

Social Media Marketing Tips 4 Female Entrepreneurs

Entrepreneurship was mostly considered a man's domain; but in current era, the tide has also shifted towards the females. Not only in international level, but Women of our country are also becoming vibrant now days to prove their selves. The same trend is observed in economic & Business side too. Females are facing several issues in the pursuit to follow their passion, to do something extra ordinary to grow and make them an independent figure in society. Therefore, the numbers of entrepreneurs are growing, but there are still few female investors and startup entrepreneurs, who are facing challenges to raise capital and financial resources. There are many sources to gather finance through banks and other financial institution but it's not that easy due to hectic paper formalities and heavy guarantees etc.

Current era is the time of "Technology & Innovation" and people are more connective with each other through technology and social media. Facebook, Whatsapp, YouTube, Facebook Messenger, Instagram, Twitter, Pinterest and bundle of social media sites are used for business and marketing purpose. Therefore we can say that the trends to do business are also being affected. Most of the businesses are shifted their business on social media channels. As mentioned scenario of female entrepreneurs and their problems, the mode of Social Media is very suitable for them to start and grow their journey of entrepreneurship successfully. Females are more comfortable to sit in their homes and operate their business online just on their phones/laptops or computers with less finance and no hectic procedures.

Most people who have their businesses on social media are looking hard for answers/solutions for more traffic, engagement and conversions to build their brand, customer's contacts etc. therefore, women entrepreneurs also have to be eager about all these things to generate more business on social media. Here, some strategies may become useful and make the online business more profitable on social media channels.

Stay Connective & Avoid Robotic Style

There is no social media marketing tip any stronger than this – *"build the relationship with customers"*. This is pretty much self explanatory, but it seems hard to do practically. There is general phenomenon in online businesses that people are hesitant to trust due to least personal interaction with the seller/supplier. Therefore, Relationship marketing creates customer's loyalty and establishes the trust on your business/product. In return, the relation with the customers builds a bridge between the new customers and your business.

In social media businesses, People want to communicate more and quick with your online brand/business. The approach to being personal with people on social media should adopt to give the impression of personal affiliation with the people/customers. No doubt, that auto-posting social media tool is helping to stay relevant, but it's not replying to the people, nor responding someone's questions in real sense. Therefore, these are important aspects in online business must be focused, and at some point we need to make sure that such robotic style should not be the primary source of our social media activity. We should be more responsive, more connective and more cooperative while during the conversation with anyone who approaches us through our social media page to deal with us.

Be Original & Provide real content

Honesty matters a lot in business dealing and especially in online business because there are more chances of fraud. The best way to attract more people with real content on your social

media account is by keeping your house (your account) clean and orderly. Take some tips out of the playbook, and offer some new & similar posts on your page. Most importantly, you should be original as you must contain the real information/content about your products. For attracting more viewers or customers you can share the original pictorial views and attractive videos related to your products, its uses and results/benefits for the user on your page. Once you satisfy your one customer with the real info and the original product you served him/her on his/her order, you can automatically generate your followership or viewers.

For the purpose to attract more & more viewers, your business pages/accounts need to understand what your audience enjoys. To understand what your target audience wants, let's use Facebook (as an example) -- you can take a look at Facebook Audience Insights by simply checking what the other brand pages and online businesses is digitally showing their customers on their pages other than their product's information.

Learn to follow in order to lead

As the Marketing Experts are mostly said that many people want to have a million followers, but they don't want to follow multiple people or accounts. But in reality, to create a large social media following with real results, you have to be both a leader and a follower. You have to know how to follow in order to be able to lead, so follow everyone who is relevant to your business. This is going to help your business in the long run because people will always remember a helpful conversation. Once you learn to follow the most relevant people to your brand or product, and you consistently give them help and solutions, you will soon find yourself in the leading position.

Measure success from engagement

To run the business more successful on social media it is necessary to evaluate different things while during the business. There are lots of ways to measure your success on social media e.g. Stats from analytics to learn different things about your social media accounts is a great way to build your business. You must check that;

- How many people are interacting with you on a consistent basis?
- Learn who the key players are and who always seems to be there when you share.
- Anytime anyone likes, comments, retweets, etc., you should take notice, and respond to those people.
- Another easy way to measure success within each campaign is to set a specific goal e.g. you want to set a goal of 50 signups on Facebook or Twitter. You also would like to see 25 comments and at least 15 shares. These are personal engagement goals you should make for each update your page does.

Different methods to measure success can be used but it is important to keep check on regular basis. You can measure each step of your engagement; they include metrics of engagement like awareness, drive traffic, finding advocates and fans, and your brand's voice measurement. It's important to understand and establish a set of goals in which you can measure your engagement success on your social platform of choice. Not all social networks are the same. The people may be the same, but their behaviors on each platform are different. You want to understand the behaviors of the viewers on your social platform of your choice. It will help you provide the best possible content for them in the future.

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