

# 23 Benefits of Social Media for Business



Compiled by Martyn Lenthall

# 23 Benefits of Social Media for Business

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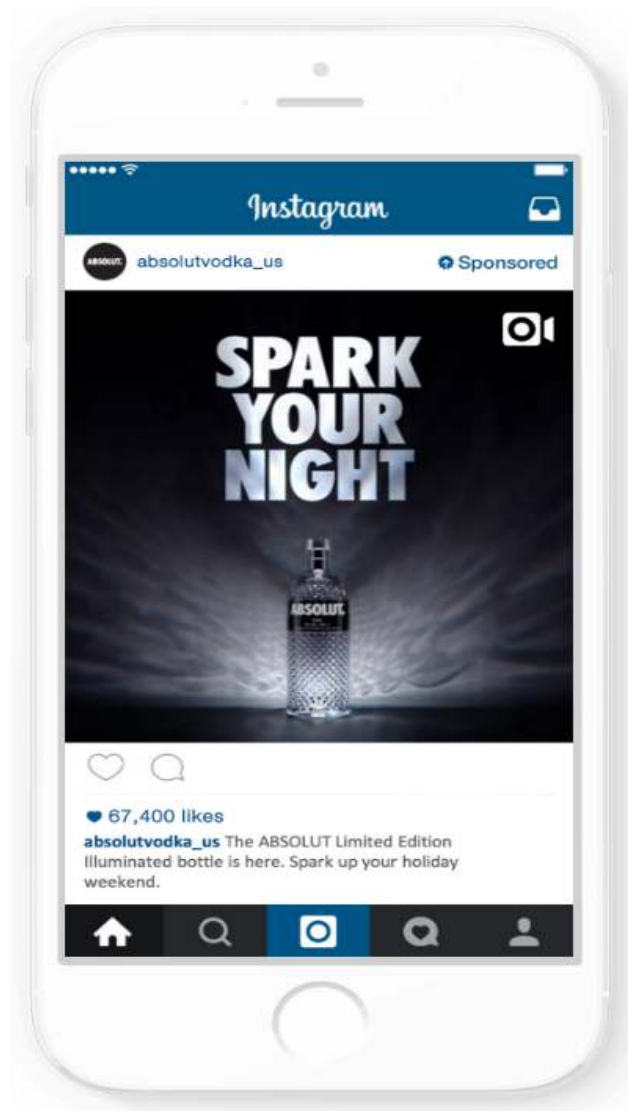
## Benefits of social media for brand building

### 1. Increase brand awareness

**With nearly half of the world's population using social media platforms, they're a natural place to reach new and highly targeted potential customers.**

**Think people only connect with brands they already know on social media? Consider that **60 percent of Instagram users** say they discover new products on the platform.**

**When Absolut Vodka ran an Instagram campaign to promote its limited edition Spark bottle, the company achieved a **five-point lift** in **brand awareness**.**



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## 2. Humanize your brand

A **UK study from Trinity Mirror Solutions** found that more than half of adults do not trust a brand until they see “real-world proof” that the brand is keeping its promises.

To connect with customers—and potential customers—you’ve got to show the human side of your brand. How are you embracing your brand values? (Do you even have brand values?) How are you looking out for the best interests of your customers and employees? Does your product really work?

The ability to create real human connection is one of the key benefits of social media for business. We call these **Meaningful Relationship Moments**. Introduce your followers to the people who make up your company and showcase how existing customers are using and benefiting from your products.

A **social media advocacy program** can be a great way to humanize your brand.

## 3. Establish your brand as a thought leader

No matter what industry your business is in, social media offers the opportunity to establish your brand as a thought leader—the go-to source for information on topics related to your niche.


Like brand advocacy, thought leadership is a great way to build consumer trust. In fact, **LinkedIn research in partnership with Edelman** shows that marketers underestimate just how much thought leadership can impact trust, especially for B2B marketers. About half of B2B marketers surveyed believed their thought leadership would build trust in their companies. However, more than 80 percent of buyers said thought leadership builds trust.


The **2018 Edelman Trust Barometer** also found that 63 percent of people trust technical experts, compared to only 42 percent of people who trust businesses.

Hootsuite CEO Ryan Holmes has **more than 1.5 million followers on LinkedIn**, where he shares his insights about social media and entrepreneurship.

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PREMIUM



**Ryan Holmes**   
CEO at Hootsuite  
[View full profile](#)


Following

1,600,024 Followers

### Ryan's Activity


[Articles](#) [Posts](#) [All activity](#)

Ryan Holmes posted this



**The Huge Job Opportunity In Canadian Tech (That No One Is Talking About)**  
Ryan Holmes on LinkedIn  
May 2, 2018

Ryan Holmes posted this



**5 Signs You Have (Or Haven't) Found Your Dream Job**  
Ryan Holmes on LinkedIn  
April 25, 2018



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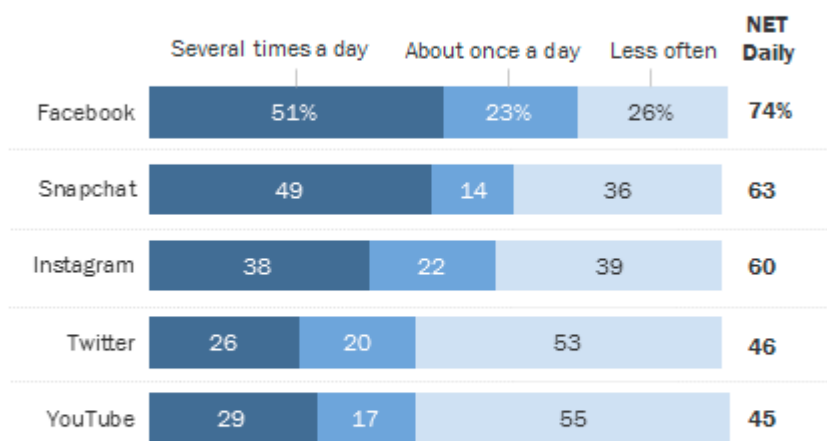
## 4. Stay top of mind

**LinkedIn**—particularly the **LinkedIn Publishing Platform**—is a great social network to focus on when aiming to establish yourself as a thought leader.

