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Introduction

Due to today's socially driven consumer-base, Social Media has become a vital point of marketing. Most business owners have heard "you HAVE to be on social media." While that's true, the key to success in social media isn't only *that* you use it — it's *how* you use it.

As a small business owner, you may struggle to find the time to sit and think of amazing ideas for your social media content; such as *what* to post and *when* to post it.

Along with all of the other marketing and day-to-day operations of your business, you probably feel somewhat overwhelmed by the whole thing. This is understandable. There are so many different moving parts of internet marketing these days that it can be extremely difficult to keep up.

The good news is... there are affordable ways you can also put the power of social marketing to work for your business.

This guide will help you get a jump-start on content you can post on social media to engage your fans and followers - and ultimately, boost sales and profits.

You will get 50 thought-provoking ideas that will ignite your creativity and ultimately increase your followers, build your credibility, keep existing customers coming back, and gain new customers.

Why Social Media?

Traditional marketing (while incredibly important) tends to be a one-way conversation with your customers and prospects. Social media marketing allows you to engage in a steady conversation with them, glean insights from their comments, and make informed, real-time decisions about your business.

Social media gives your loyal customers a platform to promote your brand for you, which can entice prospects to go from leads to new customers. You'll also be given the opportunity to hear customer feedback, test new ideas, and evolve your strategy as you learn.

Important Social Media Stats

Another important reason to deploy a smart social media plan is plain old volume. Marketing 101 teaches us to be where our customers are. By the billions, they are on social media networks. These recent stats may surprise you:

- By the end of 2014, 52% of online adults used two or more social media sites weekly. That's up 10% from 2013.
- There are nearly 900 million (of the 1.5 billion) Facebook users who access the site from their phone. Daily.
- The numbers don't skew toward one or two demographics. People on social media sites are comprised of all ages, socioeconomic groups,

genders, religions, etc. In other words, your target audience is on social media.

In addition to volume, the changing behavior trends of consumers are another key factor to consider when creating your social media strategy. Customers simply aren't paying as much attention to traditional ads as they once did:

- 86% of people skip television commercials.
- A shocking 91% of consumers have unsubscribed from corporate emails they previously opted into.
- Almost half of all direct mail goes unopened.
- Internet and social media marketing make up 25% of all ads today. That number is expected to rise rapidly in the next few years.

This may be refreshing news to you if you're already on track and revving up your online marketing initiatives. However, it could be bad news if you still haven't started yet. Social media marketing is far less expensive than other traditional mediums; so this will make your Return on Investment (ROI) better than most traditional methods. In other words, you can generate more business for less money.

Common Myths About Social Media

If you have some preconceived notions about social media marketing, you're not alone. Some of your instincts may be dead on, but some may only be hype, generated by people who still want you to place big media buys. While you're growing, social media can be an incredible source of leads, brand

building, and, well...income. It's true, you'll likely need the help of experts once you get started and have taken your social media presence as far as you can, but you may be surprised how far you can take it on your own. For starters, learn the truth about some common misconceptions:

1. Myth: I have to have a social media department to be successful.

Truth: Not necessarily. If you have the budget for the extra bodies, that's great. Hire a team. But in a couple of hours a week, you can create and maintain a relevant and lucrative social media presence.

2. Myth: I don't have time to post.

Truth: If you have two hours a week to dedicate to networking, phone calls and traditional marketing, you can absolutely carve out the time to be effective in social media. Furthermore, simply hiring a social media consultant to handle it for you will be less expensive than dedicated employees to do the job.

3. Myth: Social media sites are for young people.

Truth: Please scroll up and take a look at the data. Literally everyone and their mother are on social media. With a little help from the experts and free online tools, you can reach your target audience – no matter who they are.

4. Myth: The sites are too complicated for me.

Truth: Each network has a quick and simple tutorial. These sites were designed with simplicity in mind. With a minimal time investment, you can learn how to post and maximize your presence on each site.

5. Myth: There's just not enough *good stuff* to post about my industry.

Truth: This myth is precisely why this guide exists. The prospect of filling an editorial calendar for your social media sites can be daunting. The idea can be so overwhelming that you may be missing some hidden nuggets to spark your creativity. Let's get started.

40 Social Content Ideas to Ignite Creativity & Engage Your Audience

The following is by no means an exhaustive list of possibilities, but rather it intends to kick your mind into gear and inspire ideas. Once you start reading the items, we're confident that your own ideas will spill onto the page (or screen) and give you the fuel you need to generate some killer content.

