

# 10 Tips to Help You Get New Customers on Social Media



Whether you're a shop or a service, marketing your business on social media can help you pivot in the age of social distancing. Here are some tips from our friends at Ripl on how you might be able to connect with your customers using social media during this challenging time.

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## 1. Use relevant hashtags

One of the most powerful ways to connect with your customers on social media is by using hashtags. On Instagram and Twitter, people regularly search hashtags to find content relevant to their interest. When you post, make sure to include a few hashtags in order to reach new audiences.

A good guideline is to use a hashtag that doesn't have more than 500,000 associated posts. This can help you avoid having your post drowned out in a sea of other posts and ensure your own post is visible to more customers.

## 2. Partner with your neighbor

Whether it's partnering with another neighborhood business, charity, or figure in your community, network with them and see if you can collaborate on creating a social media post together.

## 3. Provide outstanding customer support on social media

For prospective customers, a critical aspect of social media is in the way you provide customer support. People want to know that a business that they consider purchasing from has good customer service. It's important in today's business environment since so many small businesses compete with each other.

## 4. Optimize your social media links

Here is a simple tip that's often overlooked: make sure that all of your social media channels include a link to your website. This is important for every small business. Add a link to your website to your profile pages, about pages, to the top of your profile, and more.

## 5. Create eye-catching graphics

Since many people use social media, there's a lot of competition in attracting customer attention. By creating eye-catching posts, especially if these posts include video, you have a better chance of grabbing the attention of new customers.

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## 6. Create taggable content

Encourage your audience to tag a friend! Of course, whether your audience actually follows through with tagging people depends on how engaging your content is. Good humor tends to get people to share, but you can also rely on interesting captions.

We also recommend always tagging your business location in posts. By tagging location, potential customers from around your local area can find your business!

When it comes to tags, you can tag social media posts AND stories. So don't be afraid to use tags in both!

## 7. Create shoppable content

You can help attract new customers by making it super easy to purchase your products. Platforms like Pinterest and Instagram have "shoppable" posts that allow customers to buy a product without ever leaving the social media platform. If you happen to sell retail products, this is a great option for you.

## 8. Offer a deal on one of your products

This is a bit of a no-brainer, but a good deal is a great way to try and attract new customers. Customers are always looking for deals, so use this to your advantage and announce a promotion for one of your products. Make sure to market this promotion on social media, so your potential customers can take advantage of it!

## 9. Encourage your customers

For your social media posts, make sure that you think about what you're encouraging customers to do. Don't be afraid to encourage customers to purchase a product or call your store for more info. If you aren't leading customers to an action, then what's the point?

## 10. Encourage and promote reviews

Finally, keep an eye on your review ratings on social media platforms. If you want to try and attract and retain customers, encourage people to leave reviews, and to respond to any negative ones. This is especially applicable to people who sell on eCommerce platforms where your reviews affect how you appear in the search results.



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