

MUST HAVE

Social Media Tools for Small Businesses



TWITTER

you can use Twitter to build connections with a relevant audience. These connections can lead to actions across a network of loyal customers for your business.

FACEBOOK

It's a great opportunity for a company to make online sales, get a following around the brand, create a platform where customers can discuss the products.



INSTAGRAM

Instagram's highly curated and personal environment, the content is seen as trustworthy, authentic and relevant, and subsequently, more likely to inspire action.



TUMBLR

Tumblr is the best place for creators to find an audience for their content. There are over 200 million blogs publishing 80 million posts per day.



PINTEREST

Pinterest is an online tool for collecting and organizing images, has become important for some, particularly designers.