**Most social media users log into their accounts at least once per day, according to **Pew Research Center**, and many people are checking social multiple times per day.**

### A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use \_\_\_\_, the % who use each site ...



Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 3-10, 2018.

"Social Media Use in 2018"

PEW RESEARCH CENTER

## 5. Increase website traffic



# 23 Benefits of Social Media for Business

## Benefits of social media for growth

Social media gives you to the opportunity to connect with fans and followers every time they log in. Keep your social posts entertaining and informative, and your followers will be glad to see your new content in their feeds, keeping you top of mind so you're their first stop when they're ready to make a purchase.

Social media posts and ads are key ways to drive traffic to your website. Sharing great content from your blog or website to your social channels is a great way to get readers as soon as you publish a new post

Participating in social chats—like the weekly [#HootChat](#) on Twitter—can also be a great way to increase your visibility, get attention from new people, showcase your expertise, and drive traffic to your website.

### **A2: Curating content helps you:**

- **Save time**
- **Build relationships with other sources**
- **Provide new perspectives that support your own content**

**While it's not a replacement for creating content, it has many benefits. [#HootChat](#)**

— **UpContent (@getupcontent) [April 19, 2018](#)**

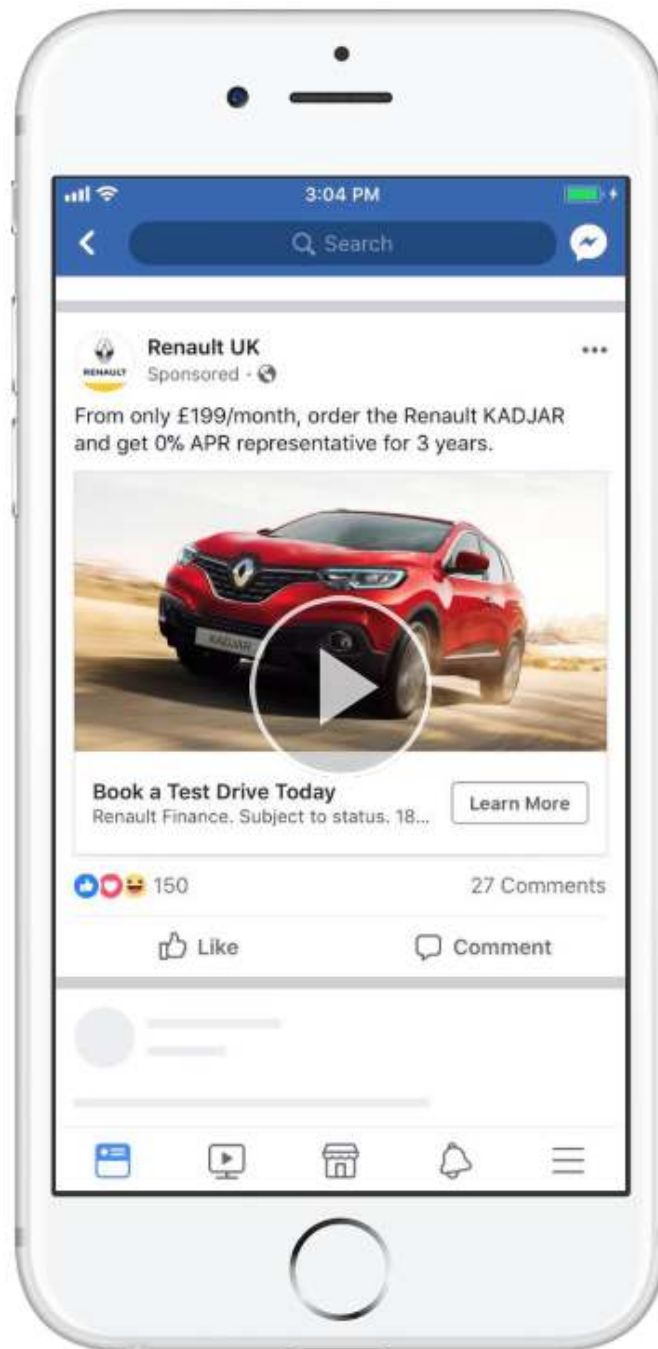
Offer great value in the chat, rather than being too promotional. Just make sure your website address is included in all of your social media profiles so that people who want to learn more about you can do so with one easy click. Even better, use a pinned post to highlight a landing page on your website that's relevant to the chat.

## 6. Generate leads

Social media offers an easy and low-commitment way for potential customers to express interest in your business and your products. [Lead generation](#) is such an important benefit of social media for business that many social networks offer advertising formats specifically designed to collect leads.

For example, Renault Europe used [Facebook lead ads](#) that allowed people interested in learning more about a new model to book a test drive directly from Facebook, with just a couple of taps.

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The ads had a **7.9 times lower cost per lead** than ads linking to a form on the car manufacturer's website.

## 7. Boost sales

No matter what you sell, social media can help you sell it. Your social accounts are a critical part of your **sales funnel**—the process through which a new contact becomes a customer.

As the number of people using social media continues to grow and social sales tools evolve, **social networks will become increasingly important** for product search and commerce. The time is right to utilize commercial marketing and sales tools.

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For individual sales professionals, **social selling** is already a critical tool.

## 8. Partner with influencers

Word of mouth drives **20 to 50 percent** of purchasing decisions. When you get people talking about your product or company on social media, you build brand awareness and credibility, and set yourself up for more sales.

One key way to drive social word of mouth is to **partner with influencers**—people who have a large following on social media and can draw the attention of that following to your brand.

**Research from Nielsen, Carat, and YouTube** shows that collaborating with an influencer can give your brand four times more lift in brand familiarity than collaborating with a celebrity.

## Benefits of social media for content creation and distribution

### 9. Promote content

**Promoting your content** on social channels is a great way to get your smart, well-researched content in front of new people, proving your expertise and growing your audience.

For example, Adobe used **LinkedIn Sponsored Content** to showcase its research, including infographics and videos.



