

Quick Tips to Integrate Social Media and Attract More Clients



Are you still trying to figure out how to integrate social media into your Marketing Mix? You're not alone. Many small business owners are confused about how to blend social media into their business.

The good news is that there are surprisingly simple steps you can take to integrate social media into your marketing mix and it is easier than you might think. It just takes thinking through what you're already doing today and

where you can incorporate it into your daily business processes.

Consider these tips to integrating your social media into your business:

1. **Flowchart It.** Take a minute to write down where you could include social media in your existing marketing materials, business processes or systems.

Have a website? Include your social media links on it.

Have a free e-newsletter? Make sure your social media links are included in your e-newsletter.

2. **Add your social media links to your email signature.** One of the most visible pieces of marketing real estate but most underutilized is your email signature. Below your signature, include links to your Facebook page, LinkedIn profile or Twitter page.
3. **Add your links to your Estimates or your Proposals.** Encourage your customers or clients to connect with you by placing links to your social media sites at the end of your estimates or your proposals. Once you meet and establish a relationship with them, send your customers or clients an invitation to connect on your social media site if they haven't invited you first.

These are great ways to integrate social media and expand your network!

Lisa Mininni is the best-selling author of Me, Myself, and Why? The Secrets to Navigating Change and President of Excellerate Associates, home of the sought-after Entrepreneurial Edge System, which shows business owners how to automatically bring in pre-qualified prospects and turn them into invested clients 98% of the time. For her brand new eBook, Get More Clients Now! 3 Steps to More Clients, More Money, and A Business You Love, visit <http://www.freebusinessplanformat.com>