

What would help your business? So now go do that for others. As I asked our clients for reviews, I realized I wasn't leaving reviews myself. I made a point to be more intentional about reviewing other businesses. As I left reviews, I began seeing friends and family doing the same.

Bonus Tip

When life is back to normal, encourage Facebook check ins. Facebook automatically prompts the user to do a review after a check in

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