

# HOW TO USE SOCIAL MEDIA AND MAKE IT WORK FOR YOUR BUSINESS

**Learn what your followers are looking for and how you can tailor your social strategy to engage customers.**



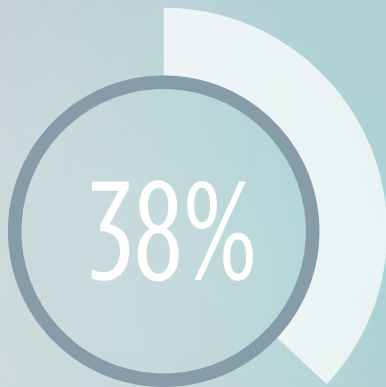
**50% of consumers use social media to learn about new products or services.**

- **New Products**  
Showcase new product ideas you're excited about.
- **Videos**  
Share About Us or product videos to educate prospects on your company, values and how to use products you offer.
- **Sales Guides & Infographics**  
Explain your products and services in a simple, easy-to-digest way. Ask for contact information with downloadable sales guides and infographics to generate new leads.



**40% of consumers like to stay updated on company news through social media.**

- **Webinars**  
Post your upcoming webinars and when followers sign up, collect their contact information. It's a win for your followers and a win for you.
- **Success Stories**  
Ask clients for feedback and then get their permission to share the rave reviews on social. You'll spread the word about how you can be a problem solver for customers, and about how your products and services are the only way to go.
- **Breaking News**  
Tell followers about industry trends and news, as well as new product innovations. You'll position yourself as an industry resource.



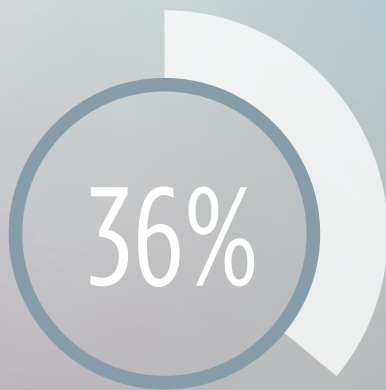
**38% of people use social media to learn about promotions or discounts.**

- **Limited-Time Offers**

Holiday offer? Seasonal sale? Get the word out in real time and you'll attract new customers and generate conversions.

- **Sample Giveaways**

Host a giveaway for new or returning customers. You'll instantly attract attention and put your products directly into the hands of prospects.



**36% of users turn to social media for inspiration.**

- **Case Studies**

Use case studies to inspire distributors to sell products in original ways or introduce them to a product they didn't know you offer. Case studies are one of the best ways to share your success.

Source for all stats: "Sprout Social Index, Edition XV: Empower & Elevate." 2019. Sprout Social.

A lot of social media success comes from personalized posts that speak about your brand and what makes your company different from competitors. However, as a supplement to your personalized posts, ASI® can help you set up your business page and post industry stats, product highlights and videos.

**Contact your ASI account rep today to build your social strategy.**