Marketing decisions-makers exposed to Adobe's promoted content were **50 percent more likely** to view Adobe as shaping the future of digital marketing and **79 percent more likely**

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## 10. Go viral

**As people start liking, commenting on, and sharing your social posts, your content is exposed to new audiences—their friends and followers. Going viral takes this concept one step further. As people share your content with their networks, and their networks follow suit, your content spreads across the internet, getting thousands or even millions of shares.**

**This exposure is especially beneficial because all those shares, likes, and comments show an existing connection with your brand. If I see that my friend likes your article, I may be inclined to check out what you have to say, even if I've never heard of your company before. In a world where there is far more content than any one person could ever consume, a friend's social share acts as a kind of pre-screening.**

**Going viral is no easy task, of course, but without social media it would be next to impossible.**

## 11. Source content

**There are two key ways businesses can source content on social media:**

- 1. Source ideas:** Ask your followers what they want, or engage in [social listening](#), to come up with ideas for content you can create yourself. Put simply: Give people what they're asking for. It's a sure way to create content that people will want to read and share.
- 2. Source material for posts:** Create a [contest](#) or use a hashtag to source [user-generated content](#) (UGC) you can share. Getting your followers involved can build excitement about your brand while also providing you with a library of social posts to share over time.

**Just how much content can you get through a UGC campaign? Check out the [#wanderlustcontest](#) hashtag from National Geographic, which has generated more than 60,000 posts.**

# 23 Benefits of Social Media for Business



#wanderlustcontest

64,238 posts

Top Posts



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## Benefits of social media for communication

### 12. Reputation management

Your customers are already talking about you on social media, whether or not you're there to respond. If you and your team are on the ball, you can pick up on important social posts about your brand to highlight the positive and address the negative **before it turns into a major issue**.

Is someone saying something about your business that's not true? Be sure to share your side of the story in a polite, professional way. Someone singing your praises? Send them plenty of thanks and draw attention to their kind words.

### 13. Crisis communication

When a Philadelphia Starbucks store had two black men arrested, the hashtag **#BoycottStarbucks** went viral, and fast. The hashtag was used **more than 100,000 times in just three days**. That is officially a crisis.

Starbucks, to its credit, responded quickly.

**We apologize to the two individuals and our customers for what took place at our Philadelphia store on Thursday.**  
[pic.twitter.com/suUsytXHks](https://pic.twitter.com/suUsytXHks)

**— Starbucks Coffee (@Starbucks) April 14, 2018**

After this first apology, the company followed up with several more statements on social media, and announced that it would close all of its stores for a day of racial-bias training. It remains to be seen what the long-term effects of this incident will be for the Starbucks brand, but the consequences would almost certainly been worse if the company had not responded quickly and appropriately on social media.

Does your company have **a plan in place for dealing with a crisis**? While smaller brands may not have a crisis blow up to such a large scale, a smaller number of shares can have a devastating impact within a tight-knit community or niche.

Silence is not an option when it comes to responding to crises on social media. Maintaining well-run and managed social accounts and having a plan in place can help make sure you're present and ready to engage if the worst occurs.



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**Social networks give you the opportunity to interact directly with customers and fans, and likewise give them the chance to interact directly with your brand. Unlike traditional media, which offers only one-way communication, social media is a two-way street.**

**If you want customers and followers to be engaged, you have to be engaged yourself. Stay active and respond to comments and questions on your own social media posts in a way that's appropriate to your brand.**

**Bonus: Get the step-by-step social media strategy guide with pro tips on how to grow your social media presence.**

**Get the free guide right now!**

**[pic.twitter.com/TJvCmlsuxq](https://pic.twitter.com/TJvCmlsuxq)**

**— Postmates Support (@Postmates\_Help) May 26, 2017**

You can also use **social media monitoring** to keep an eye on what people are saying across the social web.

## 15. Customer service and customer support

People **expect brands to be available on social media** and seek out their social accounts for customer service. **Research published in the Harvard Business Review** shows that brands who don't meeting those expectations damage their bottom line.

**The HBR research, which specifically looks at Tweets, shows that customers who receive a response to their Tweet would be willing to spend more with the brand on a later purchase, especially if they get a response within five minutes. That holds true even when the initial Tweet was a flat-out complaint.**

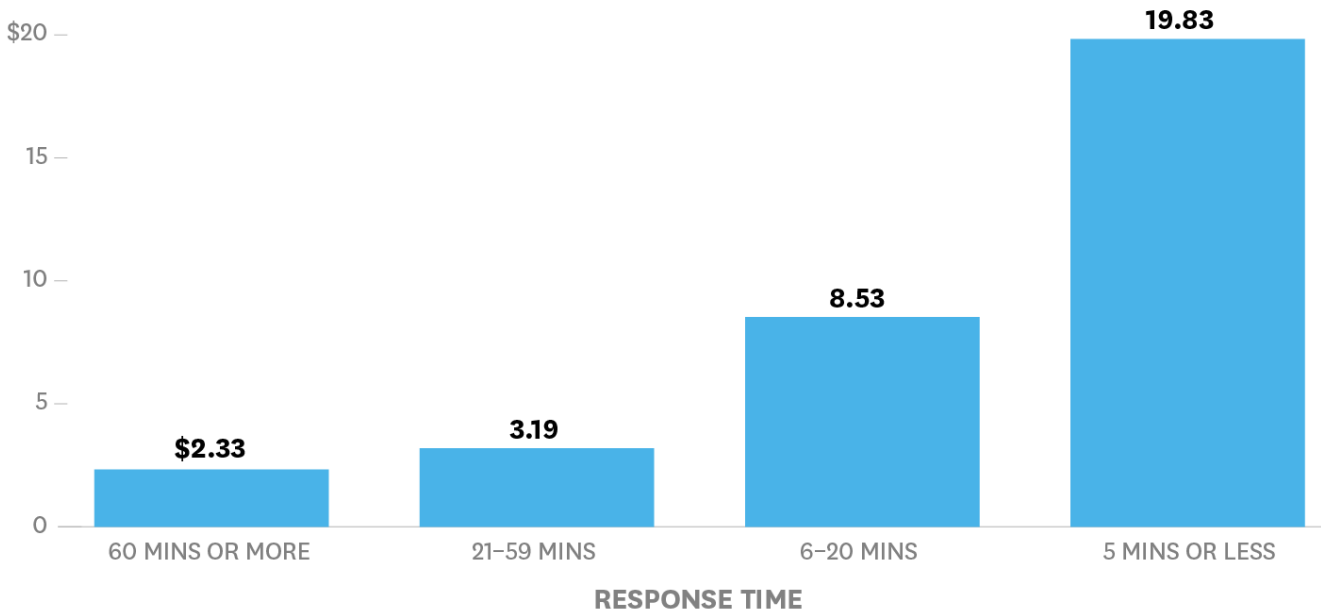


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## Responding Quickly to Customer Complaints Makes People Willing to Pay More in the Future

