

A close-up, over-the-shoulder view of a person with a beard and glasses, wearing a dark sweater, sitting at a desk. They are holding a tablet with their right hand, which displays a business dashboard or website with various charts and text. The background is slightly blurred, showing a desk with papers and a pen.

MAGGAZZINE

THE SECRET TO
GROWING YOUR
BUSINESS - FAST!

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Secret

The Secret To Growing Your Business – Fast!

There must be some reason why some small businesses outperform others. Let's pretend for just a minute that you own a small café in a part of town that is just about two blocks off the beaten path.

Lunchtime crowds could be a lot bigger! You've noticed that your competition, who has higher prices and worse white bean chicken chili than you, and who is a whopping four blocks off the beaten path of the lunch time warriors has a steady stream of customers.

Why? Stop wringing your hands. You're about to find out.

Social Media Marketing: What It Can Do For You

Social media marketing translates to success. A successful social media marketing campaign can take your little bistro from barely making payroll to a booming success. It can move you from the back lot to the spotlight.

"But" you might say, "I'm a bistro. How can social media marketing do all that for me? You people are crazy! I have soup to make. See ya later!"

As astonishing as this might seem, and as offbeat as some of the most successful social media marketing campaigns are, they work. Stick with me, soupy sales, here's why!

Social media marketing gives you the power to reach out to your customers any time of night or day.

Let's say it's 10 a.m. Bored office workers

everywhere are looking forward to lunch. In fact, they're asking each other: "What do you think, where should we go for lunch?"

They check their twitter and facebook feeds to see what their friends are up to, and then, magic happens. They spot your tweet or your facebook status.

Their eyes light up, and they start to salivate. "Dude, let's go to Soupy Sales! He's got that awesome white bean chicken chili for lunch.

Perfect weather for it. Man, he's on Facebook... we better get there before it's gone!"

At 11:30, you start getting busy. At 1 pm, you're completely out of soup, salad, bread, soda, and those cookies you thought might sell well.

And, best of all, you've convinced your customers that they should not pass up the opportunity to have lunch with you, because you're just so popular.

While this is an admittedly simplified explanation of what social media marketing can do for you, it's definitely food for thought.

Whether you sell soup or landscaping services, you need to get in the game and stay in the game with social media marketing. So, find an expert, start a campaign, and watch your business grow faster than you ever thought possible.

Problem

Take Social Media Marketing To A New Level

If yours is among the many small businesses that has taken advantage of everything social media marketing has to offer, then you might find yourself struggling to keep up at times.

You might wish you had more hours in the day to accomplish everything you need to do plus stay on top of all the latest social media marketing trends.

The Problem: Keep Up With Demands

Just about two short years ago, social media marketing was a bit less complicated than it is now. Business owners felt they could manage everyday tasks plus keep up with their Twitter feeds and Facebook fan pages.

Since social media has enjoyed such a boom, there are a lot more options for monetizing as well as expanding marketing opportunities. If you're trying to do it on your own, you're very likely feeling completely overwhelmed.

You know social media marketing is important, and there is no way you could (or should!) cut it out of the picture. The question is, how can you take advantage of everything social media marketing has to offer, while running your business and living your life?

If you are one of the millions of people who stay up until the wee hours administering a social media marketing campaign, getting a few hours of sleep, spending all day running the business, and burning yourself out completely in the

Solution

process, then you need an answer – and you need it fast.

The Solution: Delegate

If you are tired of burning the candle at both ends, it's time to do something about it.

Hiring a company or individual who specializes in handling social media marketing for businesses can give you back some of those precious hours - last time I counted, there were still only twenty four of them in a day.

By letting someone else wade through the heaps of information, manage your fans, friends, and tweets, upload your videos, and keep your blog moving, you can take back the hours you need to replenish yourself and truly enjoy your life more.

An added bonus: Using a firm that specializes in SEO and social media marketing can help your business grow in a whole new direction. Making this one simple change in the way you do business can make a difference in your company's outlook – as well as your own!
