

Finding New Customers

Social media is a great tool for finding new customers. There are so many people on Facebook and Twitter, you can consider this wide audience your potential customers. With just a little bit of guidance and helpful tips, you will be an expert in networking in no time!

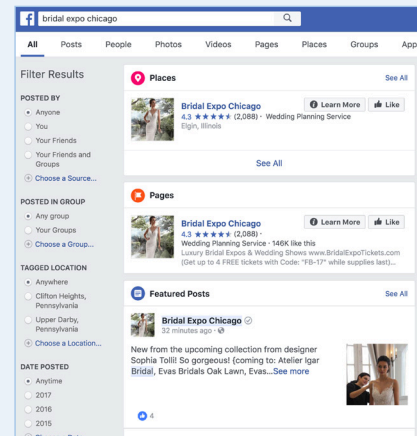


Facebook

There is a calendar with worldwide events that users can find any time and choose to attend. It will be a great tool for you to find events to meet new customers, and perhaps find industry partners.

On the Facebook side bar is a tab called “Events”. There you will see “Discover events near you”. This will have a list of local events including mixers, or networking events. The Events page also has an option for you to search for events by category.

Find a local business in your area to partner. Perhaps a local restaurant or banquet hall hosts “girls night out”. You can do this by searching the business name in your Facebook search box.



Twitter

Twitter has become a way to instantly communicate about trending topics and current events. You can look for items that are relevant to your company and discover new customers.

Ensure that your Twitter bio talks about who you are and what you can offer. Also, make sure to include your location, as well as, keywords that push you to the top of the results page.

Interact with other users by following them and tweeting them in your own posts. When you follow other users, do not be afraid to ask for a retweet or follow back. This engages a secondary viewership that may not have otherwise seen your post and therefore potentially gain new customers.