A study of tweets to airlines shows that when a tweet is answered in five minutes or less, the customer will pay almost \$20 more for a ticket on that airline in the future.

ADDITIONAL AMOUNT WILLING TO PAY (\$U.S.)



SOURCE WAYNE HUANG ET AL.

© HBR.ORG

## Benefits of social media for gaining insights

### 16. Monitor conversations that are relevant to your brand

**We mentioned social media monitoring above as an important element of audience engagement. But it's also important as a key source of intelligence about your brand, your competitors, and your niche.**

### 17. Learn more about your customers

**Social media generates a huge amount of data about your customers in real time. You can use that information to make smarter business decisions.**

**All of the major social networks offer analytics that provide demographic information about the people interacting with your account. This can help you tailor your strategy to better speak to your real audience.**

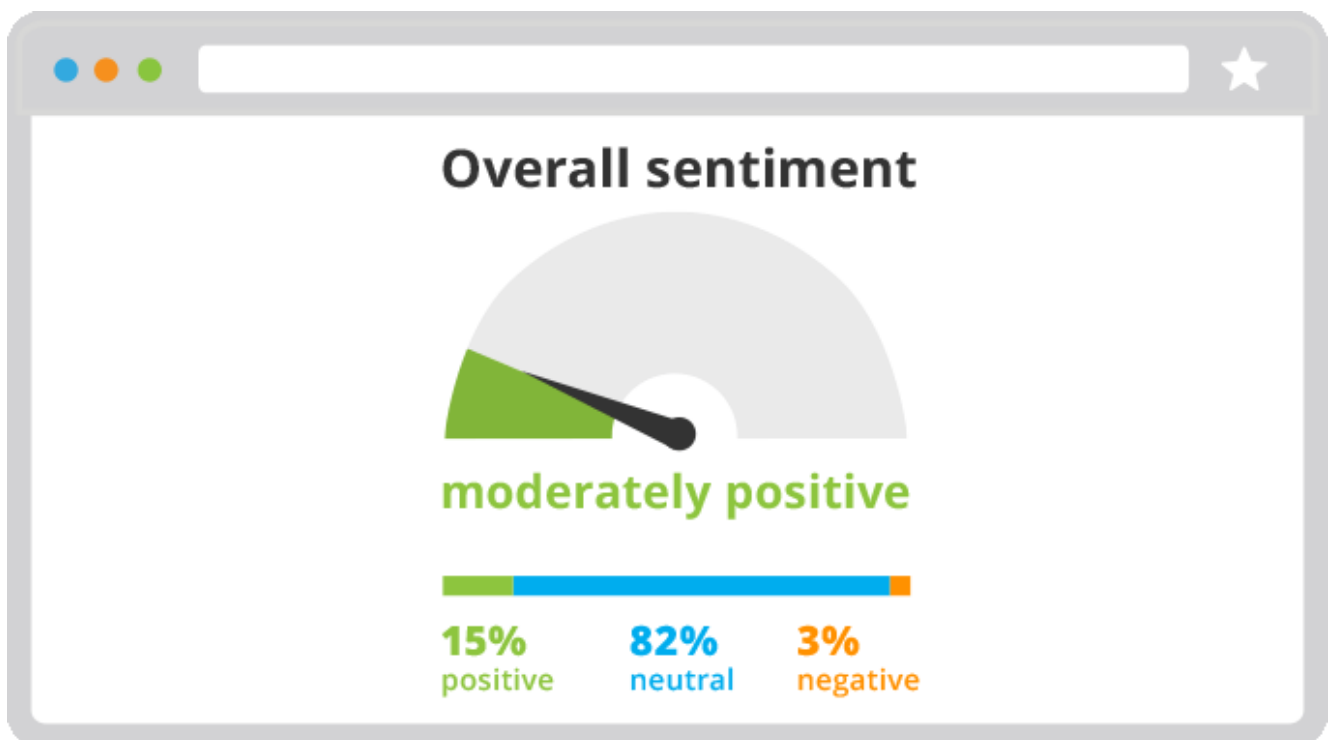
**We've created extensive guides on how to use analytics in [Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#), [Snapchat](#), and [Pinterest](#), so there's no excuse to remain in the dark about your customers and social followers.**

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Lots of mentions is a good thing, right? Sure, in many cases. But if you're getting lots of mentions with a negative sentiment, you need to do some quick thinking to figure out what's gone wrong and address the problem.

Hootsuite's social engagement coordinator, **Nick Martin**, defines social media sentiment as "the perceived positive or negative mood being portrayed in a social media post or engagement."

While it's important to know how much people are talking about your brand online, it's also important to know how people actually feel about your brand.



Using social media for your business allows you to stay on top of **sentiment analysis** so you can protect your brand reputation.

**Bonus:** Get the **step-by-step social media strategy guide** with pro tips on how to grow your social media presence.

## 19. Keep an eye on the competition

It's also important to know what people are saying about your competitors.

For example, tracking mentions of your competitors might reveal pain points with their products that you could reach out to address, winning new customers in the process.

When Uber Canada launched a promotion to deliver free ice cream for a day in Vancouver, things went **spectacularly wrong**. People couldn't get their free ice cream, and they were not happy about it. They took to social media to complain.

