The Social Media Playbook for Entrepreneurs
Contents

1. How to Create a Business Presence on LinkedIn ........................................ 5
2. Creating a Mini Facebook Strategy: Starting Out ........................................ 9
3. What You Need to Know About Twitter for Business .................................. 13
4. The Secret Lead Power Locked Inside Pinterest ........................................ 15
Conclusion ........................................................................................................ 17
HOW TO CREATE A BUSINESS PRESENCE ON LINKEDIN

LinkedIn is a great platform for on-the-rise small businesses. Here is what you need to know about creating a business presence on LinkedIn in 2020.
How to Create a Business Presence on LinkedIn

Wondering how to build a business presence on a platform like LinkedIn? This article outlines how to get started with the top five strategies that make LinkedIn an asset for small business growth.

In the competitive world of social media, LinkedIn stands out as a tool for entrepreneurs who want to harness the power of networking. The platform is nearly 700 million users strong, and it offers business owners some unique benefits that can’t be found anywhere else (sorry Facebook).

First-time entrepreneurs will find that a professional presence on LinkedIn rapidly builds community trust, credibility and connects them with a wide array of useful partners and contacts. From utilizing advice in groups, to sourcing opinion for your industry blog – this is one platform that delivers.

Let’s take a pragmatic look at ways to use LinkedIn for business, and how to create a dedicated presence on this – the most valuable – social business network online.

Five Strategies for a Sustainable LinkedIn Presence

Is LinkedIn worth it for small businesses? The answer is a resounding yes! People are on LinkedIn to talk about business, do business, and explore opportunities that interest them.

As a newcomer to your chosen niche, there are a number of ways to establish your brand as the one to pay attention to in the future. Here’s where to begin.

- Create a LinkedIn company page (and optimize it)
- Join five of the highest value groups in your niche
- Start blogging on the LinkedIn blog
- Sign-up for a premium business account and do some outreach
- Connect with niche leaders in your area and engage them

By performing the last four activities regularly, you will create a significant business presence on the LinkedIn platform. Over time, this will come to be one of your most rewarding social platforms.

#1: Create a LinkedIn Business Page

To start a business presence on this platform, you need to focus on visibility and engagement. The first step is to create a business page for the company.

A professional LinkedIn profile for small business owners is an excellent way to improve reputation and credibility when prospective clients, partners and customers search for you online. This needs to be done strategically, with high quality writing, SEO, and media (video and images).
• Sign-in using your personal LinkedIn account
• Navigate to the work icon (top right) > click create a company page and choose ‘small business’
• Spend some time completing the page (focus on the description)
• Have 5-10 days’ worth of daily posts lined up for publication

A small business LinkedIn page should contain niche keywords so that people can discover the page as they use the platform’s search function. Consider what terms and phrases individuals will use to find your products or services, and include them throughout your page content.

To know how to make a good LinkedIn company page for your business, check out the competition.

#2: Join Key LinkedIn Groups

Once your professional page is up and running, find and join a number of LinkedIn groups that are relevant to your business. The goal is to target at least 5, with fair-sized communities and active engagement that happens on a daily basis.

• Join at least 5 prominent LinkedIn small business groups (in your niche)

LinkedIn groups are a secret source of incredible business knowledge, networking power and free advice. Members regularly refer other members to valuable resources, pass along the latest tools, and swap online techniques in real time with each other.

To grow your LinkedIn business page, engage in groups every day, or every other day. Look for questions and answer them if you can add real value. Don’t be afraid to ask questions, and give others the opportunity to share their expertise.

Find interesting articles or videos and share them, and actively hold ongoing conversations on their messenger service with other business owners or experts. This is how your network will expand, and it unearths all sorts of great partnerships and local opportunities if done right.

• Find guest bloggers for your blog in groups

Source the top groups in your local area or niche industry to start connecting – and never overtly promote your business in these groups unless expressly asked.

#3: Publish a Blog Post Every Week

Publishing a LinkedIn blog post at least once a week has many benefits for your new company. For one, the connections that are made through groups will get to know the brand through your stories.

At the same time every LinkedIn blog shows off what you know, and what your company does in the world. It’s a place where brand stories will be shared, discussed, and promoted.

