



How to market your business on social media



61%

find social media useful in gaining new customers¹



almost half of all web users use social media when making a purchase online²

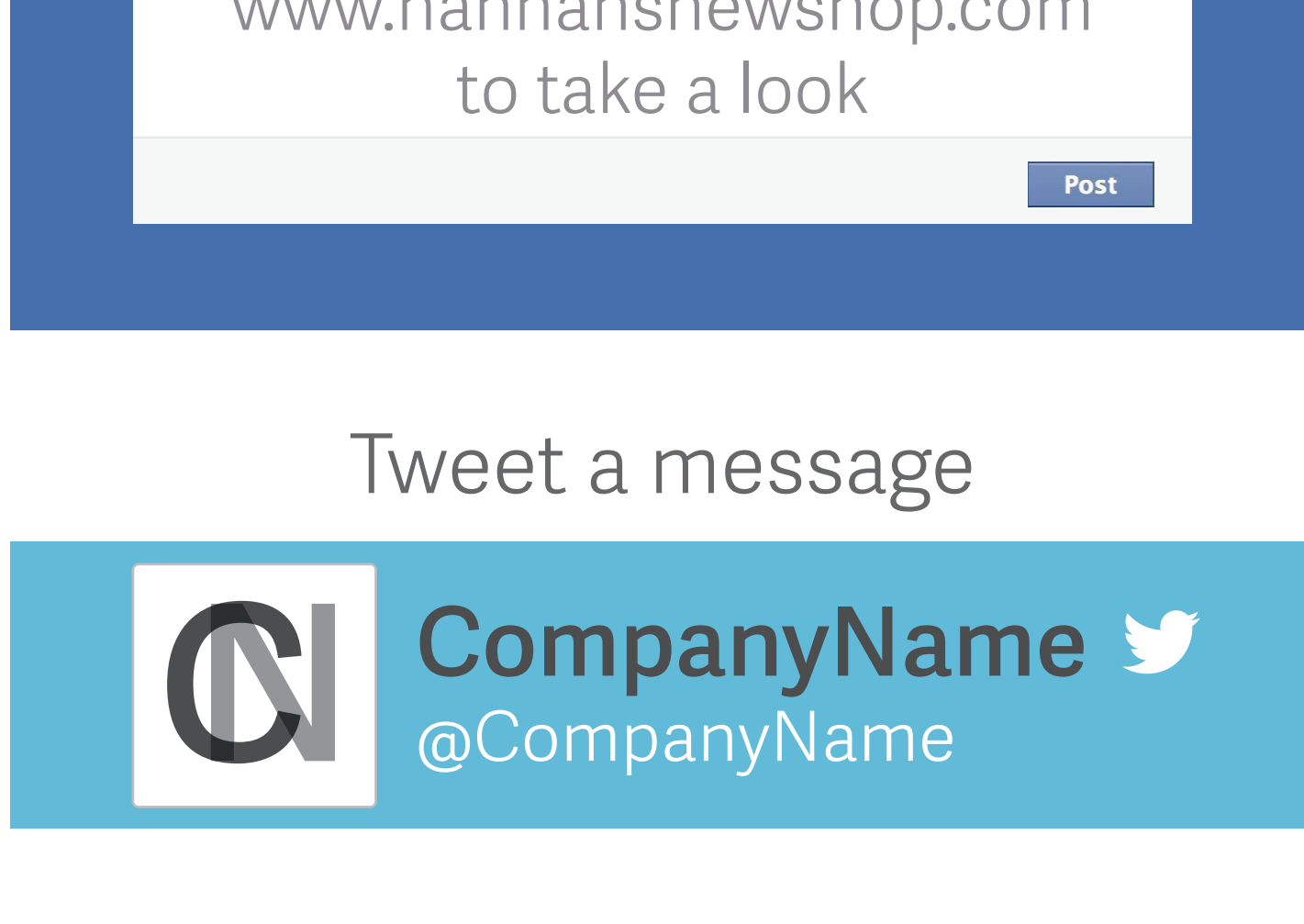
Step 1

Create your social media account



Step 2

Post a comment

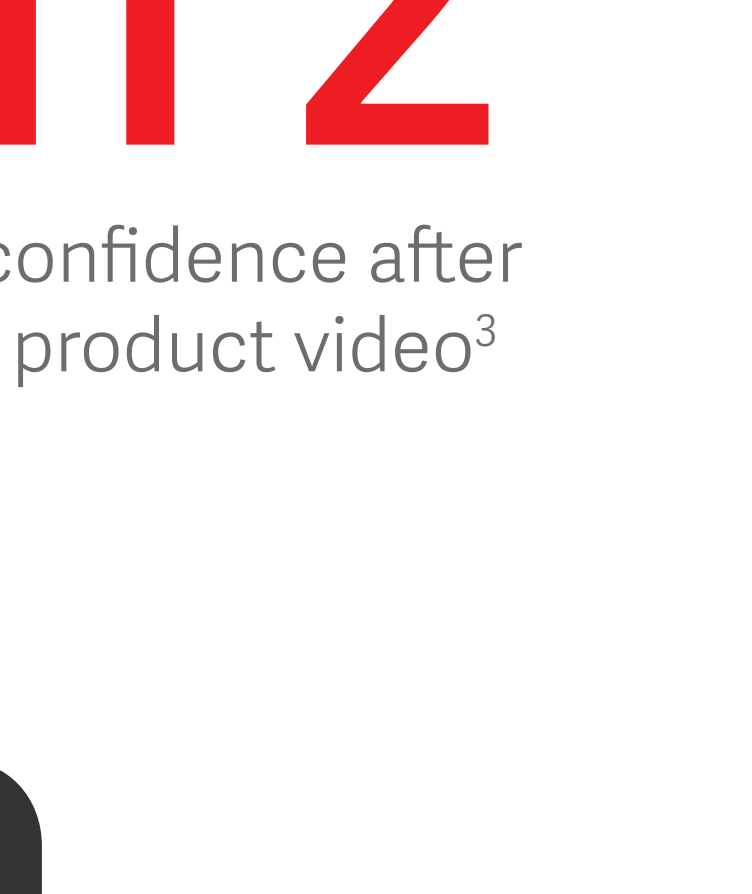