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The social team at Skip The Dishes saw an opportunity and reached out to people complaining about Uber with a free ice cream delivery of their own, in the form of a Skip The Dishes credit. All those Uber haters quickly turned into Skip The Dishes fans, and new customers (since you had to create a **Skip The Dishes Account** to get your free ice cream).

**Thanks for delivering free ice cream to the office @SkipTheDishes. When #UberIceCreamFAIL , #skipthedishes saves the day! Happy Friday! [pic.twitter.com/3Se2AbbdFj](https://pic.twitter.com/3Se2AbbdFj)**

**— Leavetown (@LeaveTownNow) August 25, 2017**

Monitoring the competition on social media also means you'll be aware when your competitors launch new products, run promotions, and release new reports or data.

## 20. Stay on top of industry news

In the online world, things move fast—and you can't afford to be left behind. Keeping a virtual ear to the ground through **social listening** makes sure you're always informed about upcoming changes to your industry that could affect the way you do business.

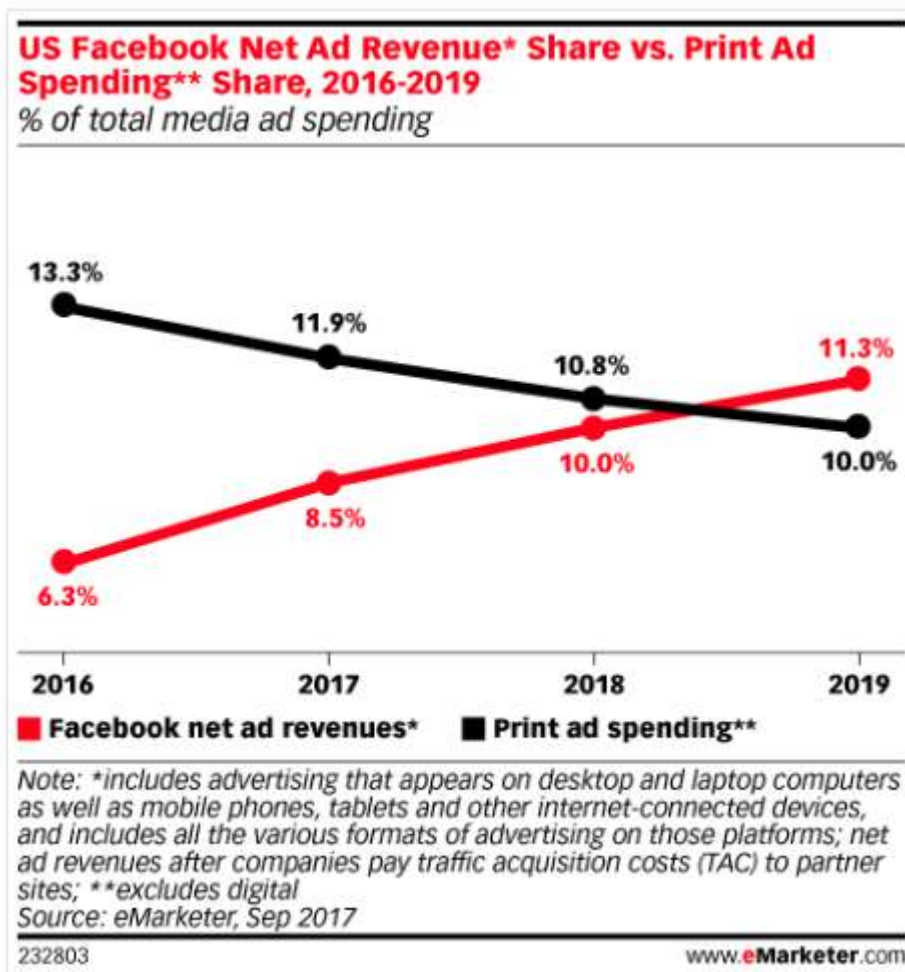
## Benefits of social media for advertising

### 21. Targeted advertising

**Social ads** are an inexpensive way to promote your business and distribute content. They also offer powerful targeting options so you can reach the right audience and make the most of your budget.

Savvy marketers have embraced this key benefit of social media for business: They will **spend twice as much** on **Facebook ads** in 2018 as they will on newspaper advertising.

# 23 Benefits of Social Media for Business



With ad targeting options including **demographic information**, geography, language, and even online behaviors, you can craft specific messages that best speak to different groups of potential customers, and only pay for the exact viewers you want to reach.

## 22. Retargeting

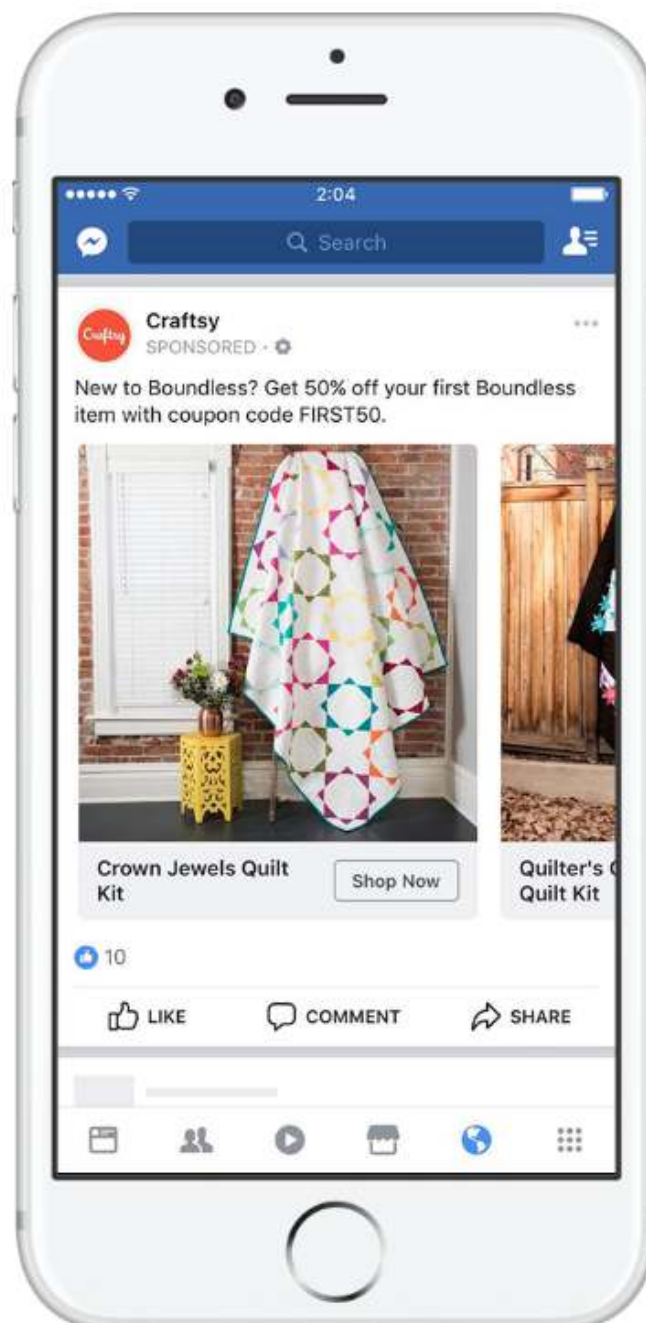
Nearly **70 percent of online shopping carts** are abandoned.