1. **Sales, Coupons & Promotions.** Why not start with the obvious?

Everybody loves a deal. Definitely keep your audience excited with special offers, discounts and promotions to people who are connected with you on social media. Not only will this keep them glued to as they await your next offer, but it's a subtle way to increase sales.

2. **Industry Stats & Data.** Large companies are great at this. Insurance and Financial Services organizations use stats and data (usually scary numbers) to drive action from their audiences. The same can work for small companies. Share key stats about yours and other related industries. Sometimes, your audience just needs some facts to help them understand the impact your business could have in their lives. In other words, it's an effective way to soft-sell them on your services.

3. **Links to Your Blog Posts.** Yes, you should blog! Believe it or not, you have relevant and useful things to say. After all, you own a business, so you probably have a lot to say. Once you put the blog on your website, drive traffic to it. How? Simply post a link to your blog posts on your social media profiles. This includes both new and older posts that may need to be re-highlighted.

4. **Infographics.** People love to learn about something complicated by looking at a simple picture. Search for Infographics related to your industry and share them. Take it step further, and create your own infographics to share. Your audience will love these and share them with others as well. For instance, a small daycare may post a flowchart depicting different ways to handle a three-year-old's tantrum.

5. **Product Photos.** These can either be pictures of the product itself or of your employees or customers using it. Ask your customers to submit photos of their family engaged in an activity related to your business. For instance, a restaurant may ask for photos of their customers eating at their establishment. By making your customers feel like reality stars, you'll attract more loyal followers and impressively boost overall social engagement. Not only that, but sometimes, "seeing is believing." So posting images of your physical products can really entice people to buy.

6. **Ask for Product Feedback, Testimonials, and Reviews.** Display instant social proof by simply asking your customers to tell you what they think about your business on social media. Don't get too caught up thinking about negative reviews. In our experience, most reviews tend to skew on the positive side. Ask your best customers to say a few words about you, your staff, your products, and your services.

7. **Offer Tips, Tutorials, and How-Tos.** Post quick tips in written, picture, or video form to help your audience with specific actions related to your product or service. You can probably think of a thousand things your customers and potential customers struggle with; help them out with a series of content to make their lives easier. A yoga instructor may give

some tips to help his or her customers choose the best yoga mat or best retreat destinations.

8. **Share Company News.** Your customers are more interested in your company's milestones than you may think. Be sure to choose items wisely – the key word is "news." Make sure the item is something noteworthy. Ask yourself, "Would I write a press release for this?" If so, you definitely want to post it. If not, think about who reads your posts and what angle of the story they'd be most interested in.
9. **Share Up-To-Date Industry News.** Make sure you follow the major news in your industry. You can do this by subscribing to various RSS feeds, setting up Google Alerts, and setting filters on your news apps and Twitter account. When something of note pops up, share it with your customers. You even can add your own color commentary as well. Give your take on the issues and show that you're not just copy/pasting for the sake of having content.
10. **Curate Content from Other Sources.** In order to have a well-rounded content marketing strategy and social media presence, content curation is a necessity. Not only will this keeps things exciting for your audience, but it will also alleviate you from the task of constantly creating original content, which can be exhausting to say the least. It also allows you to stay up to date with what's going on in your industry and being a part of the conversation.
11. **Make Product & Service Recommendations.** Is there another great company, product, or service out there that works hand-in-hand with

yours? Tell your audience about them and what they bring to the table. Is there something in your office you can't live without? Recommend it to your followers to make their lives easier too. Your audience will appreciate your opinion, which will build trust and loyalty with them over time.

12. **Post Customer Video Interviews.** When it comes to doing business, people love to see other people who have purchased the product or service. Ask your customers to sit down for an interview about their experience with your product or service and then share the video on your social media pages. This is a fun and easy way to get one-on-one with your customer base and help others put their guards down about your business.
13. **Post a Variety of Videos.** These can either be simple pieces you create with your smartphone, professional productions, or your favorite relevant video from your Twitter feed that day. People simply love watching videos online, so you can't lose by sharing good ones with them. As part of your marketing strategy, you should aim to set specific guardrails around video. What you like and what best represents your brand can be the same, or at odds. A well-defined strategy can help you decide what to post. Also, if you find other videos out there that your audience will benefit from, post those too.
14. **Give Away an eBook.** If there is a common issue in your industry, or in your company specifically, offer a free eBook on the topic. Unsolicited advice is typically welcome if delivered in a genuinely helpful, non-salesy tone. People love getting answers to their questions, concerns,

and problems – especially for free. Give these away to your social media audience in exchange for their email addresses; this is a powerful way to capture solid leads and build an email list outside of social media that you can later communicate to via email.

