



# Tips to Expand Your Business' Social Media Reach

Many product and services businesses also have to deal with the issue of attracting the people in the door. It's not that restaurants, retail shops, departmental stores, boutiques and massage parlors don't have to do anything to get customers in their doors. Certain businesses do need special efforts to grab attention – especially when they don't offer anything more than pictures and sculptures. [get fast instagram followers](#) Museums, art centers, auction stores and other such places need extra bit of effort to offer fun, excitement and entertainment. What they should do? Improve social media presence. Brooklyn Museum dealt with this problem by accumulating considerable viral presence on Facebook, Tumblr, Twitter, Instagram and YouTube. The museum uses social platforms to the fullest by featuring images and videos from its collection. Each account has a caption that gives a context. As a result, it has accumulated more than 100,000 followers on Instagram, more than 520,000 Twitter followers and a strong Facebook profile. There is no rocket science involved in its content marketing. All you need is to combine beautiful images with facts and additional information to create a strong social response. And you can also use Geo tagging to encourage your followers to pay a visit. From there, don't forget to add sharing and "like" buttons to posts/blogs, this will encourage more social media interaction and connect to those outside your circle. Next, make sure you post frequently, respond to them, and even schedule posts outside of work hours, to continue interaction and interest with your audience.



## Show What You Sell

At times, we lose our focus in trying to grab attention and think of bringing something different. In the process, we forget about the main objective of social media, which is to express ourselves. When you feel you're running out of ideas to post, take help from images – simple images, and few words. Choose from your stock photos, or anything that you consider near to your brand, add few words to describe [buy 50 real instagram followers](#) it and associate your brand with it – and post. Sometimes, it can be as simple as this! This simple tactic can be

used effectively via Instagram. RiverWalkNola, a downtown outlet at Riverwalk used this tactic with images and descriptions of many items. In a short time, the company grew popular. Now, it has over 3000 Instagram followers. Don't forget that you're on social media to sell your brand. So, why hesitate showing what you sell. You can opt for a simple tactic of sharing images on your brand page and describe what it is, how it benefits others and why you're selling it. Brand should be personable, no matter what it is. You can relate to household things, restaurant items, wearable and electronic items more easily, but it is quite difficult with services like accounting, taxation, insurance and banking. Content marketing in serious industries is more challenging and rewarding than other industries. So, instead of dwelling in complexities, make your task simple – add a human perspective to the business. And what's better than humor. Social Media posts play well when humor is involved. People get attracted to it, especially when things are as complicated as learning about tax payables.

## Use Text Overlays

Your success depends upon how well you connect with your fans through your posts. It is equally important for you to know and show the people about the depth of your brand. You can do that with the help of few common phrases normally used by the people to relate to what you sell. For example, a coffee! The company uses simple Image + Phrase technique to accumulate hundreds of shares and likes on every post. [cheap instagram followers \\$1](#) This technique will help you go deep down into the lives of the people and find opportunities to connect with them. In this way, you can transform your product from “an ordinary one” to the “useful one”. User-generated content is a popular way to market a brand. By encouraging your audience to participate, it will be easier for you to highlight that customers are excited to use your product. The idea is to encourage fans to post their pictures while having fun outdoors at particular time of the day. Fans are allowed to share their pictures along with the exact time of the day at which the pictures were taken. The response to this project was enormous. The idea of user-generated content showcased brand engagement, created strong community and kept people interested in knowing about the campaign progress. In expanding your reach, it's important to keep in mind the facets of sharing. Fundamentally, you want to drive the consumer back to the website and give them an experience they won't forget. It starts by introducing smart and engaging content to your social media platform, and remember to be creative, add clever headlines to grab the attention of your audience.