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People who have abandoned products in a shopping cart are prime potential customers. They have already found your website, browsed your products, and made a decision about what they might want. People abandon shopping carts **for many reasons**, but someone who has expressed this degree of interest in your company should not be ignored.

Using tracking tools like the **Facebook Pixel**, you can show these potential customers social media ads for the exact products they have browsed on your website or placed in the shopping cart.

For example, the craft site **Craftsy** used retargeting Facebook ads to promote products to people who had already interacted with a product page on the Craftsy site.



# 23 Benefits of Social Media for Business

**The campaign** saw a 4.3 times return on ad spend and 33 percent increase in Facebook-driven revenue.

## Benefits of social media for proving ROI

### 23. Reporting and analytics

It is always a challenge for marketers to **prove return on investment**. But with social media tracking and analytics tools, you can see the full impact of your social media activities, from follows to engagements right through to purchases.

Tools like **Google Analytics** and **Hootsuite Impact** track website traffic generated from social media, conversions, email sign-ups, and ROI for both organic and paid social media campaigns.

**UTM parameters** are another great tracking tool that will help you see which social networks are providing the most benefits for your business.

**Use Hootsuite to easily manage all your social media channels from one dashboard. Grow your brand, engage customers, keep up with competitors, and measure results. Try it free today.**

## Bamsh Social Media Services

**Bamsh Digital Marketing offer three services to generate leads for businesses through social media:**

1. All of our SEO services include posting to social networks, to get those "social signals" that Google loves.
2. Social Posting Strategy - We devise a strategy around your customers buying cycle, then build a strategy leading up to a purchase, at the time of purchase and post-sale.
3. Paid and sponsored social postings, if created and managed correctly, can drive huge volumes of traffic from people interested in your products or services. Social media can deliver a fantastic cost per leads.

[Learn more](#)



# 10 Best Social Media for Small Businesses 2018

Site

## Best Social Media Sites for Businesses

**The purpose of social media for businesses is to attract, engage and retain customers. After evaluating most of the social media sites out there, we've put together a list of the best social media for business owners. Every business is familiar with Facebook, Twitter, Instagram and LinkedIn but you may need others based on your industry.**

**As you'd expect, managing multiple social media sites plus online business directories is next to impossible. Small businesses need a tool like [Yext](#) to keep track of their listings, reviews and other public information. Yext allows you to scan your business listings for free to ensure you're on top of your listings and that you have a unified brand message across platforms.**

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[Google My Business](#)

[Yelp](#)

[Foursquare](#)

# 10 Best Social Media for Small Businesses 2018

## How We Evaluated the Best Social Media for Businesses

**Businesses looking for the best social media sites are typically looking for an engaging way to promote their brand and interact with current and future customers. However, there are a ton of social media sites out there and it's hard to focus on them all. Therefore, we compared and contrasted the major social media sites to figure out which ones are best for you.**

**Here are some of the criteria we used:**

- **Cost:** Need to be free of charge
- **Popularity or reach:** We selected only sites with millions of active users
- **Audience:** Different businesses cater to different customer segments, and it's important to identify the social media platforms where your ideal customer interacts
- **Suitability for small businesses:** We chose the ones that have a proven track record of effectiveness with small businesses
- **Features for advanced use:** Some social media sites have opportunities for greater engagement, such as paid ads and boosted posts, which can be beneficial for small businesses
- **Ease of use:** The sites we selected have widespread acceptance, making them easy for small business owners to learn and use
- **Geographical targeting:** Because many small businesses have a geographical focus, we selected social media sites that allow geotargeting

**As part of a standard marketing strategy, every business should be on Facebook, Twitter, Instagram and LinkedIn. Depending on the nature and scope of your business, you should also consider adding additional social media sites to your marketing strategy. For example, if you're a brick-and-mortar business, make sure you're on Google My Business and Yelp. We discuss the specific types of social media sites and what business each is right for below.**

# 10 Best Social Media for Small Businesses 2018



**“A lot of businesses make the mistake of thinking they have to be on every social media or review site. In reality, you need to be on the right ones. For every business, that’s Facebook, Twitter and LinkedIn. For local businesses, that means Google My Business and Yelp.” — Kent Campbell, CEO, [Reputation X](#)**

# 10 Best Social Media for Small Businesses 2018



## 1. Facebook

**Type of audience:** General; the majority of adults in the United States are on Facebook

**What to share:** Business news, products, announcements, articles, and more

**Monthly traffic:** 2.2 billion

**Recommended post frequency:** 3-7 times per week

Facebook is the world's largest social media site and should be a part of any businesses marketing efforts due to its size and effectiveness. **Almost everyone** in your target audience is on Facebook. Therefore, every business, regardless of industry, size, focus or approach, should at least have a Facebook business page and remain active with posts and updates.

