



# HOW TO GROW YOUR BUSINESS WITH SOCIAL MEDIA

## BE CONSISTENT

1/3 of the world uses social networks regularly –

so people will notice if you go from sharing 5 days a week to twice a month.

## GAUGE CHANNELS

Post on the channels that work for you.

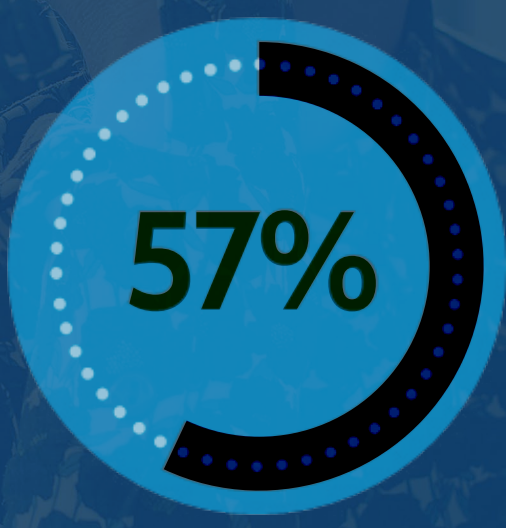
Some platforms will be better suited to your business than others. For example, *content consumption on Facebook has increased 57% in the past two years*, but a fashion retailer might fare better on Instagram or Pinterest.

## AMPLIFY EFFORTS

Use social media to amplify your marketing efforts.

*A surprising 60% of small business owners are not able to track ROI from their social media activities.*

Be intentional about how you use social media and make it part of your overall marketing strategy.



### Sources:

1. <https://www.emarketer.com/Article/Nearly-One-Third-of-World-Will-Use-Social-Networks-Regularly-This-Year/1014157>
2. <https://www.hubspot.com/marketing-statistics>
3. <https://www.emarketer.com/Article/Small-Businesses-Social-ROI-Struggles-Wont-Stop/1012559>