

EXPERT TIPS FOR CREATING ENGAGING CONTENT ON SOCIAL MEDIA



WELCOME

Hometown creative was born from a desire to cultivate community and creativity to serve small businesses. In an increasingly social focused world, we want your business in every possible conversation. Utilizing inbound marketing techniques, we customize customer outreach for your individual brand.

In today's digital age, content creation has become a powerful and necessary tool for expressing ideas, building communities, and reaching a larger audience.

From Insta Stories to Facebook ads, social media is an ever changing and evolving world. Yet, it provides an organic reach personalized for your ideal customers that cannot be dismissed.

Whether you're a business owner looking to promote your products or services, an aspiring influencer hoping to build a personal brand, or someone who wants to share their knowledge or passion with your followers, this guide will equip you with the knowledge and skills to create content that stands out!

-the Hometown Girls

Make Content that's Entertaining and Interactive



The time has come to encourage your audience to participate and engage with your content. Offering an interactive consumer experience instead of static content is the way to increase your engagement rates. This is the great benefit of interactive content, which becomes a solution in marketing.

Content Marketing has grown so much that it has saturated consumers with posts on blogs and social networks, often lacking quality or relevance.



Prioritize Creativity

In a world where social media is so highly saturated it is so important to stand out on your specific platforms. When people are scrolling and see the same type of post that is populating their feeds what is going to make them stop and interact with your post?

Which person do you watch the most on tiktok? The girl who is taking you through her perfectly curated life or the girl who was late to her meeting today because she had to stop and help a turtle cross the road?

That's a weird scenario but you get it right? We move towards people who are different and who are relatable! So be that person on your social media platforms.





Be Authentic

There is nothing we preach more. BE AUTHENTIC. It's 2023 people want to connect, and not with someone who is perfect and only shows their "highlight reel." Talk about your business struggles, Post about your kids crawling around in your work space. This is what will push people to keep checking in on what you're creating. Be real and an audience who will connect and support you will follow.

Deliver Value that Aligns with Your Industry

Building a community is a very important part of creating a business.

Your community is essential to building your network. Forming genuine relationships within your community and network can get you a long way. The people in your community also each have their own networks and separate communities, some of which might have connections that you too wish

to gain. When posting think of the questions below to narrow if this post will benefit that community.



Who is this content for?

What is the purpose of this post?

Where do I want people to go next?

Why is this message important?

How does this add value to my consumers?



Answer Questions that Your Customers are Asking

One of the most important parts of owning a small business and running a social platform? Listening to the audience you currently have! Just by listening to your audience you create a trust

When you are engaging and helping your audience members that alone will make them feel a sort of kingship with you and will influence them to keep up and follow your page/business.

Does this Information Help You?

We love helping small businesses
and others find ways to boost their
profiles on social platforms. Still
need more help? Send us a
message!