The visibility and engagement that comes with publishing on LinkedIn makes it worth the time and effort. While enhancing your business presence, it extends the SEO reach of your company. Each post is an asset that works to establish the company as a leader in its field.

As a nice bonus, LinkedIn blog posts will funnel visitors to your business website. The platform is known for creating more leads than any other social network.

#4: Get LinkedIn Premium

If the goal is to drastically improve your network, knowledge, and skill sets – this is a mini shortcut to doing just that. Acceleration is a small business advantage!
There are two big reasons for investing in a premium LinkedIn account:

- The ability to **use Inmail to reach people outside of your business network.** As an inbound strategy, read an article by an expert, find them on LinkedIn and thank them – mention that the article has been shared by your network. Do not ask for anything. Most of the time, this results in a new (high quality) industry connection.

- **Access to LinkedIn learning courses** comes with premium accounts. These courses are extremely well made, comprehensive and packed with value. If there’s something an entrepreneur needs to brush up on (like accounting, or sales) this is where to do it.

When courses are completed on LinkedIn learning, they can be displayed on personal profiles. Ongoing education is a good sign for investors, partners, or potential clients.

#5: Engage with Niche Leaders

Small business owners who spend an hour on LinkedIn every day, engaging and connecting with different people from around the world – **eventually get noticed.**

One way to speed up this process, is to follow experts and provide them with thoughtful, valuable comments underneath their LinkedIn social posts, and on their blogs. Niche leaders love interesting perspectives, fresh angles, and carefully crafted wisdom. This sometimes converts into guest invitations on blogs, in publications, videos and on podcasts.

Never waste a second directly selling your company to an audience on LinkedIn. Instead, gradually establish a strong brand presence on the platform, populated with an exciting business page, **engaging comments**, quality blog posts and interesting media shared for others in your niche.

This is how to create a memorable brand presence on LinkedIn for your small business.
CREATING A MINI FACEBOOK STRATEGY: STARTING OUT

A mini Facebook strategy can boost the community on your small business page. Here’s how to create a quick and simple growth strategy to get people liking your page.
Creating a Mini Facebook Strategy: Starting Out

Is there a simple Facebook strategy that gets your small business page off the ground? These are the fundamentals of launching an engaging Facebook page, together with an easy-to-maintain plan.

There are more than 90 million small companies that use Facebook and its products to reach their customers online. Facebook has proven itself to be a great place to engage with various audiences, and to build a vibrant community of repeat buyers around a brand.

Entrepreneurs eagerly join the platform, expecting sudden and ongoing sales. Soon, they discover that finding and keeping an audience is harder than they thought! With a few minor adjustments to your mindset, and some useful Facebook marketing tips, successful strategy is still achievable.

Here is how to put a mini Facebook strategy in place that will guide your daily practices on the platform.

Facebook Marketing for Small Business: Start with Strategy

As a successful venture capitalist once said, “strategy is easy...tactics are hard.”

Yet for inexperienced small business owners, strategy is often forgotten, or mistaken as the day-to-day tactics they perform on the social media site in an attempt to sell their wares.

Strategy is essential for succeeding on a platform like Facebook. Competitors are already there, and they have many years of experience nurturing audiences and priming them for conversion. As a new page, you are starting out with no likes and followers, no engagement, and no reputation.

This is ground zero.

Before you try to sell anything to anyone – there needs to be a community to sell to. That’s why your first Facebook strategy should focus on goals built around brand awareness and audience discovery – and retention. Ignore overt sales for this part, or they are likely to scare potential followers away.

#1: Setting Goals for Brand Awareness

The first step to a solid mini strategy for Facebook is to understand the goals involved. Entrepreneurs must focus on these goals and shape their tactics around them.

Some 34% of Facebook marketers and 70% of social media marketers want to increase brand awareness – because they know it’s the best way to build a community of engaged followers.

As a small business, these are the goals that matter:

• Establishing reputation, authority, and relevance
• Gaining credibility
• Increasing website traffic
These top-level strategic goals are meant to guide everything from the daily tactics that are used for audience acquisition, to figuring out how to secure a Facebook community that regularly clicks over to your business website. Use them to shape a mini strategy for your page.

