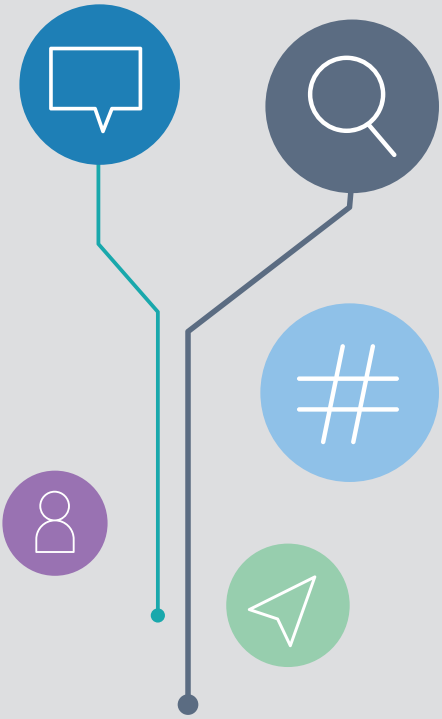


HOW TO GAIN NEW CUSTOMERS USING SOCIAL MEDIA

TRACK RELEVANT KEYWORDS



- **Know the specific keywords** your audience uses to find your products or services.
- **Utilize SEO** best practices for keywords and key phrases.
- **Promote relevant content** with hashtags using these keywords.

LEVERAGE BRAND ADVOCATES



- **Existing customers, employees, friends** and others who have had a positive experience with your brand are all considered brand advocates.
- **Encourage those already talking about your brand** on social media by liking/commenting on their posts.

PARTICIPATE IN GROUPS AND CHATS



- **Join highly targeted groups** related to your industry on LinkedIn and Facebook and see what they're talking about.
- **Add to the discussion** and use the information you acquire to create new content.

PRIORITIZE LEAD GENERATION

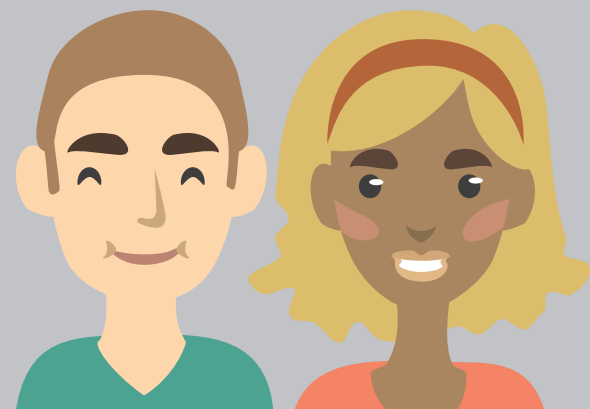


- **Give those browsing your channels different ways to interact with your brand** (sign up for an offer, opt-in to a newsletter, etc.).
- **Earn trust in a more casual atmosphere** and nurture leads from there.

EXPAND YOUR REACH WITH PAID SOCIAL



- **Regardless of your budget**, there are ad targeting options that could be a good fit for your business.
- **ASI® Creative Labs Sponsored Social Posts** allow you to promote your brand/products to our highly engaged audience of 15,000+ users.



INTERESTED IN PUTTING YOUR SOCIAL MEDIA PLAN INTO ACTION?
VISIT ASICREATIVELABS.COM TO LEARN MORE.