

# Social Media Marketing for Home Business Owners

Social Media Marketing (SMM) uses digital platforms to promote products and connect with customers.

It's a low-cost way to build brand awareness and boost sales growth.

by Arina Margaryan



# Choosing the Right Social Media Platform

## Instagram

Excellent for visual branding and customer engagement.

- Posts, Stories, Reels
- Shopping tools

## Facebook

Great for building communities and advertising.

- Pages, Groups
- Marketplace, Ads

## Telegram

Ideal for direct customer communication.

- Chats, Groups
- Polls, News





# Creating Photos and Reels

## 1 Photo Tips

Use natural daylight and simple backgrounds to highlight products.

## 2 Reels Tips

Make short, dynamic videos using trending music and clear calls-to-action.

## 3 Editing Tools

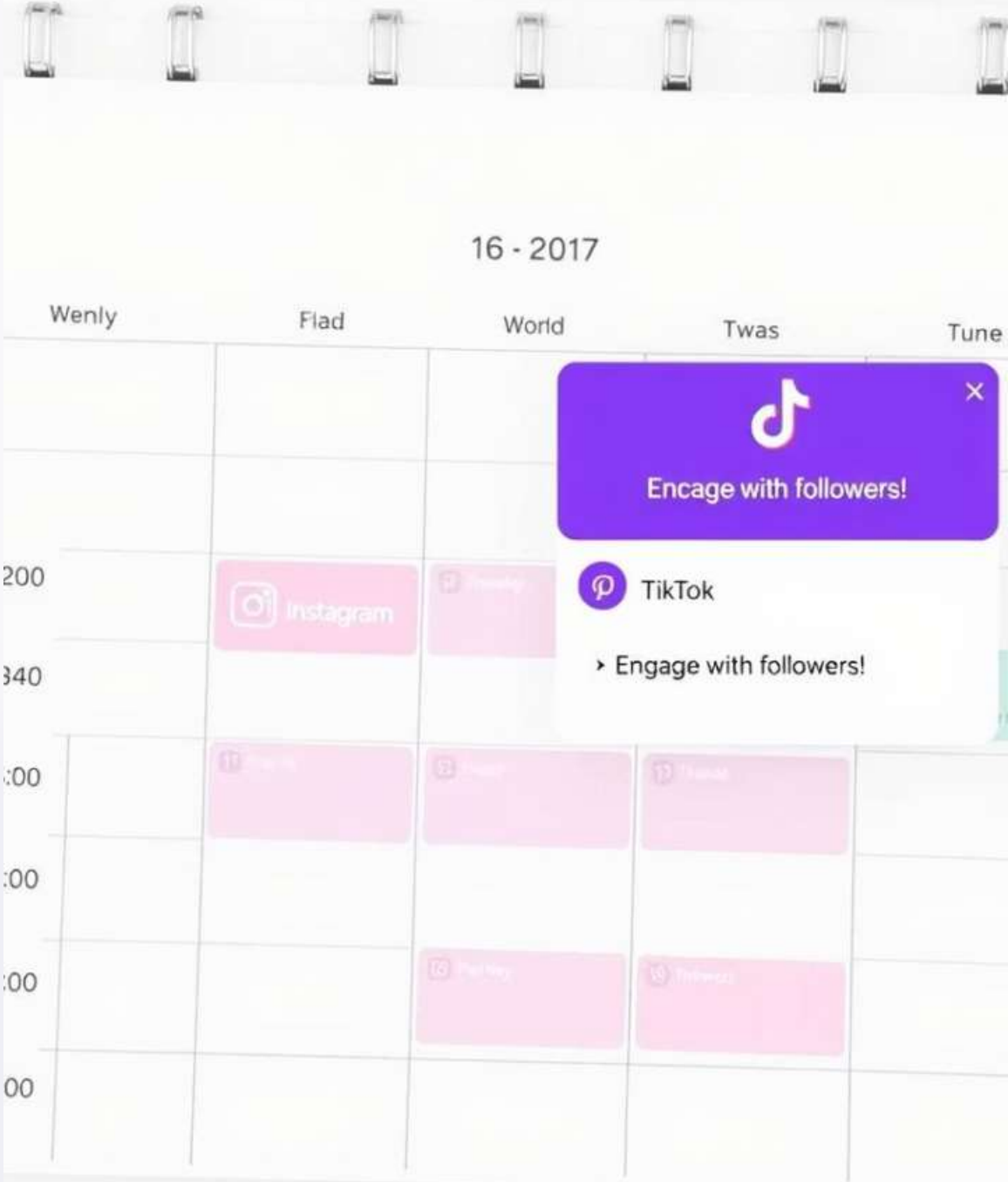
Try Snapseed, Lightroom, Canva for photos; InShot, CapCut, VN Video Editor for videos.



