

The Ultimate Social Media Marketing Toolkit For Local Businesses

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Analyze your competitors and map social networks to your target audience demographic to choose your social network(s)

- Use these tools to find out audience demographics:
 - [Quantcast](#)
 - [Google Ad/Display Planner](#)
 - [Google insights](#)
 - [Microsoft's tool](#)
- After you discover the audience demographic from various social networks and match them with your prospects. Keep track of your audience demographics below:

Channel	Age	Gender	Location
Twitter			
Facebook			
LinkedIn			
Pinterest			

To analyze your business competitors you can use these tools:

1. **[SizeUp](#)**: To analyze your competitor use this local business competitor analysis tool.

- It gives you access to high-level information for free, and then you can get more detailed analysis by signing up for a SizeUp account.
- For example, if your business is a pizza restaurant, you can search for “pizza restaurants” in your local city to see the average revenue of other restaurants, number of employees, average employee salary, cost-effectiveness of your employees, annual employee turnover, and other key indicators of business performance.

2. **[Ahrefs Content Explorer](#)**- Enter your competitor’s domain and tap search. If your competitor has an active blog, you’ll see stats on the number of shares of their content on various social platforms.

3. **[Mention](#)**- To find your where your competitors are getting mentions from you can use this tool.

- Enter your competitor’s brand name or industry keyword, also input the sources where you want the tool to search and index your entered keywords.
- After that tap the “Create my alert” button, the tool starts its search and returns with your typed keyword mentions.
- If you want, you can also get daily email summary alerts.

4. **Buzzsumo**- Enter your competitor's domain or an industry keyword and tap the search button. The tool does its magic and finds the most shared content for your entered keyword.

Here are 3 actionable strategies you can implement from the results you'll get using the above tools.

- See how you can get published at lamag.com, eater.com and the other websites that pop up in the results. These websites already have a good social presence consisting of your target audience and have an interest in your business.
- Create a similar or higher-quality piece of content on the above subjects. It has proven demand. And using the tools 'View Sharers' option you can even find out the people that will be interested in sharing the content.
- Build a social following on the platform that has generated the most social shares (Facebook in the above case).

Conduct contests and offer special discounts to your social media followers

To conduct contests on social media channels you can use these tools:

1. **Rafflecopter**- Rafflecopter is a contest management tool that lets you embed an entry form that you customize on your web site. This tool have these features:

- Real – Time Analytics
- Sort, filter, group & search all your entries in 'The Grid'
- Email List Integration
- Mobile- Friendly Facebook App
- Giveaway Widget Preview

2. **Strutta**- Strutta will help you run the perfect contest or sweepstake. You can choose between a user generated photo/video contest or sweepstakes. This tool will offer you these features:

- Dashboard allows the user to manage all contest activity
- Handles multiple media types
- Fraud guard feature
- Track and Measure your results

3. **Votigo**- Through this tool you can increase fan engagement and generate buzz with social media promotions: Photo contests, Video contests, Sweepstakes, Mobile and Web Promotions. Features:

- Easy- to- use interface
- Customizable user profile pages
- Developer API
- Analytics

After conducting a contest use these 4 social media sites to promote contest.

1. Pinterest – On the visual platform, you can run “**Pin It to Win It**” promotions. Do these things to make the contest successful.

- Identify your entrants and increase your brand exposure by creating contest hashtags.
- Engage with your actual fans by putting some extra effort to create a small team to judge entries (instead of counting the number of pins and repins).

2. Twitter – On the microblogging network, you can ask your customers to come up with a 140 character creative story centred around your brand.

- For further reference, here’s [a guide by Wishpond on running Twitter contests](#).

3. Instagram – Explore the different types of Instagram contests along with [10 examples from this Wishpond post](#).

4. Facebook – The best part about conducting a contest on the social giant is the targeting options for connecting with its gigantic user base. There are an average of 1500 data points if you run Facebook Ads.

- Some important Facebook’s rules to follow when conducting contests.

Do's	Don'ts
Like a post to enter	Share a page to enter
Comment on a post to enter	Like a page to automatically enter
Post on a page to enter	Like a different page to enter
Message a page to enter	Like multiple pages to enter
Like a page to get access to a contest entry form	"Tag" themselves in pictures of a new product in exchange for a chance to win a prize
Submit names for a new product in exchange for a chance to win a prize	Share the contest on a friend's timelike to automatically receive additional entries
Like as a voting mechanism	

Post high-quality content that educates and entertains your customer. But most importantly shows your personality

Add these ingredients into your content to make it very high quality.

- Create original content
- Always focus on creating strong headlines
- Make your content actionable
- Provide answers
- Be accurate in your reporting and sourcing of information
- Create engaging content
- Add images and videos
- Write short and pointed content
- Continue update your website or blog

Encourage footfall at your offline stores to connect with you on social media

- Use window decals and signage to create awareness about your social media presence.
- If you can use a QR code, it'll be easier for the customer to directly land on your social media page by scanning the code through their smartphone. Use [QR Stuff](#) to create a QR code.
- You can also print the QR code to your social media presence on your business card.
- Offer special discounts or a free coffee to the customers that check-in to your store on Facebook.
- You can also use digital displays at your offline stores to show your most adored products on social media.
- If you're conducting a live event, you can also install a live Twitter wall and encourage the participants to tweet. You can use [Tweetwall](#) tool to conduct a live event.
- [Watch this video to learn how to setup a live Twitter wall.](#)
- Don't forget to create a relevant hashtag for the event to leave your brand's imprint and expand your reach.