15. **Reward Your Fans and Followers.** Speaking of giveaways, give a little perk to your superfans and followers. Take notice of the customers who are actively engaged with your pages and show them that you appreciate them. For example, a San Antonio, Texas spa offered 500 points in their free loyalty program for checking in at the spa on Facebook. By appearing on customers' Facebook walls, this promotion was a great way to create exposure for their brand while also promoting their loyalty program. Win-win.

16. **Post Quotes.** A great way to fill your editorial calendar is to have a designated day of the week (or every two weeks) to post a quote. These don't have to be business related, but should reflect your brand's beliefs. You can also find an industry leader, entrepreneur, or business guru you admire and follow his or her blog. Post the snippets and quotes you think will be most meaningful to your customers. There are several sites on the web that specialize in quotes on various themes. For instance, Pinterest is a social media site focused on images, so it's the perfect place to grab inspiring or complementary quotes for your social media posts. Furthermore, if your business is based on visuals, create a Pinterest account yourself and post pictures of your products – this is a simple way to get more traffic back to your website.

17. **Give Sneak Peeks at Upcoming Products or Services.** Social media is a great place to introduce and build anticipation about new products. For instance, if you own a restaurant and have created a new secret recipe pizza, you can start one day by posting a “coming soon” message. Then you can follow up by revealing one topping at a time, possibly creating a guessing game for customers leading to the big launch.
18. **Give a Behind-the-Scenes Tour.** Take photos and videos of how your office operates and post them on your profiles. Most of your customers would probably love to see what’s really going on in the day-to-day operations of your establishment. This is a great way to help them put their guards down and feel more comfortable doing business with you because they feel like they “know” you. So pull back the curtains and let them see how you do what you do.
19. **Share Great Reading Material.** If there’s a great book out there that compliments your product or service, tell your social media audience about it. As you know, there are millions of book fans out there and they appreciate being notified about great titles that they can add to their reading list.
20. **Answer FAQs.** Hold Q & A sessions where you answer your fans and followers questions related to your industry. They will appreciate the fact that you are taking out the time to give them free, valuable advice. Also, before you hold the Q & A, try to anticipate some of the questions your customers may ask and have the answers ready to go. It’s OK to

be reactive and actually answer questions as they come, but customers are impressed when you proactively predict what they want to know and post the solutions for them.

21. **Spotlight Your Employees.** Similar to customer interviews, try the same practice with your employees. Featuring the brains behind your brand can help put a human face on your company. It can also act as an employee incentive program whereby great performance is rewarded with a little face time on the company's site and social media profiles.
22. **Post About Events.** If you host a celebration or participate in a community event, make sure you post photos or a write up on what it was like to be there on your social media profiles. You can also promote the event leading up to the big day. If you are having an event that you want to invite your social media fans to, Facebook has an "Event" feature that allows you to create an event on Facebook and invite a select group or everyone. These invitations can reach thousands of people in minutes. They also include an RSVP feature that makes it easy for invitees to accept or decline the invitation. Creating events on Facebook can be an effective, low-cost way to market your business event.
23. **Share Company History.** Did your company's building used to be a bottling plant? Or maybe the former owner joined the circus. Even if you don't think your history is that colorful, dig around and you may find something post-worthy. City records contain a wealth of information regarding deeds, zoning and former owners; so you can start there if you want to share this type of information with your followers.