#2: Pairing Goals with Achievable Facebook Metrics

Facebook isn’t the same for every business owner or marketer. What works in one niche, sometimes does not translate into another. To optimize your time investment, it is best to measure the tactics that you use on a daily, weekly, and monthly basis – to see if they are working.

That is why goals need to be paired with metrics. A metric is a standard of measurement that will shed light on whether the tactic used has value or needs to be changed to achieve the goals that have been set that month.

**Facebook metrics for brand visibility:**

- Likes (the size of the community)
- Post reach (how many people are seeing the content)
- Facebook referral traffic (how many people are clicking to the website from Facebook)

These basic metrics should increase with every post, or tactic that a small business owner executes for their page. Keep in mind that it is nearly impossible to expand a company page on Facebook without hyper-relevant posts that spark engagement for a specific audience (organic) or by investing in Facebook advertising. This is the reality of the Facebook algorithm.

#3: Free Up Your Precious Time to Engage

Small business owners have a tight budget, and because of that – a lot of them end up doing their own Facebook marketing and run their own Facebook pages. This is despite having no previous experience with the platform, and not having the time to invest in daily content and promotions.

Part of a good strategy is about resource division – buying time and skill. In exchange for very little, you get the benefit of professionally done content, and have time to implement a plan.

**Here is how to simplify your infrastructure:**

- **Hire a freelancer** to setup the Facebook business page (design, writing, SEO)
- **Hire a freelancer on a marketplace like Fiverr** to create a set of 10 brand-centric Facebook posts each month
- Spend an hour sourcing 10 relevant conversation-starting articles, videos, or podcasts
- **Schedule these posts** to publish at the same time every single day

Consistency is half of the battle. By automating this process for a small ($50-$100) outlay, your time is free to engage with your audience, which is where the real Facebook magic happens.

Most entrepreneurs are not content creators. They get stuck spending all of their time populating the page, and never get to marketing it or implementing an actual Facebook strategy, with metric targets to guide their tactics. Make the process easier and consider outsourcing some of the more automated steps.
#4: Start Slow With a Few Basic Tactics

There are a million ways to execute a million different Facebook tactics. Don’t do them all at once. Scale is the most important feature of a smart social media strategy.

Initially, once the daily content is automated and rolling as a baseline, you will want to engage in the following tactics to stimulate audience discovery and conversation.

- A weekly live video
- Join one large niche-relevant Facebook group and engage every day (offer value!)
- Like other Facebook business pages and be a top commenter (never sell, only chat)
- Start a group of your own (post daily)
- Run a Facebook Ad

A mini strategy can focus on 1-3 of these daily, for a single hour. Engagement, presence and adding conversation to Facebook is a sure-fire way to crack the algorithm. Plus, high visibility encourages an audience to engage in return, because they know someone is always checking in.

Savvy entrepreneurs that do this well will grow their Facebook communities, without much investment. If no budget is available or only a shoestring budget is possible, scale this way down to a post or two a week – but keep up the high engagement.

#5: A Facebook Community of 5000 Genuine People

On this journey, you will achieve certain milestones. The first time the page hits 1000 likes, then 3000 – then 5000. The benefit of scaling with a mini-strategy on Facebook is that it can be handed over to an intern or social media employee when the time comes.

A community of 5000 engaged followers that frequent your online business and like, comment and share the content from your brand is extremely valuable. Shortcutting an audience like some companies do, when they buy likes and followers leaves you without these benefits.

In social media marketing, 100 active members is more valuable than 100,000 bots, fake accounts or foreign followers that never have any intention of buying from you. Don’t be tempted. Ultimately there are no shortcuts if real sales, real engagement, and real growth is what you’re after.

To recap: Start marketing on Facebook by establishing strategic goals. Link them to metrics, and shape tactics around them. Automate your content as much as possible for consistency and free the time required to engage in person. Begin small and scale when things start working.

“A mini-Facebook marketing strategy will do more for a new business page than skipping vital steps and muddling through a jumble of unmeasured, hasty tactics. Plan ahead to get ahead.”
WHAT YOU NEED TO KNOW ABOUT TWITTER FOR BUSINESS

Start using Twitter for business with this easy to follow resource. Go from zero to highly engaged followers with this no-nonsense audience-building advice.
What You Need to Know About Twitter for Business

How should a small business use Twitter? Here is what you need to know about why entrepreneurs grow a Twitter presence, how to get an audience there, and what it can be used for.