Tweet a message



Step 3

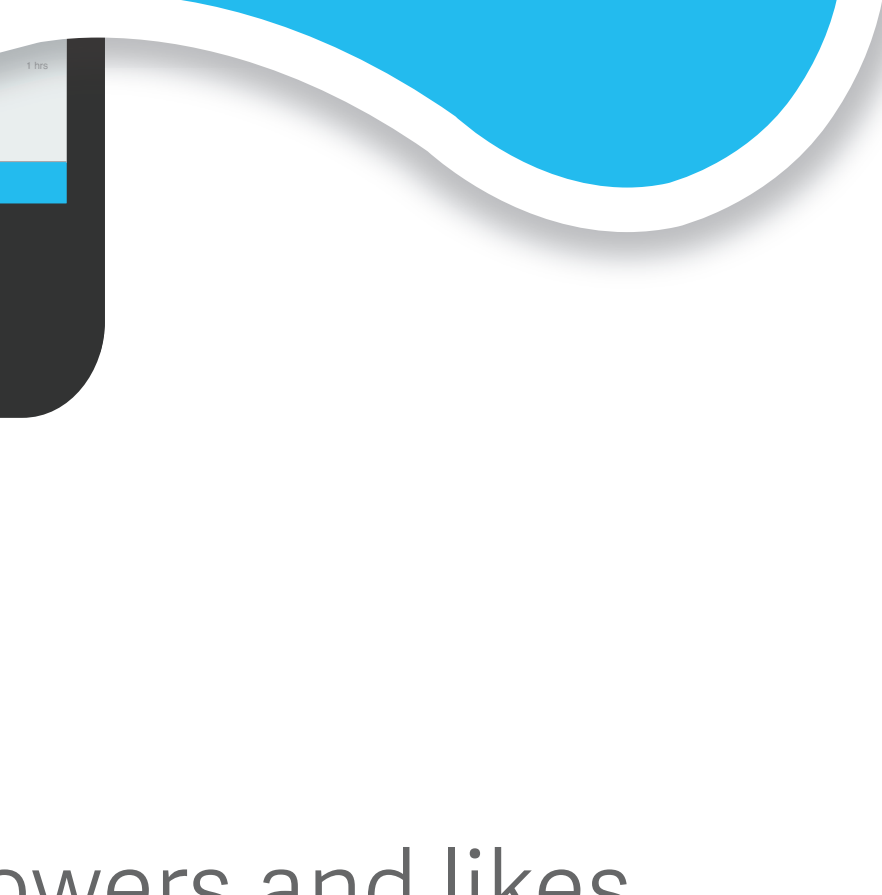
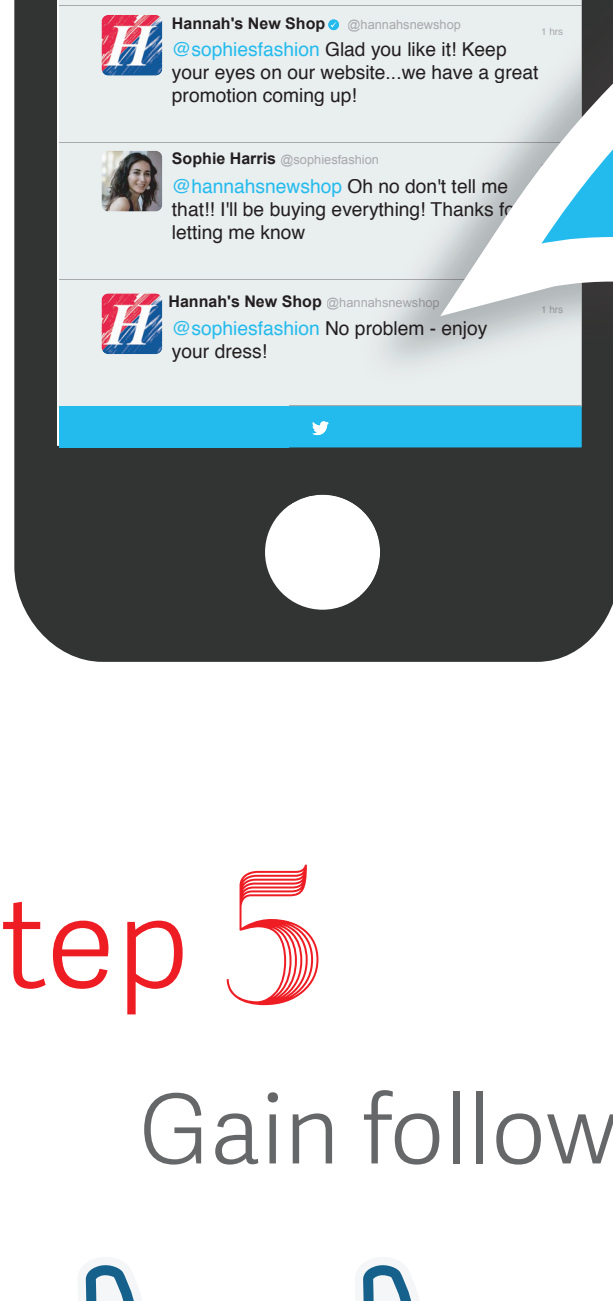
Post promotional videos and customer testimonials



