
Social Media Optimization for Local Business

— Social Media Secrets to Optimizing Your Profiles for Small Business

Ethan Dempsey

June 2018

@theethandempsey

Introduction

1. Author
2. Optimizing Facebook
 - a. Profile Information
 - b. Posting content
 - c. Facebook Ads *
3. Optimizing Instagram
 - a. Profile Picture
 - b. Your Bio
 - c. Stories
 - d. Theme

Before Reading: I'd love to know your thoughts at the end of this E--Book, please email me or send me a DM on Instagram

sales@ethandempsey.ca

Author

Who is Ethan Dempsey?

He is an aspiring Entrepreneur that is extremely motivated to connect with like-minded individuals.

Ethan Dempsey has a passion for social media marketing and the future of the tech-business relationship.

While attending his business degree at the University of Victoria, it didn't take long to fall into love with entrepreneurship. Taking his early-career and ran a painting business at 19 to further understand marketing, management, and sales.

A leader in Ethan's Entrepreneurship and Innovation group, they focus on building connections and business ideas to kickstart their futures.

Ethan Dempsey hopes to connect in this changing world of business...



@theethandempsey

Optimizing Facebook

There has never been an easier time for small business to utilize Facebook. The social media giant still has the greatest ad targeting programs in the world. Marketers have the ability to find their perfect customers, build trust, then follow up with a promotion or landing page.

Profile Information:

Your profile can be a potential customer's first impression of your business. An uncropped profile picture, missing information, and an inconsistent feed will move customers off your page. As a business, your first objective after a user finds your page should be to lead them into your website or sales funnel.

A Facebook profile page can be a customer's first insight on what your business looks like. If you give off the wrong vibe or lack of content, a customer will be disinterested. The majority of businesses with strong digital profiles perform better than a business with nothing.

Especially with targeting customers between 15-30 years old, a lack of online content means you've already lost. Your Facebook profile needs an updated bio, profile picture, and multiple weekly posts to stay engaged.

Posting Content:

In today's age, people believe your business is doing poorly or closed down if there is no content being consistently posted online. A unique Facebook feed tells your company's story and environment for customers. Bringing a positive outlook to your profile is highly recommended.

Now the most important part,

Using your Facebook posts to drive traffic to your website or profile. Your job is to build trust and a relationship with customers online to convert them into paying customers. Providing visually

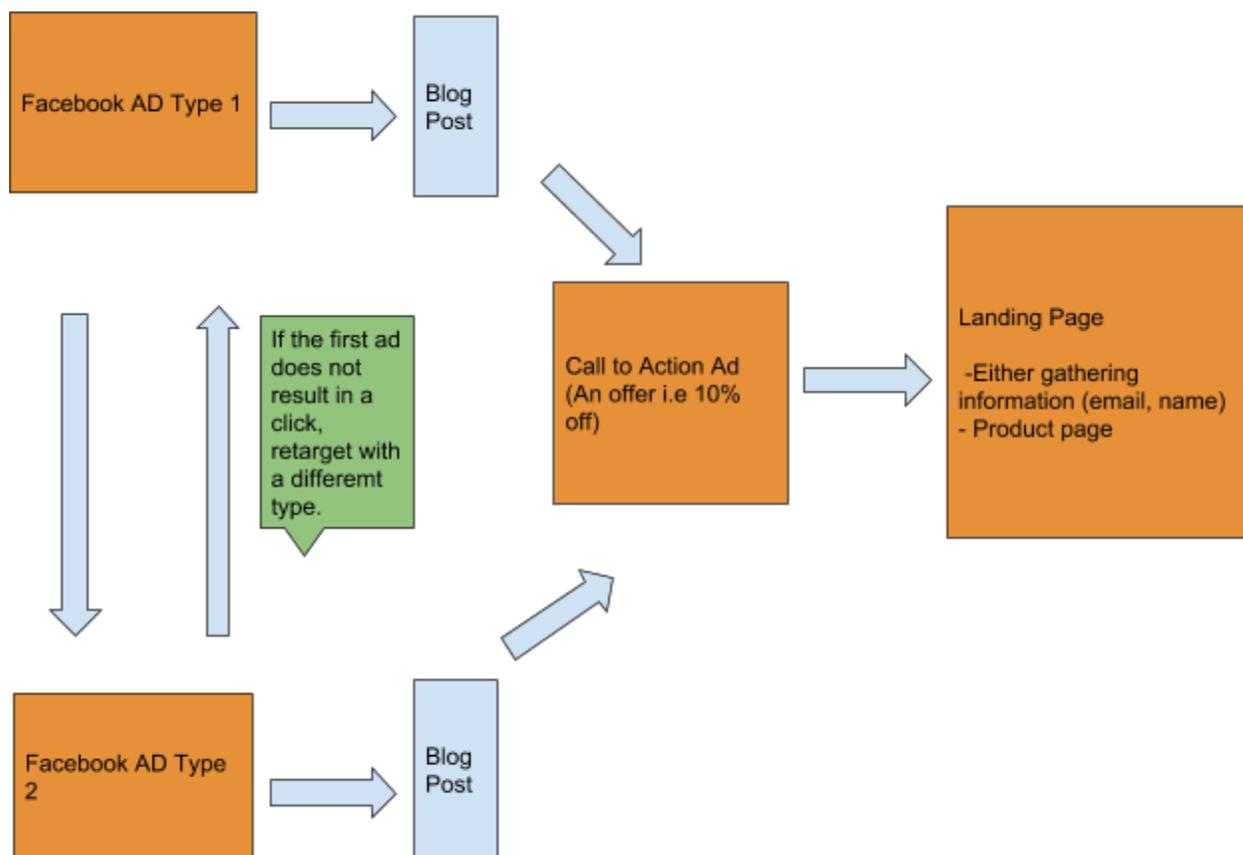
appealing content on a regular basis with calls to action, can increase engagement with your product or service.

