

- A PUBLICATION OF KBA CONSULTING-

AN INTRODUCTION TO

---

# Social Media For a Small Business

---

THE STEP-BY-STEP GUIDE TO [YouTube, LinkedIn, Twitter] AND HOW YOU CAN DO IT

---



# TABLE OF CONTENTS

1

Intro

2

Table of Contents

3

YouTube

5

LinkedIn

8

Twitter

11

Works Cited

12

Call To Action

## CHAPTER ONE



# An Introduction to YouTube





# An Introduction to YouTube

## What is YouTube?

YouTube is a video sharing website allowing you to easily upload a video (you must have the rights to) without having to pay for a hosting fee. This allows for an unlimited amount of people to come see the businesses video and be able to share it to the rest of the world. (Burckhardt)

## Why Would Businesses want to use YouTube?

YouTube drives over a billion users to the site and around 30 million users each day. Almost five billion videos are watched each day. With a total of one billion hours watched each day. (YouTube) This allows businesses to use there advertising as a great way to showcase their products to the rest of the world. Using YouTube's TrueView you can get to the Audience members you desire by choosing the segmentations you want. Through TrueView's you are able to use the page to see how many people have clocked onto your ad and be able to see if your ad is paying for itself.

## What Businesses would use YouTube

Businesses would want to use YouTube to be able to get a targeted segment to reach their website and to view the content they post. The best form of ads on YouTube are video ads that allow the user to watch the ad if interested and allow them to visit the company's YouTube page or direct them to another site with the desired result of the company such as home page or shopping page. All of the ads on YouTube are not charged unless the prospect views the ad for 30 second allowing the ad to always be on videos that are in the segmentations area of viewing.

## Example of an Advertisement on YouTube:



## CHAPTER TWO



# An Introduction to LinkedIn





# An Introduction to Linked

## **What is LinkedIn?**

LinkedIn is the top online site for professional, social and career networking. The site functions as an online directory of individual professionals and organizations and facilitates the process of professional networking without having to leave your office.

## **Why Would Businesses want to use LinkedIn?**

While individuals use LinkedIn for professional networking, connecting, and job searching, companies use LinkedIn for recruiting and for sharing company information with prospective employees. You might use Facebook to connect with friends, family, and colleagues, while LinkedIn offers professional networking rather than connecting based on interests and personal relationships.

*With any marketing initiative, defining your goal is a good place to start. Common LinkedIn marketing goals involve generating leads, raising brand awareness, or most likely both.*

## **How it works for you**

When people follow your Company Page, your updates appear directly in their LinkedIn feed. The more Company Page followers you have, the higher the reach potential of each update you publish. Here are a few tips for adding followers:

- Start with employees.
- Promote your Company Page outside the company.
- Add a “Follow” button to your website.
- Publish engaging content on your company page.



# An Introduction to LinkedIn

## What to Do?

When you publish an update that receives high engagement from your target audience and aligns with your marketing goals, consider “sponsoring” your update via sponsored content on LinkedIn.

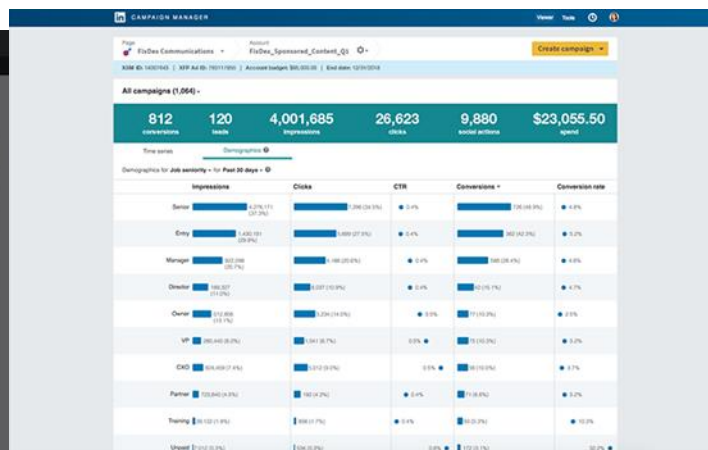
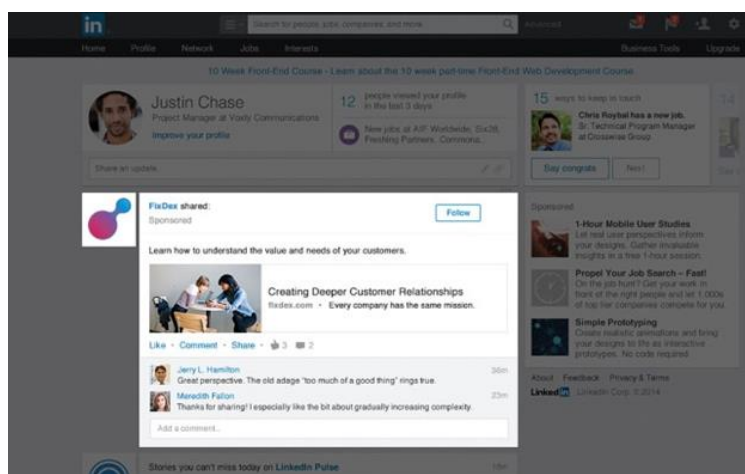
Sponsored Content is native advertising on LinkedIn. It allows you to promote your content directly in the LinkedIn feeds of the professionals you want to reach on LinkedIn.