# Post Scheduling Best Practices

Platform	Best Time	Frequency
Instagram	6-8 AM, 12-2 PM, 6-9 PM	3-5 times/week
Facebook	9 AM-12 PM, 6-9 PM	2-4 times/week
Telegram	7-10 PM	Every day or every 2 days

Use a content calendar to plan posts in advance and ensure consistency.



# How to Sell on Social Media

## Create an Online Store

Sell products directly via social media shopping features.

## Use Shopping Posts

Tag products in posts to simplify buying process.

## Loyalty Programs

Offer discounts to encourage repeat customers.



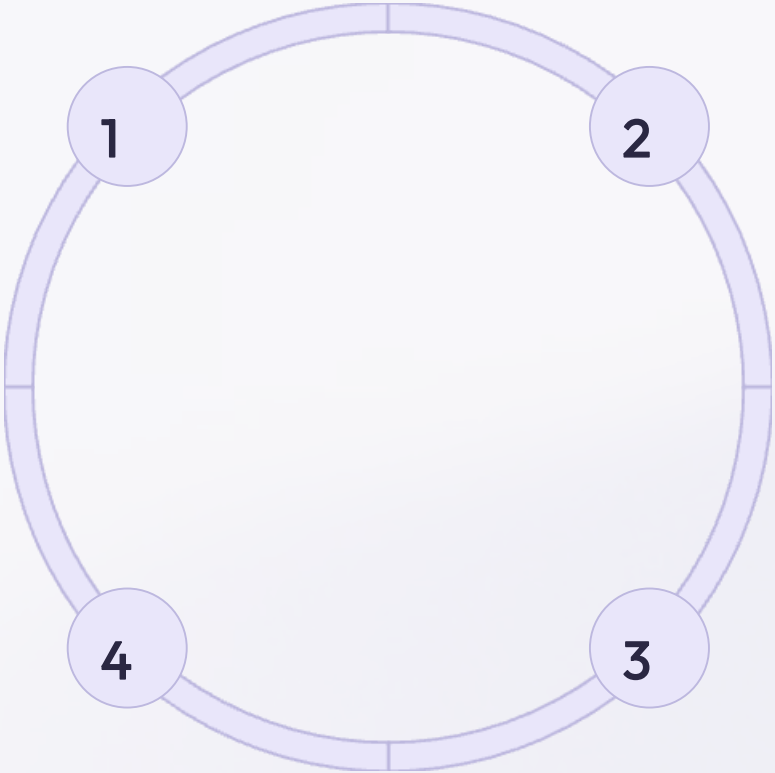
# Measuring Your Success

## Engagement

Shows your audience interaction and brand impact.

## Sales Conversion

Measures the direct revenue impact of your efforts.



## Followers Growth

Indicates rising brand awareness and reach.

## Site Visits

Reveals customer interest and traffic.



# Next Steps to Succeed

- Create a Business Profile
- Publish Content Regularly
- Engage with Customers
- Analyze Your Results
- Test Ads and Partnerships

Consistency and creativity are key to thriving in SMM.



# Summary and Encouragement



## Low Cost, High Impact

Social media delivers big results without big budgets.



## Choose Platforms Wisely

Focus on one or two to maximize your resources.



## Engage and Adapt

Keep content fresh and respond to your audience.



## Measure and Improve

Track success and refine your approach regularly.

Start today and watch your home business grow through SMM!



# Results



**Arevik Gabrielyan – nail master**

Before the course, she had an Instagram account but didn't know how to manage the account and engage new customers.



Before the course



After the course



# Results



## Hasmik Gevorgyan – baker

Before the course, she had never used any social media platform for her small business. After the course, she opened an Instagram account which will help her to get new costumers.



# Telegram Channel

There were 11 participants in my telegram channel, from different Armenian regions



Translation

