

# 5 Tips For New Ways To Market Your Small Business With Social Media

Social media is a great low-cost way to market your small business. Most companies already connect with customers on Twitter and Facebook. Here are five tips for using five other social media platforms to reap big benefits for your business.

1

Blog

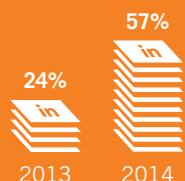


55% more web traffic with regular blogging<sup>1</sup>

**Pro Tip:**  
Post helpful, no-strings-attached tips and resources to drive web traffic.

2

LinkedIn



Growth in **LinkedIn** Company pages<sup>2</sup>

**Pro Tip:**  
Set up a LinkedIn company page to give your SEO a boost.

3

Instagram



15x more engagement than **Facebook**  
20x more engagement than **Twitter**<sup>3</sup>

**Pro Tip:**  
Share behind-the-scenes photos to create a personal connection with customers.

4

YouTube



2nd largest search engine with **3 billion** searches a month<sup>4</sup>

**Pro Tip:**  
Post product demos and how-to videos to increase the likelihood of purchase.

5

Pinterest



96% of users gather product information  
93% plan purchases<sup>5</sup>

**Pro Tip:**  
Add the "Pin It" button to all of the product photos on your website to drive sales.

<sup>1</sup> "How to Increase Business Opportunity Leads Using Blogs," mhwebsolutions.com, October 2015

<sup>2</sup> Cheryl Conner, "New Research: 2014 LinkedIn User Trends (And 10 Top Surprises)," May 2014

<sup>3</sup> Nicholas Grizzell, "16 Instagram Statistics You Need To Know," December 2014

<sup>4</sup> "YouTube – The Second Largest Search Engine," www.cohlabs.com, February 2016

<sup>5</sup> "How Pinterest Drives Online Commerce," shopify.com, May 2015

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