## *Create LinkedIn Ad Campaigns to Drive Your Marketing Goals*

Knowing how to execute the following three elements of your LinkedIn ad campaign can improve your results: Targeting, Bidding, and Measurement optimization.

For monitoring and optimizing your free campaign performance, there's LinkedIn Company Page analytics, along with analytics for publishing on LinkedIn.

Below shows a sponsored ad followed by the analytics for an ad as an example.



## CHAPTER THREE



# An Introduction to Twitter







# An Introduction to twitter

## What is Twitter?

Twitter is a social media platform that relies on microblogging as a way to release content and information. These “tweets” are capable up to 140 characters and can include attachments such as pictures, videos, and links.

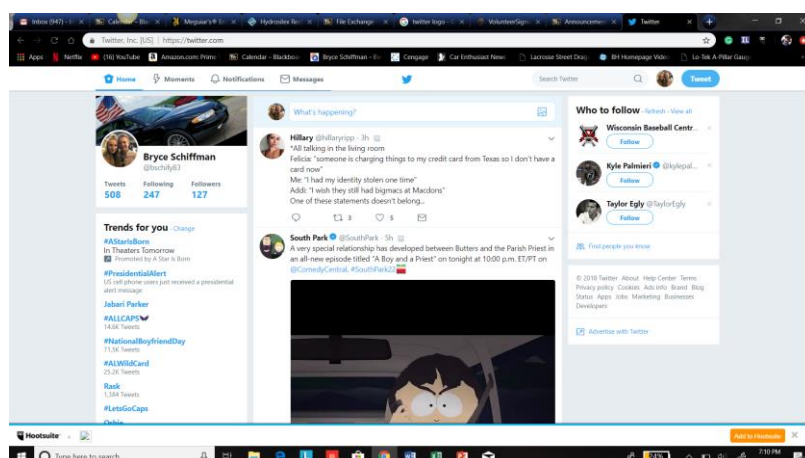
## Why would a business want to use Twitter?

Businesses can access Twitter for promotional aspects. They can use tweets to show features, sales, promotions, share links and so much more. They can target certain groups or users via hashtags which place their post in desired areas. Twitter works really well for short, to the point messages sharing information or pictures, videos, or links with a quick comment. Viewers can also like and retweet or share a post with their followers to increase the amount of views. They can also receive feedback on their content through comments on each tweet.

## Types of content on Twitter

- Quick messages
  - 140 characters or less
  - Customer promotions
    - Sales
    - Reminders
    - Events
- Attachments
  - Pictures
  - Videos
  - Links to websites or pages
  - Graphics

## Example of a Twitter feed





# An Introduction to twitter

Short video tutorial on using Twitter for your business



<https://www.youtube.com/watch?v=9jV-sJaldUc&t=1s>



# Works Cited

## **YouTube:**

Baer. "The Benefits to Advertising Your Business on YouTube." 1 January 2016.

Burckhardt, Kollin. *YouTube: Internet Owned Media*. 21 September 2017. 26 September 2018.

YouTube. *YouTube for Press*. 2018. 26 September 2018.

## **LinkedIn:**

"How to Advertise on LinkedIn in 7 Simple Steps | LinkedIn Marketing Solutions." *Business Solutions on LinkedIn*, LinkedIn Marketing s, business.linkedin.com/marketing-solutions/how-to-advertise-on-linkedin.

Driver, Saige. "LinkedIn for Business: Everything You Need to Know." *Business News Daily*, 16 May 2018, [www.businessnewsdaily.com/10376-linkedin-for-business.html](http://www.businessnewsdaily.com/10376-linkedin-for-business.html).

## **Twitter:**

NIBusinessInfo. "How to Use Twitter for Business." YouTube, YouTube, 21 July 2016, [www.youtube.com/watch?v=9jV-sJaldUc](https://www.youtube.com/watch?v=9jV-sJaldUc)



# Want To Learn More About Marketing Techniques?

---

If you are interested in taking your skills to the next level, please feel free to check out all the links below to view other marketing tips from real life marketing professionals.

<https://austinhass.com/>

<https://kollinburckhardt.com/>

<https://bryceshiffman.com>