Twitter has been around for a long time – about 14 years. With an active user base of 330 million monthly active users, only 10% of that user base writes 80% of the tweets on the platform. It was the first social network to embrace short-form content, and it still does.

The question is, should a new e-commerce website spend time, effort and investment growing a Twitter following in 2020? The answer is yes, with a focus on using it for specific goals. This article will walk novice users through getting started on one of the trickiest social media platforms online.

Here is what entrepreneurs should know about why Twitter is still relevant, and how they can take advantage of the microblogging platform to enhance their business.

Why Should My Small Business Be on Twitter?

Twitter is a mainly mobile medium that has gained a reputation as a breaking news source. People on Twitter attend live events, and they tweet about it. They also tweet opinions, expertise and commentary as things happen. Microblogging is a way for everyone to engage with little effort.

There is no better platform for real-time, instant news and events than Twitter.

Visibility is something every small business needs to consider, when formulating their social media strategy. A big part of gaining credibility, increasing content virality and growing reputation comes down to how a new business takes part in current niche events.

Twitter can be used to enhance many important aspects of business. For a brand-new company, it’s a great platform for gaining positive PR, participating in relevant niche discussions, and getting the word out about your products and services.

What Should I Use Twitter For?

Twitter can help get the word out about anything – its main power being virality. There are millions of people waiting for the next engaging discussion, three-dimensional topic, or big idea.

Twitter should be used for:

• Live Twitter chats or Q&A’s
• Discussing important topics with niche consumers
• Connecting with journalists for guest opportunities
• Providing real-time customer service
Live Twitter sessions not only attract followers to an account, they cause a storm of engagement. Some 38% of Twitter users are more likely to post opinions about a brand and its products than other social media users. There is valuable feedback to be gained on a platform like this.

There are also a lot of verified journalists on Twitter, and they’re on the platform to find interesting companies, news, and viral discussion to write about.

If a small business can create buzz with their content or products and create something newsworthy or worthy of discussion – it may get picked up by the press. This means free exposure and PR opportunities for the company.

What is The Value of Growing a Twitter Audience?

The whole point of Twitter is conversation, and that is where the value lies. The larger a company’s audience gets, the more engagement and buzz it will create.

A Twitter audience is a community of people who are always willing to engage in an exchange with your company. This is useful for a number of business reasons.

- Market research
- Monitoring and tweaking customer sentiment
- Testing new ideas or products
- Getting to know what consumers want
- Listening to feedback for positive change
- They help spread content as brand advocates

Whenever a company needs to launch a product for example, Twitter can be a fertile testing ground for what sort of a response the product will get. Audience value on Twitter directly translates into sales – because it’s where everything from reviews to blog showcases can be secured.

How Large Should My Twitter Audience Be?

A larger audience is always better on social media – but on a platform like Twitter this isn’t necessarily the case. Twitter is known for bots, and oppositional followers who can and will create negative sentiment around a company if given the chance.

An audience on this platform mustn’t be judged by numerical value. A company could have 10,000 Twitter followers, yet only 20 comments per tweet. Their value is not in the vanity metric representing their audience size, it’s in the 20 people engaging with their content and company.

Instead of fixating on a number, focus on engagement quality. If the content being posted isn’t inspiring conversation, it’s time to rethink the content. It’s so easy to spend time populating a Twitter feed with content that does nothing, but ultimately, it’s a waste of time.

Ditch the numbers game and refocus on getting more comments, likes and shares.

What Growth Strategies Should I Use on Twitter?

Because Twitter is a short-form social media network, things happen there at blinding speeds. Attention spans are shorter than normal, so rich media is the way to go. Here are some techniques that will help a small business owner expand their audience and grow on Twitter.
Post Videos

The second reason people use Twitter is to watch relevant, unique videos. It’s a known fact that videos on the platform get ten times as much engagement, so video is a path to better conversations. Get people chatting about your company with Twitter videos.

Use Advertising

Twitter ads are particularly effective for driving traffic and getting clicks to product pages. This is especially true if the ad is made by a creator and not an ad agency or large brand.