First, simply sign up for a **Facebook business page**. Next, you should add your business information to your page like hours, location and photos. Once you've set up your Facebook page, post updates at least once a day about your products, events, tips and tricks, business happenings or any other type of content that might appeal to your target audience.

In addition to creating a Facebook business page, you can also advertise on Facebook. For more information on how to do this effectively, check out our ultimate guide on [Facebook advertising](#).

# 10 Best Social Media for Small Businesses 2018



## 2. LinkedIn

**Type of audience:** Professionals in any industry

**What to share:** Updates about your business's activity, links to interesting or relevant content

**Traffic:** 500 million users (with LinkedIn accounts)

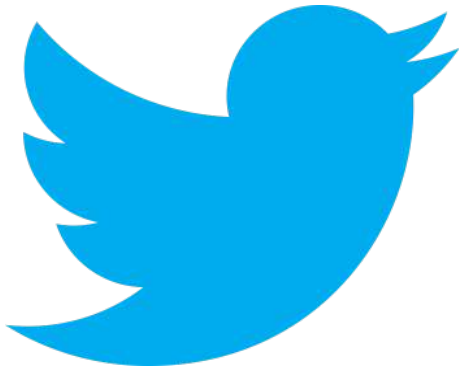
**Recommended post frequency:** 1-4 times per week

LinkedIn is the ultimate social media site for professionals and businesses. It has long been recognized as an individual's online resume, but it's also a place where business-to-business (B2B) professionals network, make sales and become thought leaders. [LinkedIn marketing](#) is valuable for B2B businesses since it gives you the greatest visibility among potential clients, partners or customers.

Every small business should at least create a LinkedIn business page as a matter of course. Doing so ensures that they possess a credible presence on the world's largest professional social network. Once you create your business listing on LinkedIn, you should post daily updates about your business or link to helpful content relevant to your industry.

In addition to creating a LinkedIn business page, it's also a great way to source employees and potential hires. For more information on how to find great employees on LinkedIn, read our LinkedIn guide on [how to find employees](#).

# 10 Best Social Media for Small Businesses 2018



## 3. Twitter

**Type of audience:** Tech-savvy users spanning the age spectrum

**What to share:** Time-sensitive updates, business information, shout-outs and retweets

**Monthly site traffic:** 275 million

**Recommended post frequency:** 1-3 times per day

Twitter is a social platform where users broadcast messages (280 character limit), videos and images to their followers. Twitter is an ideal social media site for businesses whose target audience consist of tech-savvy customers who want information in bite-sized chunks. As the world's third-largest social media site, it's also an essential platform for any business to gain a presence and establish their brand identity.

To create a Twitter profile, visit the [Twitter for Business page](#) and sign up. When getting started on Twitter, you'll want to follow other relevant brands and users in your niche. Post updates, link to helpful articles or retweet other users three to five times a day. Check your direct messages regularly since some customers may use your Twitter account as a de facto helpline.

# 10 Best Social Media for Small Businesses 2018



## 4. Instagram

**Type of audience:** Urban and suburban millennials with a slight female skew

**What to share:** Eye-catching visuals, product photographs, events, people and behind-the-scenes stories

**Monthly traffic:** 800 million

**Recommended post frequency:** 3-5 posts per week, 1-15 stories per day

Instagram, owned by Facebook, is the ultimate visual social media platform. Users are mobile, millennial and highly engaged. The **average Instagram user** spends from 24 to 32 minutes a day on the app. Instagram is an effective platform of choice for businesses that cater to millennial consumers.

**Sign up** for Instagram and download the app. Post at least one photo and three to 10 stories per day about your business, products or customers. Pictures of faces, pets and **flatlays** are all popular on Instagram. Small businesses can benefit from Instagram's geotags and hashtags to jump on trending topics and get noticed in local areas. For more information, check out our article on the best **Instagram marketing tips**.

In addition to posting on Instagram, you can also advertise your business on it. For more information on how to drive engagement via Instagram ads, check out our ultimate guide on **Instagram advertising**.



# 10 Best Social Media for Small Businesses 2018



## 5. YouTube

**Type of audience:** General consumers seeking entertainment or doing general research

**What to share:** Informational, educational or entertaining videos

**Site traffic:** 1.57 billion monthly active users plus 3 billion searches per month

**Recommended post frequency:** 1-3 videos per week

YouTube is the world's largest video site as well as the 2nd largest search engine after Google search. YouTube is particularly well-suited to businesses that cater to consumers, especially those that can use a how-to angle in their videos, such as a local landscaping company, mechanic or photography business.

YouTube requires a bit more time and effort than most of the other social media platforms on this list. Because it's a video sharing site, you'll need to create **custom videos** about your company, products or services.

It's best to start with a collection of five to 10 videos and post at least one video per week. Videos should be from three to 10 minutes long. Your videos don't need to be entertainment-oriented. They can be informative or instructional. Many of the videos that perform best on YouTube are how-to videos, animated explainer videos or interviews.

# 10 Best Social Media for Small Businesses 2018



## 6. Google My Business

**Type of audience:** Any Google users searching for any types of local businesses or service

**What to share:** Create a thorough profile for your business

**Monthly site traffic:** Google processes 3.5 billion searches per day

**Recommended post frequency:** Not applicable

**Google My Business (GMB) is Google's business directory, which allows your business to appear on Google maps, show up in local queries and receive ratings and recommendations. It is the world's largest business directory, which makes it essential for every local business with a physical location to claim their listing and establish a presence.**

**First, create a GMB listing, which lets customers find your address, company information and ratings in the "local pack" of the search results. Once you claim your location, your customers can find you online, rate you, recommend you and identify features about your business that compel them to visit you.**


**It's very important to fill out every possible bit of information — from store hours to prices to photos. The more information you provide, the better presence your business will have. Businesses with a GMB account will always outrank any business that lacks a GMB account due to the "local pack" search engine results page. For more information, check out our detailed article on [Google My Business](#).**

# 10 Best Social Media for Small Businesses 2018

tacos in greenville sc

All Images Maps News Shopping More Settings Tools

About 424,000 results (0.72 seconds)



