

OYSTER BAY

Main Street Association

Using Social Media to Strengthen Your Business

There are so many affordable and easy-to-use tools to promote your business that sometimes it may be hard to choose which to use. Here are a few simple easy-to-use guidelines that will help your business grow.

- 1. Start with Google.** Gmail is a free service provided by Google that has great tools including a “Contacts” section where you can store information on your contacts. If you don’t have a Google account already set one up here: www.google.com/accounts/NewAccount. Once you have the account set up, add information to the “Contacts” section. Many of the other websites and services we mention provide an opportunity to import your “Contacts.” So keeping this information up-to-date in one place will be helpful when working with others.
- 2. Set up a Facebook page for your business.** If you are not a registered user already, join the millions of people already on Facebook. Never before has there been an opportunity to reach so many people in one place. Once you have a profile for yourself, consider creating a “Page” for your business. You can do that by visiting: www.facebook.com/Pages. Also see our “Special Tips for Marketing Your Business on Facebook” that follow this list. 
- 3. While you are at it, set up a Twitter account too.** Just visit www.twitter.com and the set-up is very easy. You can very quickly and easily “link” your Facebook account with Twitter so that when posts appear on Facebook they are automatically tweeted. This gives you double the coverage with no additional work. Most people set this up to make “tweets” from your phone. 
- 4. Have something interesting to say?** Why not set up a blog then. There are many tools available, though Blogger is one of the most popular and easiest to use (www.blogger.com/).
- 5. Want to let people know where to find you?** Foursquare is the answer. This allows you to check-in using your smart phone and letting your friends know your location. When you check-in you can choose to “Share with friends?” and let your friends on Foursquare know your location. You can also choose to share on Facebook and Twitter, which will automatically post an update on your location there. Amass a certain number of check-ins and you can win “badges”. Be the person who checks in at a location the most number of times and become “Mayor.” Be sure to claim your business if you have not done so already, by selecting the “Claim here” link in the upper right corner of your business listing page.
- 6. Hear what people are saying about you.**  is a social networking site where you can review just about anything. Most businesses are listed there already. To see if your business is there already, search for your business name. If it is not listed there will be a link at the bottom of the page to “Add a Business”. Claim your business account by visiting <https://biz.yelp.com>.

7. **If you are a restaurant**, see if there are reviews for you on Zagat (www.zagat.com/). If there are reviews that are inaccurate or malicious reviews out there you can “Report this Review”. Also encourage your customers to review you on Zagat if they have not done so already. Finally, for those restaurants that are Zagat-rated, be sure to place that important maroon colored sign/logo in your storefront window and in other promotional materials.

Promoting Your Business in Oyster Bay

1. **Make sure your business is listed on the Oyster Bay Main Street Association website.** Visit our website at www.oysterbaymainstreet.org and see if your business is listed. If not, contact us at the information below and we'll make sure to get something set up.
2. **Promote your events on the Main Street calendar.** Our online calendar is a high-visibility way to let people know about your events. We limit our listings to events in the downtown area, or with our partners in surrounding areas that guide and direct people to downtown Oyster Bay. For more information, also contact us at the information below.
3. **Consider becoming a sponsor.** We hold many events throughout the year including the Oyster Bay Farmers' Market, Oyster Bay Sundown concert series, and the Oyster Flix movie series. You can sponsor some or all of these events by contacting us at the information below. Your business name and logo will then be used in all marketing and promotional materials.

Oyster Bay Main Street Association
17 Audrey Avenue, Oyster Bay, NY 11771
Phone: (516) 922-6982
oysterbaymsa@gmail.com

Special Tips for Marketing Your Business on Facebook

Here are five tips on how to make your social marketing efforts on Facebook successful. A special thanks to Tyler Willis, Head of Brand Strategy at Involver, for putting this list together for us.

1. Post regularly. It is important not to let your Facebook page lie dormant, which means you need to be sure to post frequently. How frequently? Well, it's different for everyone. You will figure out the right posting rhythm eventually, but we recommend posting at least once a day and increasing from there. In order to help you manage and schedule your Facebook posting, you should definitely check out the Involver Audience Management Platform (AMP). It might just turn out to be your new best friend.
2. Ask questions. It sounds basic, but the easiest way to get a response is to ask a question. So don't be afraid to pose questions to your fans. This is not only a great way to engage fans, but also a great tool for conducting market research; you can learn a great deal about your audience, which can help shape future marketing efforts. Definitely check out the Involver Poll App in order to get started with this.
3. Make your posts pretty. We're not saying you need to put lipstick on them. But if you make your posts more aesthetically pleasing by leveraging interactive media—images, video, or audio—you are sure to see increased levels of fan engagement. There are plenty of Involver apps that can help with this, including the Music Player and Flash Embed App.
4. Have a distinct and consistent voice. One of the great things about social media is how it allows brands to really come to life. And because your personality is echoed throughout status updates, photos, and anything else you do on Facebook, we recommend you decide ahead of time what you want your voice to sound like, and be sure that voice is consistent throughout your Facebook efforts.
5. Launch campaigns and contests. The most successful Facebook fan pages we have seen are those that implement creative campaigns and contests. From trivia contests to photo contests, the opportunities here are endless. So put your creative cap on and brainstorm clever campaign ideas that will work for your brand. Note: With the Involver Premium Plan, we offer custom-built apps as well as a dedicated account manager who can help you strategize.

These tips are not meant to be any kind of authority on Facebook marketing. But they are meant to be helpful hints based on our observations and research that will help you take your Facebook marketing to the next level.