Facebook Ads:

If you're not using Facebook ads to bring customers, it's time you start.

Facebook ads aren't easy to learn and master, but this is because of the big payoff at the end. My business is mastering and conducting Facebook ads to help make the process. It's not just about the ad itself, it's the funnel you're adding customers into. This is from posting free value to draw your customer in, then follow up with a call2action to acquire their email and name. Funnels such as this, solidify the relationship between you and your customer.

Ignoring split tests, the process of testing different ad copies to find the perfect detail for your customer, a basic funnel may look something like this,





An in depth sales funnel using Facebook Ads can be around the \$10,000 to \$20,000 range because of the time and result potential. Multiple different types of ads, clickfunnels integration at the end, video format to build higher trust, and more.

Reading Tip: “Landing page” refers to a link that takes a customer to an opt in page. This usually contains name, email, and phone number. All depends on what you’re offering.

Optimizing Instagram



Instagram has quickly become a very profitable social app for brands and businesses in all industries. With over 800 million users, becoming a local source for images, video, and stories can accelerate your business.

The right Instagram strategy starts with a well cropped profile picture, a formatted bio, updated stories, and a theme.

The image shows two Instagram profiles side-by-side. The left profile is for 'Inspire Me Home Decor', which has 66 posts, 57.7k followers, and is following 2 accounts. Its bio includes 'Home Decor', 'Helping You Make Your House, Your Home!', 'Fun, Exciting, Convenient! A monthly Surprise!', 'Home Decor Subscription Box Service', 'Subscribe Today!', and a website link 'shopinspiremehomedecor.com/ Grand Rapids, Michigan'. The right profile is for 'Vancouver Real Estate', which has 53 posts, 964 followers, and is following 1266 accounts. Its bio includes 'Real Estate', 'Always negotiating for my clients' best interests.', a redacted phone number, a redacted email address, a 'Search for Properties' link, a redacted website link, and a redacted address '3195 Oak Street, Vancouver, British Columbia'. Below the profiles are two rows of grid images. The first row shows home decor items like a sink, a table with flowers, and a vase. The second row shows interior spaces like a modern living room and a dining area. At the bottom of the grid are navigation icons for home, search, post, heart, and profile.

Reading Tip: Adding your email, location, and phone number into the account lets customers find your info immediately with blue Calls to Action..

Profile Picture:

Small business owners quickly add uncropped and unoptimized images into their profile pictures. Images can't be blurry and if there are words, like your store name, it needs to be completely visible. Brands shouldn't have letters missing in the profile circle.



782

posts

21.8k

followers

81

following

Message



Pictures of the staff at the store/office can work well locally, showing a friendly environment. However, pictures of just the storefront don't work as well. This is because it is difficult to have a well optimized picture of just the stores location.

Your Bio:

An Instagram Bio is the first thing people read on your account, it defines the purpose of the account and its content. Whether it be a personal brand or business, mistakes can be made if you don't follow the basics.

Add emojis to spice up your account and draw attention to important information. Business accounts should limit themselves to three emojis in their bio to not clutter the account.

Links to your website should be clearly visible without looking like spam. The best way to optimize your link is to accompany it with a call to action. This can be used to offer free quotes or direct customers to your product page.

Advertising Agency

We teach marketers how to use social media to get ROI for local businesses.

 Need help with your Facebook ads?

 We can help!

 Click the link below

HowToUseTheseAds.com/

Instagram Stories:

Since Instagram introduced stories they've began to cause more follower engagement than Snapchat, It allows small business to show a daily updated feed of their store/service. Not only can it draw attention from locals; new potential customers can see your story and understand the environment. Broadcasting new deals, products, and a friendly staff can bring customers into your business. For example,

Restaurants:

Updating your Instagram stories with daily specials, food, and especially a busy restaurant! Customers from your profile will love seeing a busy restaurant

@theethandempsey



that looks fun and delicious. Your goal is to bring the best environment and experience through the lense.

- New food items
- Specials
- Entertainment for the evening
- Coupon Giveaways for people who repost your story

Realtors:

Any local realtor has so much opportunity waiting for them inside Instagram and its stories. So many great examples to catch your viewer and add them to your funnel.

- You can do updates weekly where you give a simple free tip when searching for a home.
- Create walk around clips for a house showing
- Livestream a new home!
- Quick clips of testimonials about working with you




Thank you! So that's it! I hope you enjoyed this guide on Instagram for local business.

Don't be afraid to shoot me an email at sales@ethandempsey.ca and let me know your thoughts or questions. I'd be happy to help!

If you're owning a brand/business and would love to see how I can help you with your Social Media and marketing strategy, please visit my website at www.ethandempsey.com to learn more about my services

Good luck!