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SOCIAL MEDIA FOR NEW BUSINESSES

How to pick the right platforms, what to post, and how to turn followers into paying customers.

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AT A GLANCE

- **Pick one or two platforms** where your customers already spend time. Doing two well beats doing five badly.
- Post **consistently**: show your work, your customers and the people behind the business.
- Followers aren't the goal. **Messages, bookings and sales** are.

Why it matters

Social media is free to start and lets you reach customers where they already are. For many small businesses, it's the main way new customers discover them. But it can also eat hours with little result if you don't have a plan.

Choosing platforms

If your customers are...	Consider
Local consumers looking for food, beauty, fitness or services	Instagram, TikTok, Facebook, and your Google Business Profile
Parents and neighbors	Facebook groups, Nextdoor-style neighborhood apps, Instagram
Younger customers	TikTok, Instagram
Other businesses	LinkedIn
People searching for how-to help	YouTube
A language or cultural community	Whichever platforms and group chats that community uses most

What to post

Type	Example
Behind the scenes	Making the product, a day on the job
Results	Before-and-after photos, finished work
Customers	Reviews, happy customers (with permission)
Helpful tips	"3 ways to keep your car clean between details"
People	You and your team, your story
Offers and news	New products, events, limited openings

> TIP
>
> **Short videos** often reach the most people. You don't need fancy equipment. A phone, good light and a clear first few seconds are enough.

Step by step

1. **Choose 1 or 2 platforms.**
2. **Set up business profiles** with your logo, a clear description, location, hours and a link to book or buy.
3. **Plan a simple weekly schedule**, for example 3 posts a week. See **L-13 Marketing Calendar**.
4. **Batch your content**: take photos and videos for the week in one session.
5. **Reply to every comment and message** within a day.
6. **Make it easy to buy**: link to booking or your shop, and tell people what to do next.
7. **Check what works** monthly: which posts led to messages and sales?

> EXAMPLE
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> **Tasha** posted three short videos a week of braiding styles she'd done, with clients' permission, and the price range in the caption. She replied to every message with a booking link. Half her new clients said they found her on social media.

Common mistakes

- **Being everywhere at once.**
- **Only posting ads.** Mix in helpful and personal posts.
- **Ignoring messages.** Slow replies lose customers.
- **Chasing followers instead of sales.**
- **Posting customers without permission.**

Your checklist

- ☐ Choose 1 or 2 platforms
- ☐ Complete your business profiles with a booking or shop link
- ☐ Plan a weekly posting schedule
- ☐ Batch-create a week of content
- ☐ Reply to all messages within a day
- ☐ Review results monthly

Where to go next

- **L-13 Marketing Calendar**
- **L-04 Getting Found Locally: Google, Maps and Reviews**
- **L-05 Marketing Basics: Reaching Your First 100 Customers**

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