

# The Revenue Accelerator

4th Quarter 2023



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Welcome to the 45th issue of The Revenue Accelerator™. Market Development Group (MDG) aims to provide practical revenue and profit generator tools for MDG clients, colleagues and friends. The Revenue Accelerator™ circulation has grown worldwide since our first issue was published in 2006. We welcome any suggestions of articles or topics you would like to have included in future issues.

The guest writer in this issue **Kevin Dean**, Owner, [YB Marketing](#), discusses social media best practices.



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***Market Development Group, Inc.  
Celebrates 25 Years of Success***

Eric Wiedenmann, President  
[Market Development Group, Inc.](#)



As we plan to celebrate our milestone on January 1, 2024, my heart is filled with gratitude for each client, colleague, and partner who believed in our journey that began in 1999.

Our accomplishments are not just a reflection of strategic and market trends, they are of a team bound by shared values, drive and mutual respect.

As we mark a significant milestone of 25 years in business, I find it is the perfect moment to pause and to reflect on the many partnerships that were created among our clients and colleagues that have made the past 25 years a whirlwind of learning and success.

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## ***Social Media Best Practices for Business***

Kevin Dean  
Owner, [YB Marketing](#)



Happy December – we hope this newsletter finds you well and thriving in your business endeavors. As we dive into this month's newsletter, we're excited to share the latest insights and lessons to learn when it comes to **social media**.

We all see it, we all use it, but how many of us know how to truly utilize it? Read on for a sneak peek into the dynamic world of social media marketing.



## What is social media?

The most well-known platforms of social media are likely ones you've all heard of; Facebook, Instagram, X (previously Twitter), TikTok, LinkedIn, with more continuing to join the group year after year.

Social media, put simply, allows you to connect with your audience on a personal level, building meaningful relationships that transcend traditional marketing boundaries. Through strategic content creation and targeted campaigns, you can showcase your brand's personality, share compelling stories, and establish authenticity.

## What to post?

So we know what social media is and why it's useful. But what do you post? How do you come up with fresh ideas and concepts every week?

That's a great question, and one we're here to answer. Content can feel very overwhelming if you don't have structure. Pick 2-3 of the following core concepts you want your social media to display. Once you have your concepts, it's easy to be focused and have fresh ideas that stay on brand, and on message.

- **Educate** – What are your services / products? Why should viewers buy them? How do they benefit from doing business with you? Answering questions like these and educating your followers on why you exist helps you stay relevant and helps your followers learn more about what you offer.
- **Branding** – What do people think of when they think of your business? When people think of you should they picture a color (think McDonalds, red and yellow)? Should they think of a phrase (think Nike, "Just do it")? Coming up with consistent visuals or phrasings to represent your brand / company will make it easier for followers to recognize you and differentiate you from competitors.
- **Promote** – If you're a company that sells products, it's important to promote when you have new inventory, sales or deals that followers can take advantage of. If you're a company that offers services, it's important to promote finished products, client testimonials, happy employees, etc.
- **Generic / Seasonal Posts** – Not every post should be a sales or product post. In fact, having a steady flow of somewhat generic posts makes it easy to stay consistent with content, which is the overall goal. A generic post could be a simple "TGIF"; relatable to everyone and not specific to your business; anyone could like or share, and it'd be relative to them. A great use for these is also holiday posts. Constantly selling on social media is a turn-off.
- **Employee Spotlight** – Everyone likes seeing a company that cares about their team, and followers enjoy seeing themselves, fellow friends or family being featured online. Highlighting when employees receive promotions, hit yearly milestones or have birthdays is an easy win across the board for social pages. It is also a great way to show prospective employees what your culture is like.

## Advertise?

Businesses need to use advertising to build a larger organic presence. Most Social accounts have <500 followers, and those are usually employees, vendors, and friends. By advertising to your targeted market and keeping a consistent social media presence has become mandatory to help to expand your audience when you post organically. Building and keeping new followers prevents you from broadcasting to the same people each time.

Advertising also helps you get the word out on so many things; from basic sales and services you're offering to letting people know you're hiring for a new position or bragging that you recently won a local award. Budget depends on your target market audience and goals for growth. Not advertising to grow their social media is a mistake most companies make.