24. **Post Fun Stuff.** Sometimes, you should just post something lighthearted. If you're not comfortable posting anything humorous, try something inspirational. Try and reserve these posts to simply fill in times in between your regular posts. For the most part, keep your content focused and related to your industry.
25. **Conduct Surveys and Polls.** This is a great way to show your audience that you respect them enough to get their input on certain areas of your business. Whether you simply want some feedback on how they feel about a certain product, or you are looking to get information to help you create the perfect new product, just ask them. How would they make your products better? What kinds of products would they like to see in the future? You may be surprised with at the extremely valuable insight you get from your social media audience. There are many different types of tools and software out there to help make this process simple. As a result, you can gain valuable insight to what your audience is thinking about any topic imaginable.
26. **Reply to Your Audience.** It may be hard to believe, but some businesses don't respond to their social media audience's posts at all. Make sure to keep the conversation going. Reply to ALL of your customer comments. It can be time consuming, but responsiveness is critical to your brand's reputation. Set a goal for how quickly you respond to customers. Your turnaround time should be dictated by the nature of the post. For example, you'll want to respond to a customer grievance promptly, where you can take a little more time to respond to other comments. Some business owners are petrified by the idea of

receiving real time negative feedback about their products and services on a public stage. But when you stand behind your brand and display your ability to provide world-class customer service, responding to customer headaches will actually put your business in a positive light.

27. **Clear Up Myths and Misunderstandings.** Post a common industry myth and give your take. A dog breeder may debunk common fears regarding Pit Bulls and post a series of videos featuring his or her furry friends and facts about the breed. To keep this conversation going, you can do a quick search for related articles and follow-up by posting the additional content.
28. **Share Before & Afters.** Everyone loves to see something change for the better. As a business, social media is a great way to pat yourself on the back and show your audience what you can do for them. Whether you're a cosmetic dentist who gave someone that perfect smile or an interior designer who totally revamped a home, tell the story of how you made something better and why your company is the one to choose.
29. **Run Contests.** If you really want to increase engagement, gain new leads, and drum up enthusiasm, social media contests are a fun and effective way to do so. It's an affordable and measurable way to get your audience excited about doing business with you. Just be sure to set realistic goals and be creative. When implemented as part of a comprehensive social media strategy, contests will provide excellent results.

30. **Feature Other Local Businesses.** Most likely, there are some other businesses in your area that are complementary to yours – not “competitors” but complementary. Try featuring these companies in your posts as a way to notify your audience about other valuable resources in the area. Not only will your audience appreciate it, but it could also lead to powerful connections between you and those businesses. Highlight their achievements, current events, and even special offers – and ask that they do the same for you. Choose companies that are related to your industry in some way and show your audience that you associate with the best.
31. **Feature Your City.** Are there interesting things about the city you’re located in? Post fun facts and history about your town from time to time. This will solidify that trustworthy and “close to home” feeling, which will make more of your audience stick around.
32. **Recommend Other Businesses and People to Follow on Social Media.** If there are other businesses or people on social media that you like and respect, recommend that your audience follows them. Obviously, only do so when that business or person complements your business on some level. You can also refer them to groups on Facebook and LinkedIn, for instance, that they may find valuable.
33. **Post Podcasts.** Create an audio series on a single topic and post a link to it your social media sites. Many people love having the option to listen to content vs. reading it. Turn some of your written blog posts into recorded mp3 files and make them available to your social media

followers. Also, you can share other businesses' podcasts with your audience as well.

34. **Thank Your Followers and Fans.** Sometimes, a simple "thank you" can go a long ways with your social media audience. People like to feel appreciated, so every now and then, just hit them with a simple "thank you" post and tell them why you appreciate them.
35. **Write Reviews.** If you've personally used a particular product or service that complements your business, take the time to write reviews for them. Customers and business partners alike will find them useful and appreciate that you took the time to give them your take on how good or bad the product or service is.
36. **Offer Your Expert Opinions.** If there's a debatable topic related to your industry, your audience would love to hear how you feel about it. So let them know. This is a great way to build authority status in your niche and gain more social media fans and followers along the way.
37. **Interview an Expert.** If there's another expert in your industry that could potentially bring value to your fans and followers, conduct an interview with them and share it on social media. This can be done in video, podcast, or even written format. The key is that the expert has some relevant, useful content to share.
38. **Test and Learn.** Use your social media platforms to showcase product or process ideas and listen to the reactions. Record the responses and apply the feedback. Depending on what it is, you may hear some

confusion and noise, but that's OK. Any feedback you get will inevitably be nuggets of invaluable insight that you can utilize to improve your processes, products, and services.

39. **Create Quizzes.** Create "buzzfeed-style" short quizzes that result in new and helpful knowledge. In order to maximize the exposure your quizzes get on social media (and to maximize traffic back to your website), you need a quiz topic that resonates with your audience. Only focus on one group of people and topic for the best results.
40. **Ask Your Audience.** Sometimes, it's OK to be lazy. Just ask your customers what kind of content they'd like to see. Take notes and in your next marketing meeting, brainstorm ideas related to your customers' requests.

