

Why Sharing Knowledge on Social Media is a Must for Entrepreneurs

SYDNEY, NSW, AUSTRALIA, September 24, 2015

[/EINPresswire.com/](http://EINPresswire.com/) -- Social Media Marketing is a critical tool for entrepreneurs to build their profile, network with peers, advertise for free and connect directly with the target audience. But ask any entrepreneur about their social strategy for personal and professional branding and the answer is the same – with their tight schedule, they can barely manage posting and interacting on their social media accounts, let alone implementing a well thought-out strategy.



An entrepreneur may have presence on Facebook, Twitter or any other social networking site, but unless they provide relevant content to the target audience, all their efforts are futile. The content provided should be based on the entrepreneur's expertise. Sandra D'Souza has identified these issues and has made life easier for entrepreneurs by bringing out a way that is helpful but also cost effective. She calls it Social Lite by [Curate Bee](#). It's a nice play on words because it is helping the entrepreneurs to be a socialite in social media.

Social Lite allows entrepreneurs to update their social media activities with interesting articles that are based on their expertise, which will help them increase their social influence. Entrepreneurs can develop relevant content flow, sourced globally or locally, and based on their field of expertise, hence allowing them to deliver exactly the type of content their followers expect to read. Social Lite lets the entrepreneur handpick content to post on their Facebook, Twitter and LinkedIn walls, projecting them as leaders in their respective field.

Sabiha Vorajee, CEO at High Value Woman, who used Google alerts previously to review content to post on her social media, speaks highly of her experience with Social Lite. "Social Lite has provided me with the freedom to choose the content to be posted on my social media. The system is intuitive and very easy to maneuver." Ms. Vorajee spends just 5 to 10 minutes on the Social Lite system at the beginning of the week and her social media marketing schedule is set up for the entire week, with Social Lite managing her posts daily on her behalf.

Sandra D'Souza, CEO and Founder of [Curate Bee Digital](#), is totally committed to provide entrepreneurs with a service that will cater to all their social media marketing needs. "As an entrepreneur myself, I understand the importance to consistently post value-packed content in order to keep the audience engaged, and the need of entrepreneurs to project themselves as experts in their fields."

Curate Bee works closely with its clients to formulate social media marketing strategy to project them as industry leaders. Building trust with their unique selling proposition, they help their clients to gain an outstanding online presence that is authentically them. To find out more, visit Curate Bee at www.curatebee.com.

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