The merger of Facebook and Instagram to Meta has made advertising an easy process to spread your ad across the two biggest social platforms. LinkedIn ads are helpful for professional targeting. Test responses on other platforms too.

There are a few things you'll need to know when setting up ads:

- **Define Your Goal** – Clearly outline the objective of your ad, whether it's to drive website traffic, generate leads, increase brand awareness, or boost sales.
- *Target Audience* – Who do you want your ads to reach? Meta Ads allow you a full breakdown of demographics by age, genders, interests, income, etc. This allows you to get your ads in front of the most likely audience to engage and be genuinely interested in your offer.
- **CTA** – Clearly define the “call to action” you want users to take (ex: "Shop Now," "Learn More," "Sign Up"). Make sure your CTA aligns with your campaign's objective.
- **Ad Placement** – Choose where your ad will appear on Facebook and Instagram (in the news feed, right column, reels, search page, etc). Consider where your audience is most active and responsive. Budget will drive placement options too.
- **Measure and Test** - Don't just set it and forget it. Treat it like other advertising. Use tracking phone numbers, landing pages, test different text, try different images. Use Google Analytics as well as other tools to measure conversions to establish an ROI (“Return on Investment”) to your ads and social media presence.

## Why is this important?

After reading all this information you might be asking yourself if it's worth it. The short answer is yes, and the long answer is this:

And when it comes to posting and reading regular content, social media has become a way for people to check on a business' validity. Back a few decades ago you had to be listed in the yellow pages to be relevant. Nowadays you

ago you had to be listed in the yellow pages to be relevant. Now you are expected to have a decent number of followers and engaged users on your posts for people to understand you're still in business and successful. Staying up to date with trends and having a consistent flow of posts going live each week help build those numbers, and in turn help add value to your business.

In summary, social media is much more than liking and commenting on friends' latest vacation pictures. It is a way for businesses to connect with its users and the community around them. Utilizing social media allows you to create an audience that is custom to you and what your business provides, helping grow your visibility, your brand and in turn, your revenue!

### ***About Kevin***

Kevin specializes in helping businesses grow via better utilization of the Internet to generate leads and increase visibility.

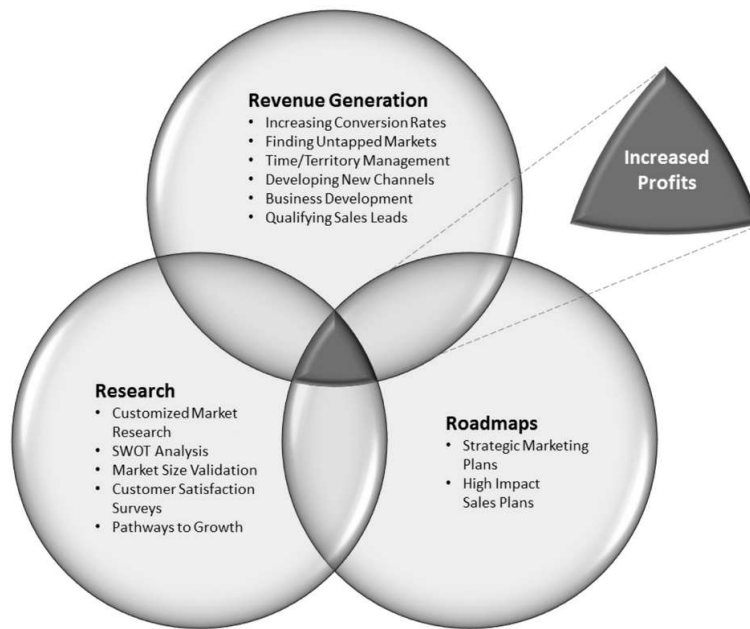
As a Certified Advertising Professional and trained Search Engine Optimization expert, Kevin identifies opportunities for increasing online branding, lead generation opportunities, and overall return on investment through better web strategies.

**Kevin Dean - Owner, YB Marketing - "A Full-Service Marketing Agency"**

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