Social Media Marketing

Over the past decade, social media platforms like Facebook, Twitter, Instagram, and Pinterest have completely altered the internet landscape. These platforms have become powerful digital marketing channels – but their value doesn’t end there.

Ruby Moon will keep your social media accounts or business blog active and up-to-date with regular postings of original & curated content – essential for building customer engagement and great for boosting search rankings.

<h2>Social Media Is More Than Followers & Likes</h2>

Facebook or other social media for business is different than for personal use. Personal social media accounts are all about connecting with friends & family; to do that you’ve got to have “friends” or followers, shares, and likes or upvotes. Of course, it’s nice if your business can attract a lot of followers, likes & shares, and there are strategies for doing that, but even if you don’t have a single follower, social media still has value for your business.

That’s because Google and other search engines reward regular social media and blog posts on accounts connected to your business’ website. Regular updates signal to search engines that your business is active online and consistently offering up fresh, relevant content, and search engine algorithms are being tweaked on a daily basis in order to make sure search queries return results with relevant content that’s most useful to the searcher.

As useful as social media accounts can be for business, there are thousands of social media ghost towns created by businesses – accounts with no or few posts, or last updated months or years ago. They are sad places, these ghost towns; they have the reek of neglect and failure. If your business has a social media ghost town or neglected blog, what kind of impression do you think it’s making on any potential customer who sees the page?

Of course, it’s easy to understand why businesses often fail to post regular updates to their social media accounts – people are busy; they’ve got a lot on their plates already with their day-to-day work, and a current deadline or closing a sale will always take precedence over writing a Facebook post for the company page.

Ruby Moon will bring your social media ghost town or blog back to life with regular posts of original and curated content, so you can go about your business and still reap the rewards of social media.

<h2>Not All Social Media Platforms Are Created Equal</h2>

Like search engines, social media platforms regularly update their algorithms, so the social media channel that works best for your business today won’t necessarily work the best for your business tomorrow. And of course, as everyone knows, different social media channels attract different users. Remember “Facebook was over when my parents got a page”? People under the age of 30 are more likely to be on Instagram or Twitter these days, so the user demographics for a channel can change over time as well.

Because Ruby Moon works with you to identify your ideal target customer and we know which social media accounts they’re most likely to use, we can position your business in the social media channels where you’re most likely to be seen by the customers you’d most like to attract.

Ready to put social media to work for your business to win the internet? Ruby Moon’s ready to help. (Button linking to contact form or info)