

Dr. Kam Habibi Gives 5 Tips to Help Small Businesses Manage their Social Media

Expert marketer divulges five best tips to help small businesses manage social media.

SARASOTA, FL, UNITED STATES, July 5, 2018 /EINPresswire.com/ -- Social media is the lifeblood of businesses. While less than a decade ago, a business' main source of income streamed from advertising, the tides have changed swiftly. Now, social media is an essential part of every business' marketing plan. Even in its short lifespan, social media now has the power to add or diminish the authority of a business. For many small businesses, this is a scary reality. This is because there is so much to know and understand with social media. Thus, it's almost impossible to run a business and keep up with social media.

That is why [Dr. Kam Habibi](#) is giving these five tips to help small businesses manage their social media.

1. Explore New Opportunities (And Find What Works!)

There are always new opportunities for growth and expansion in the world of social media. So, it's important to see what's out there. Dr. Kam Habibi is a big promoter of having fun with a business' social media. Part of that fun is discovering new avenues. After all, what might work for one small business, might not work for another. Yet, the owner will never know what works for their business until they give it a try.

However, [Dr. Kam Habibi also warns](#) that the pitfall of exploration is getting stuck in a rut or becoming overwhelmed. It's one thing to explore different platforms, but it's completely different to let them control a vast amount of time. Dr. Kam Habibi explains that if a platform isn't working, don't try to make it work. It's better to simply move on. Eventually, a business owner will narrow down what works for them, optimizing their social media presence effectively and with little effort.

2. Business Content Quality is Better than Quantity

[Dr. Kam Habibi admits](#) that a small business should have a consistent presence on social media. However, the quality of the content. Is far more important than the quantity. If a business is simply posting to social media, without any substance, followers will feel cheated. Worse, they'll feel spammed and that leads to unfollows. Therefore, make sure that everything a business puts out to the world has merit and worth. It doesn't have to be Shakespeare, but don't post simply for the sake of posting.

3. Focus on the Business Niche

Business owners have an automatic authority. They have in-depth knowledge about the industry they work in. Dr. Kam Habibi urges small business owners to use that to their social media posting advantage. Sharing some insight shows followers that the business has a passion for the industry. It might be a random factor an interesting antidote. Yet, it's something that helps people understand and

connect with the business and with social media, the connection is everything.

4. Keep Track of Business Analytics

This tip sounds much more complicated than it is. Small business owners sometimes hear the word analytics and think they're going to have to calculate something. Yet, Dr. Kam Habibi assures small business owners that analytics is no longer a complicated configuration. In fact, with most social media platforms, it couldn't be easier to track the progress of the business' analytics.

The most popular social media platforms (Facebook, Twitter, Instagram) all have trackers or analytics, that is automatically calculated. So, all the page owner must do is log in and keep track of the products. This analytical information will allow the small business owner to figure out what works and what doesn't. It's easy and effective.

5. Showcase the Business' Personality

Every business has a personality. Dr. Kam Habibi explains that business owners must show that personality in their social media accounts. Managing social media can be a long, invasive process. However, at its core, social media is just sharing with people who have the same interests as the business promotes. So, have fun with it. Allow the passion and personality of the business to soar and people will respond.

In summation, Dr. Kam Habibi knows that managing social media can be difficult for small business owners. However, these tips are surefire ways to help optimize a business' social media strategy and manage this ever-changing marketing world.

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