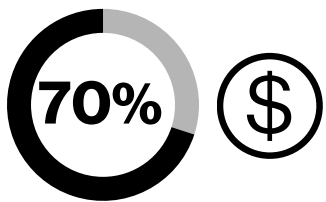
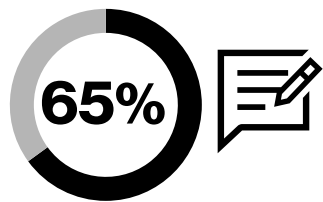


Social media best practices for small business success

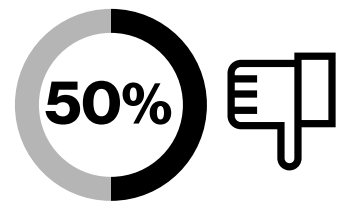
For businesses of all sizes, delivering a personalized experience over social media can be critical. However, limited resources can make it difficult for a small business to provide the seamless experience customers now expect.



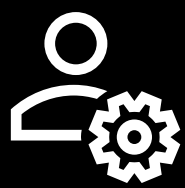
of CX leaders are rethinking their entire customer journey.¹



of consumers use social media messaging platforms to contact customer service.²



of consumers will switch to a competitor after just one bad experience.³



Personalize your social media strategy



Be authentic

Tell unique stories about your business and products to build a closer connection with your biggest fans.



Put chatbots to work

Use chatbots to answer common questions so people can get help instantly, freeing you to respond to more difficult inquiries.



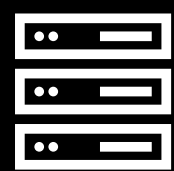
Be responsive

Social media monitoring can give valuable feedback on what customers think about your business and how you can improve.



Analyze and learn

Social media analytics can help show what is working and ways to better target your desired customers.



How technology can help

Technology can help a small business augment and scale its social media team so customers get the help they need faster.



Social engagement software can help you listen to and join relevant conversations as they're happening.



Chatbots can respond 24/7 to a wide variety of queries, reducing customer waiting times.



Check out our Verizon Small Business Digital Ready tools for everything you need to grow your small business, including free online courses, coaching, peer networking and grants.