

Why should I invest my time in social media?

Social increases brand loyalty

- 57% of people are more likely to buy from a brand that they follow on social. *Sprout Social*

Social: Where your prospects are

- Nearly 8 out of 10 Americans use social media. *Pew Research Center*

Social is the new word of mouth

- Social media is starting to catch up with search engines for discovery. *Hootsuite*


Motivating Statistics:

- Avg person spends nearly two hours on social media every day (that's 5 years and 4 months spent over a lifetime). *@Mediakix*
- 81% of millennials check Twitter at least once per day. *Pew Research Center*
- Facebook is the most widely used social platform, with 79% of US internet users. *Pew Research Center*
- LinkedIn boasts more than 450 million user profiles. *LinkedIn*
- Almost 80% of time spent on social media platforms happens on mobile. *Marketingland*
- Visual content is more than 40x more likely to get shared on social media than other types. *HubSpot*
- There are more than 50M small businesses using FB Pages to connect with their customers. *Facebook*
- More than 500M hours of video are watched on YouTube daily. *YouTube*

Top 15 Social Media Tips for Small Businesses:

- 1) Determine which platforms you should be on.
- 2) Develop a consistent name across all social platforms you manage.
- 3) Add follow buttons to your website.
- 4) What are your competitors doing? What are the big brands doing?
- 5) Use a scheduler like Buffer, Hootsuite, or Zoho to create efficiencies.



- 6) Post (at least) daily on each platform.
- 7) Be human and relatable.
- 8) Let the data direct you.
- 9) Make your posts look professional. Credibility is important.
- 10) Interact with followers.
- 11) Facebook  Facebook.
- 12) Use the 80/20 rule.
- 13) Maximize reach by posting at the right time on the right platform.
- 14) Mix your content. Polls, questions, images, video, etc. (brand images & video)
- 15) Spend time on your profile and link to your site.

What's Next?

- Augmented Reality
- Instagram Stories
- Focus on Gen Z
- Artificial Intelligence, Voice Assistants, & Chatbots
- Stronger Governance
- Growth of Video/Video Streaming
- Social Media Advertising

River Avenue brings clarity to Digital Marketing & takes it off of your to-do list.

At River Avenue, we tap into years of experience to analyze your specific goals and determine the strategy that will work best for you. There are no cookie cutters here. We then deliver unique, engaging, creative campaigns, and continually measure results so we can improve and optimize your campaign.

Digital is our thing. We develop holistic campaigns with the goal of driving new customers to you. We use the following tactics to grow your business: Social media strategy & management, search engine optimization, local search, content marketing, web design, analytics, email marketing, and paid search & social advertising.

Let us know if you'd like to schedule a no-obligation digital assessment.

