

Social Media Strategies for **Small Business Owners**

Martine L. Foreman CEO, Foreman Media Group LLC



A little bit about me

- Writer & Blogger
- Proud Syracuse University & University of Maryland Alum
- Educator/ Adjunct Faculty
- Social Media Expert
- Life & Health Coach
- Speaker/Workshop Facilitator
- Carroll County Resident, NYC Native
- Wife to one, mother to three



Brands I've Worked With on Social Media Campaigns





















So you want to create a social media strategy. Why?

- You want to market your business
- You have a meaningful message/information to share
- You want to connect with your customers
- You are interested in building a community

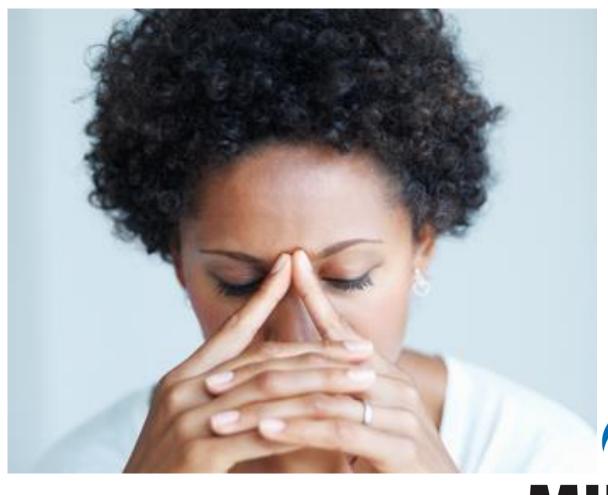


The 3 E's of Using Social Media Effectively

- Educate
- Entertain
- Engage



Where do you start?





Getting started

- Be clear on why you are doing it
- Figure out who can manage it
- Choose the right platforms
- Create quality content to share
- Engage Often
- Be prepared to invest time & money



Popular Platforms













You need a clear objective



How do you pick the right platform(s)?



How do you create and share amazing content?



You need a content calendar!



It's not all FREE



Social Media Management Tools

- Coschedule
- Hootsuite
- Sendible
- Meet Edgar
- Buffer
- Sprout Social
- Tweetdeck
- SocialOomph



Don't Forget

- Analytics numbers don't lie
- Don't do this alone
- One thing at a time baby steps are best
- Choosing the right platform matters.
- Dominate one platform.
- Be visual whenever possible
- Don't be afraid of video
- Be flexible. Things change.
- Stand out!



Now it's time to create a social media strategy for your business?



Questions?





I'd love to hear from you martineforeman.com info@martineforeman.com





Resources for Entrepreneurs

A Service of Carroll Community College