The people on Twitter value individual creators and the authenticity they bring to the platform. As a result, users spend 24% more time on Twitter ads made by creators than big brands.

Schedule Posts

Real Twitter growth (the vanity numbers game) only happens when a company posts multiple times a day, every day. This can be streamlined to 3 posts a day, that are scheduled – and an hour dedicated to making conversation and connections with consumers.

Use Hashtags

Not all hashtags are equal, and Twitter has their own set that reach certain communities. If an entrepreneur wants their tweets to be seen by the maximum amount of people, using the right hashtags at the right time is key. The Hashtagify tool helps with this.

Create Tweetables

As a company, you may have a blog or other forms of high value content that are being created to build an online presence for the brand. From each post, select short ‘tweetables’ or quotes, that other creators and companies can retweet.

Twitter is an amazing small business resource when used in these ways. From increasing brand visibility and awareness, to encouraging conversation around niche product topics – there is no better platform than Twitter.

Adding Twitter to a small businesses social media presence is a great way to inspire the engagement that may be lacking on other platforms. Over time, this engagement will trickle over and all social platforms will start seeing regular conversation, shares and clicks.

Remember that Twitter demands more content, and more conversation than other platforms – so it’s important to be present. Tap into these conversations and a whole new world of social media will open up for your company.
Within Pinterest lies the power a small business owner needs to source high value organic leads. Here is why this lesser known social network is the key to your social strategy.
Is Pinterest good for business? With so many social networks out there, entrepreneurs sometimes skip it altogether. Here’s why small businesses should be on Pinterest, unlocking its secret power.

There are great reasons to be on Instagram, TikTok and YouTube – but Pinterest? The image-centric social network is 322 million monthly active users strong, but what sets Pinterest apart is why people use it. This is the social network used for new ideas, inspiration, and product research.

For small businesses, that means Pinterest is an essential e-commerce conversion tool. There, a company can find, connect with, and attract people who love their little-known products and services. Pins are shared like crazy, and the result is unbelievable reach.

Here is what a new business needs to know about unlocking the secret e-commerce power of Pinterest, to extend reach, grow a community and pave the way to drastically improve sales conversions.

**Pinterest Helps People Discover Brands**

Users on Pinterest search image hashtags to find and ‘pin’ images to boards that they curate. Many Pinterest superstars have the most amazing boards, full of specialized pins on specific subjects.

A small business brand can quickly and easily create quality photos (connected to other content like a blog post or website), that can be shared by these niche communities. With 97% of Pinterest searches completely unbranded, there is a lot of opportunity on the platform.

Unbranded searches can be used by anyone to get their content in front of active users. It drastically increases the chance of discoverability, especially when users repin content and share it across multiple boards. Just research relevant hashtags and use them often for immediate brand reach.

- Start your own Pinterest boards
- Follow niche leaders
- For every pin created, pin 3 others

**Pinterest puts new brand content in front of millions of people**

**Pinterest as a Way to Attract Organic Traffic**

Organic traffic is key to new business growth online, and one of the main challenges for small business owners when launching an ecommerce site.

Pinterest is an incredible organic traffic generator at its core. Boards and individual pins rank on the search engines, at much higher volumes than any other social network’s content. Some 42% of its traffic comes from search. When compared to Twitter’s 12.5% or Instagram’s 16.5% - that’s huge!
Individual pins that are created for Pinterest also have a longer lifespan than updates on platforms like Facebook or Twitter. Whereas users only see a fresh update on Facebook once before it disappears down their timeline, pins are constantly rediscovered and shared.

The repin makes Pinterest content gain more engagement, visibility and leads than any other type of long-term social media content.

- Create evergreen niche pins
- Get traffic from pins forever

Pinterest content is discovered repeatedly by new users over time

**Pinterest is a Tool for Content Creation**

Social media is a hungry content monster that always wants more. To achieve visibility and engagement, regular posts are required every day – more if that is possible.

Unlike other social media platforms, Pinterest lends itself to savvy entrepreneurs who are already on the platform sharing and repinning niche content. This repinned content can be used to create a lot of new Instagram, Facebook, Twitter, and LinkedIn posts for the company.

When starting out on social media, quantity matters, but it’s time intensive. For every blog post, there should be 10 user-generated images to post. These can all be sourced from your niche Pinterest boards. Pinterest, smart hashtags, and a scheduling tool is all you need.

