



SELL MORE PRINTING

USING SOCIAL MEDIA

WWW.YELLOWRULERMARKETING.IE

BENEFIT YOUR CUSTOMER



When posting updates on social media, always ask yourself, will this benefit my customer in some way? Think about what problems you can solve for them.

ONE AT A TIME

Begin with one social media site only and give it your full attention before adding more sites. Lapsed social media sites reflect badly on your business.



TRAIN YOUR STAFF

Social Media sites only help to generate leads and sales if all sales and support staff understand how to use it and how it can help them sell more.

CONTENT IS KING

You will need to keep "feeding" your social media site with customer-benefitting content. Therefore you need a system and a person assigned to do this task regularly.



NUTURE LEADS

Monitor your social media sites for prospect engagement. Follow up likes or shares in order to nurture this lead. Share and comment on your prospects updates too.

Contact Yellow Ruler Marketing for a free consultation
www.yellowrulermarketing.ie