Rating Hours

**Papi's Tacos**  
4.1 ★★★★★ (95) · Mexican  
Unique counter serve for Mexican staples  
300 River St #123  
Comfort food · Small plates · Quick bite

**Taco Casa**  
4.2 ★★★★★ (243) · \$ · Mexican  
Snug cash-only joint for Mexican basics  
1002 N Pleasantburg Dr  
Cash only · Comfort food · Small plates

**ASADA**  
4.7 ★★★★★ (196) · Latin American Restaurant  
903 Wade Hampton Blvd  
Opens soon · 11:30AM

More places

**These Google results are known as the "local pack."**

Google My Business search result example

# 10 Best Social Media for Small Businesses 2018



## 7. Yelp

**Type of audience:** Customers recommending, dining at or shopping at local establishments

**What to share:** Build a full profile and to keep business information up to date and consistent

**Monthly site traffic:** 170 million visitors monthly

**Recommended post frequency:** Not applicable

**Yelp** is a local business directory and search site that allows customers to provide ratings and recommendations based on their experience. Customers who find your business will also search for your business on Yelp in order to see your star ratings and make a decision as to whether they will visit, eat, purchase and so on.

Listing your business on Yelp makes it easy for customers to find you in Google search. Customers use Yelp as a search engine, finding locations that have high review. **As Harvard research has demonstrated**, higher star ratings on Yelp lead to an increase in revenue.

Yelp is primarily a review site, encouraging customers to give you a star rating and write about their experience — the good and the bad. This is a double-edged sword. If your service and experience are poor, your ratings will decrease, which can turn customers away.

With that in mind, it's still important for local businesses to build out their Yelp profile and encourage positive (such as five-star) reviews. For more information, check out our article on how to use **Yelp for business**.

# 10 Best Social Media for Small Businesses 2018

The screenshot shows a Yelp business page for 'Birds Fly South Ale Project'. The page includes a search bar at the top with the text 'Find tacos, cheap dinner, Max's' and 'Near Berlin'. Below the search bar are navigation links for 'Restaurants', 'Nightlife', 'Home Services', 'Write a Review', 'Events', and 'Talk'. The business name 'Birds Fly South Ale Project' is prominently displayed, along with a 'Claimed' status, a 32-review rating, and a price range of '\$\$'. A map shows the location at '1320 Hampton Ave Ext, Greenville, SC 29601'. The page features several photos, including a sign for the business and a couple holding a beer. A review section shows three reviews with photos of reviewers. A 'Hours' section lists the business's operating times, and a 'More business info' section provides details on take-out, credit card acceptance, and mobile payment options.

**Yelp Business Page example**

**When you list your business on local directories like Yelp, Google My Business and Foursquare, it is important that your name, address, phone number and important branding information be consistent across each one. Any discrepancy can confuse search engines and customers. To maintain consistency, use a free service like Yext. Yext allows you to monitor all your local listings and review sites.**

[Visit Yext](#)

# 10 Best Social Media for Small Businesses 2018



## 8. Foursquare

**Type of audience:** Customers wanting to visit popular or trendy locations and share socially

**What to share:** Build a complete and consistent business profile

**Monthly site traffic:** 50 million users

**Recommended post frequency:** Not applicable

Foursquare is a social media app for the purpose of checking in to locations like restaurants or stores. It is ideal for brick-and-mortar businesses who want more visibility. When a Foursquare user visits a local bar, he or she will check in to that location the app, rate it and write a review. Reviews are visible to the public. giving that business another source of leads.

Foursquare helps your business to spread virally through active and influential Foursquare users. All you need to do is [claim your listing](#), create your profile and allow customers to find you. Although Foursquare isn't nearly as popular as Google My Business or Yelp, it still provides search traffic and more visitors to your local business.

# 10 Best Social Media for Small Businesses 2018



## 9. Pinterest

**Type of audience:** Millennial and middle-aged females with disposable income

**What to share:** Recipes, wardrobe, design, deco, organizational and craft ideas

**Monthly site traffic:** 175 million

**Recommended post frequency:** 1-5 times per week

**Pinterest is an online pinboard where users can save and organize images that link to products, articles or other content. Pinterest is the social media platform of choice for businesses that cater to a primarily female customer base. Some of Pinterest's best features are its ability to organize content, borrow inspiration from other users' pins and search on specific topics.**

**Getting started with Pinterest is a simple matter of [signing up](#) then creating a board with pins. Although it can be effective for female-centric customer bases, it does take considerable time to set up a comprehensive and attractive pinboard. To use Pinterest to its full advantage, create pinboards that deal with your products and provide users with inspiration for using them.**



# 10 Best Social Media for Small Businesses 2018



## 10. Snapchat

**Type of audience:** Millennials (85% of Snapchat's users are between the ages of 18 and 34)

**What to share:** Daily activities, tips and tricks, updates, behind the scenes videos and selfies

**Site traffic:** 187 million daily active users

**Recommended post frequency:** 1-10 times daily

Snapchat is a multimedia app that allows individuals and brands to send videos, text and selfies (with filters) to friends or groups. Snaps are impermanent, which creates a story-like flow to your messages. Brands can use Snapchat to communicate with their audience, but it's important to note that it is most effective for business-to-consumer (B2C) brands selling to a millennial audience.

Sharing on Snapchat is similar to Instagram or Facebook — [set up an account](#), download the app and start sharing 1-10 snaps a day. As you follow other brands and keep up a regular cadence of snaps, you can build an audience and curate a brand. If you intend to use Snapchat, make sure there is an alignment of your brand vibe with the app's primarily millennial user base, as it's not one of the best social media for business and your efforts might be better spent elsewhere.

## The Bottom Line – Best Social Media for Business

In today's marketing environment, you should be using social media for business. The best social media for business depends on the nature of your business but, at a minimum, you should create accounts on Facebook, LinkedIn, Twitter and Instagram. Local establishments should also create a listing on Google My Business and Yelp.

Maintaining consistency and monitoring your local listings is also important since inconsistency in your business listing can ruin your local marketing efforts. [Yext](#) gives you complete oversight on your local listings, including review sites and local pages. Try it out today by scanning your listings for free.