- Curate niche Pinterest boards and use them as a content source
- Get to know which types of content are shared most often
- Use pins to post more on Instagram, Snapchat or Twitter

Use pins from Pinterest to populate other social media feeds to stay top-of-mind

**Pinterest Builds Consumer Faith**

Most small companies struggle to get going with social media because no-one knows who they are, or if they can be trusted as a company. Pinterest helps build consumer faith remarkably fast.

This is because a substantial presence on Pinterest can be grown in a small space of time. Because the platform allows for mass curation, small business owners can use their expertise to create exceptional resources for customers using nothing but clicks and a few hours finding the best pins.

Content marketing is a proven trust accelerator, and Pinterest is the spring-loaded starting point. Educational images don’t have to be created; they can also be curated. Some 71% of people don’t trust brands who don’t provide free information online. This is how to do it with almost no effort.

- Use Pinterest repins to build a solid social presence
- Showcase happy customers on Pinterest for an added boost

Pinterest is where a small company can get a big head-start with audience trust
**Pinterest Makes Audience Growth Easier**

Growing an audience on Pinterest is easier than on other social media platforms. Optimizing pins using keywords and niche hashtags nearly guarantees that they will be seen and repinned.

Pinterest is a great place to connect with a niche audience. Engaging there is enormously helpful when you are an expert sharing insights and advice for consumers. This can be done simply by adding comments on boards that you follow, building curated boards and sharing unique pins.

- Pin 5 or more images a day
- Focus on finding the best images possible
- Add unique perspective in the text of brand pins
- Add links back to content on the website
- Use rich pins often
- Engage a lot on group boards

**Pinterest is a Sales Conversion Tool**

Pinterest is a fantastic platform for generating leads and driving sales. It actually **drives 3.8 times** more sales than other social media platforms.

Some **90% of users on the platform** are considering a purchase already and are trying to plan the best course of action. From searching for furniture on interior decorating boards, to deciding on their next tattoo design – Pinterest lets users collect the product ideas they love.

Pair a strong organic Pinterest strategy with Pinterest ads and the result is **low-cost leads** that are extremely targeted and ready to buy. It’s a magic formula that works. People on Pinterest are serious buyers, and they spend more money!

- Invest in Pinterest ads to boost pin visibility
- Generate excellent sales conversions through Pinterest

**Pinterest is a secret weapon for ecommerce owners that want to boost sales conversions**

For a small company, Pinterest can be the starting point for an impressive social media presence online. Not only does it optimize the time invested in creating and sharing brand content, it gives entrepreneurs a way to expand their social reach through cross-promotion of curated pins.

There is a lot of lead power locked inside Pinterest that is waiting to be unleashed. For an organic traffic boost, and a way to accelerate sales – start your Pinterest account early and keep at it – it’s great for business!
Our solutions
What does Yahoo Small Business do?

Yahoo Small Business empowers business owners to launch and scale their ideas online. From creating a website to promoting a brand, our products help entrepreneurs succeed.

The tools offered by Yahoo Small Business include:

**Websites:** An easy-to-use, drag-and-drop website building tool. Choose from 150+ themes, customize, and publish in just minutes.

**Ecommerce:** Online stores that come with shipping integration, inventory management, credit card processing, live insights, and apps to help your business grow.

**Domains:** Choose from a huge selection of domain extensions with the industry’s most competitive prices.

**Web Hosting:** We can host your website on our own servers. Our hosting system also comes with site building tools.

**Wordpress Hosting:** Take control of your business listings on 70+ local directories from a single dashboard and be discovered by potential customers near you.

**Business Mail:** Increase your credibility with business email that uses your domain name.

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**Website Design**
Professional designers and writers are waiting to build your site. Get a team that designs, builds, and manages a website that grows your business.

**Business Maker**
Business Maker takes the guesswork out of starting your own company. Handle every part of your business from one easy-to-use dashboard.

**Localworks**
Localworks puts you in control of your business across 70+ online local listings. Being found has never been so easy.

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**What’s next**
let’s talk about the Resource Center

With well over 20,000 articles, videos, webinars, tools, news, and much more our resource center is a one-stop-shop for SMB information

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