Next Steps

Now you have some ideas to get you going. But what's next? Below are some items that can guide your decisions and help you: choose the best platforms for your business, create a schedule, save time, and track your performance.

Top 6 Social Media Platforms for Businesses

There are no hard-and-fast rules about which social media sites you should use. While it's true that certain platforms work best for particular types of businesses, there are innovators in every space. With creativity and practice, you can learn new ways to use social media to your advantage.

That said, here is a quick overview of the top social media sites and which types of businesses are using them to their advantage.

- 1. Facebook:** Facebook is the most popular social media site, with close to 1.5 billion unique monthly users and a wide demographic reach, with users of all ages. Most small businesses can benefit from having a presence on Facebook because it affords the opportunity to interact directly with customers in a variety of ways. Facebook allows for users to post most types of content, including written content, photographs and videos. Their audience targeting tools allow business owners to reach specialized niche markets easily, too. If you have to choose one social network to use for your business, Facebook is the best choice because it will let you reach the widest possible range of potential customers.
- 2. Twitter:** Twitter is another very popular social network, with more than a quarter billion active monthly users. Their demographics are broad, but they skew a bit younger than Facebook in general. Twitter isn't as versatile as Facebook due to the 140-character limit, but using it is a great way to keep in touch with your customers, particularly those who are using mobile devices. Twitter can be an especially effective way of getting the word out about contests, sales, and promotions.
- 3. LinkedIn:** The demographics for LinkedIn are not as broad as those for Facebook and Twitter, with users tending to be affluent, educated professionals. For Business-to-Business (B2B) companies, having a presence on LinkedIn is a must. LinkedIn provides businesses with a way to stay connected with their clients by sharing blog posts and other

valuable content. You can also use it to network with other businesses in the same industry and learn from what they're doing.

4. **Google+:** Google+ doesn't have the same user numbers as Facebook, but the Google connection is important to small businesses. A study conducted by Social Statistics states that more than 70% of Google+ members are male and college-educated, but if your customers don't fit that demographic that doesn't mean you should ignore Google+. Using this site is a good way to boost your Google profile, and it's very important for local SEO as well. Most small businesses can benefit from having a presence on Google+, even if it's just a complete profile with their business information and a link to their website.

5. **Pinterest:** As of September 2015, Pinterest has more than 100 million active users, 85% of whom are female. It can be a very effective site for marketing products with a visual component, particularly aspirational or lifestyle products. Interestingly, only about 5% of businesses in the United States use Pinterest, so maintaining a presence there could give small businesses a leg up on their competition. If your company falls into one of the following categories, you should think about using Pinterest.

- Cooking and recipes
- Arts and crafts
- Clothing and fashion
- Home décor
- Home design
- Gifts

Even companies selling informational products can make use of Pinterest by sharing infographics and other visual content. Almost any company can find a way to use Pinterest with a little creativity.

6. YouTube: YouTube sometimes gets overlooked when people talk about social media, but that's a mistake. YouTube is actually the world's second-largest search engine after Google. Not only that, YouTube is owned by Google, so posting videos and linking back to your website can boost your Google profile and improve your search standings. Creating video content is a very good way to engage with customers, and videos are highly sharable, too, so they may help you connect with new customers. Producing a video is more expensive than writing a blog post, but if you have the budget and a solid strategy for how to promote your brand using video, using YouTube can be very worthwhile.

While these six sites are the most popular, we urge you to explore other social media platforms as well and determine if they might be useful for you. Try looking at Instagram, Vine, and Tumblr for starters.

Importance of Creating an Editorial Calendar

It's important to keep a schedule of posts that you'll execute on a regular basis. Most companies find it easiest to start at the macro level and create a thematic calendar. This is an annual view that allows you to map out the major items each month that affect your company. Holidays, Events, and major campaigns will be at this level. Once you have your annual view, you can start to look at each month and choose your messaging cadence and topics. For example, after some trial and error, you may decide that three times a week is perfect for your business and build the schedule accordingly.

In addition to your regularly scheduled posts, there will always be timely and newsworthy items that pop up. You may have to bump something from the schedule or push it out a week in order to cover what's most relevant to your audience.

How Often Should I Post?