1 in 2

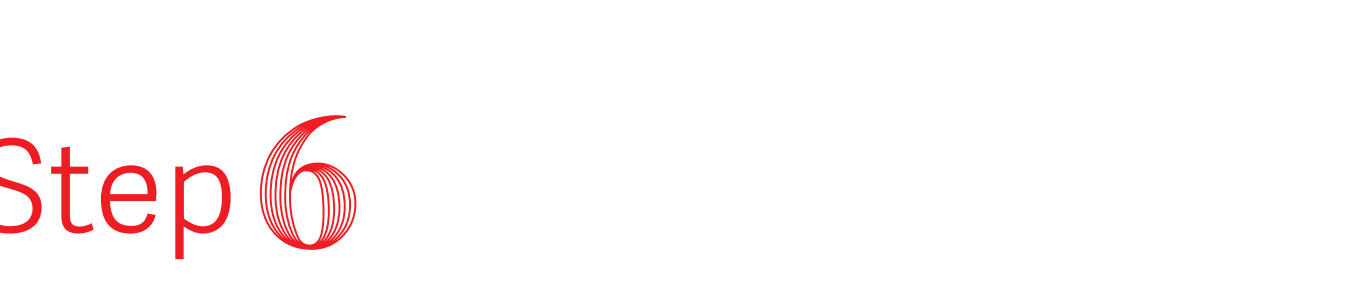
have more confidence after watching a product video³

Step 4



Step 5

Gain followers and likes

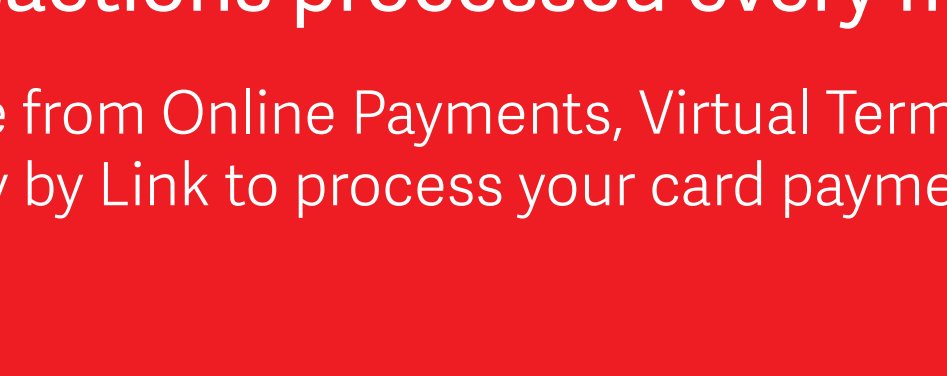


3 in 5

SMEs gained new customers by using social media¹

Step 6

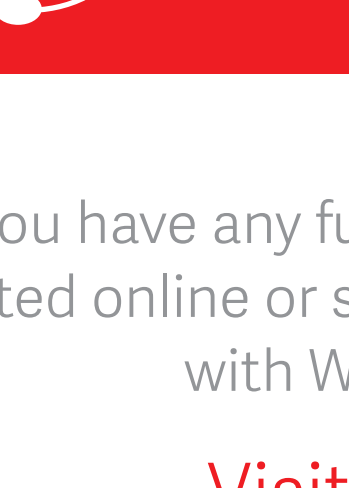
Start growing your business



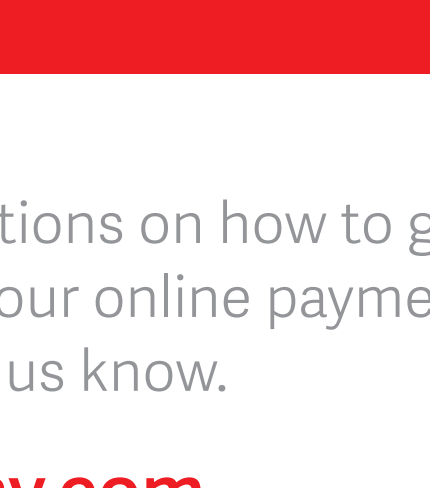
10,000

transactions processed every minute

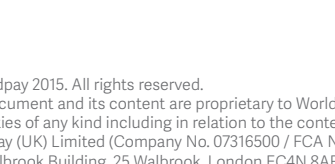
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