Striking the balance between quality and quantity is more art than science, but something you'll master quickly. Content should always be relevant and engaging and should appear often enough to keep you top of mind without seeming overbearing or annoying to your customers. We recommend starting with weekly posts and feeling your way into supplemental interactions with your customer base.

Tracking and Measuring Performance

Social media activity needs to be tied to your overall marketing and communications strategy to be effective. Taking a scattered approach to content isn't going to help build your brand or attract new customers. There are tools you can use to track your performance (more on that in a minute), but here are some of the metrics you should be thinking about using to monitor your social media performance:

1. Brand Personality and Customer Engagement. In the days before the internet, companies had to set up focus groups to find out what people thought about their brand. Social media can give you an on-the-ground feel for what people are saying about your brand and, more importantly, how they feel about your company. It can also help you to spot problem

areas, including customer service issues or places where you can improve your customers' experience.

2. Marketing Optimization. One of the best uses of social media analytics is to optimize and refine your marketing campaigns. When you have a deep understanding of customer demographics and interests, you can put your advertising dollars to better use by targeting your campaigns to a specific audience.

3. Revenue and Savings. Your ability to tie social media activity directly to sales will vary depending on your type of business. However, regardless of the type of business you run, there are ways to closely monitor your social media activity and figure out which activities are having biggest impact on your bottom line. In terms of savings, social media is a very low-cost form of marketing. In fact, to use the sites are absolutely free (outside of paid advertisement).

4. Innovation. Finally, you can use social media to ask customers what they want and measure their engagement when you try new things. Thinking of social media as part of your Research & Development department can help you to come up with new product and service ideas effortlessly.

Save Time with Automation

Once you have your calendar set and posts written, you can easily set a schedule for the site to automatically post for you. Each site has a feature

that allows you to set a schedule for automatic posts. You can find the tutorial in each site's Help section.

Which Tools to Try

In addition to Google Analytics, there are a few useful and inexpensive sites that help you manage, track and measure the success of your social media plan. Here are some of our favorites.

[Hootsuite](#) is one of the most popular and flexible social media monitoring tools out there. You can use it to manage all of your social media content from a single dashboard, and it will let you create reports to analyze your performance.

[Sprout Social](#) is another great tool for small businesses. You can use it to find social conversations to join, post content, and measure your performance in a variety of ways.

[Buffer](#) allows you to schedule posts to all of your social media accounts and also offers detailed analytics of your social media performance.

To measure traffic and engagement on Facebook and Twitter, look into [Export.ly](#). You can also dig into the demographics of users who engage with your content. The service allows you to download customizable reports and has a simple, easy to use interface.

If you have a team of people managing your social media presence, then a site like [Rignite](#) might be the best choice for you. It offers many of the same

features that Hootsuite and Sprout Social have, but you can also use it to coordinate your team by assigning specific tasks.

For listening metrics, try [Row Feeder](#). This site helps you monitor trends in the buzz around your brand. You can understand positive and negative sentiment and track changes in customer response.

[Mention](#) is a tool that helps you monitor social media for mentions of your company and selected keywords.

[Komfo](#) is a free Facebook analytics tool that can round out Facebook's analytics, including click-through rates, spam scores, and something they call the "people are talking about" score.

Here are some other tools to consider:

[ManageFlitter](#) – Twitter management

[IFTTT](#) – social media automation tool

[Nimble](#) – content management & analytics

[ViralTag](#) – visual content management

[Klout](#) – measures social media influence

[Quintly](#) – measures your performance against industry benchmarks

[Cyfe](#) – analytics tool that puts all your information in one place

When making a decision regarding tools, it may help to consult with an expert. Start by reading customer reviews at each site and by asking your business partners and vendors if they've had experience with any of the

tools. You may also post in your social media sites asking for recommendations.

Conclusion

Thank you for reading this eBook. We hope you found the social content ideas inspiring and the recommendations useful. As a small business owner, you work in one of the most challenging and admirable places in the business world. You have the freedom of being your own boss, but you also have the responsibility of making your company a success. That may entail gaining skills you've never had before, like social media marketing.

When it comes to growing your business and marketing your brand, it's difficult to know all of the answers right away; especially in the case of online marketing. But have confidence that there are plenty of techniques and strategies available that can take your business to new heights when implemented properly and ran with consistency.

We help small businesses tackle the chore of getting started on social media and maintaining their efforts going forward.

Contact me today at 855-943-8736 to schedule a free, no-obligation consultation.

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