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*Report was written by [Kipp Bodnar](#), Blog Manager on the HubSpot marketing team.*

## Part I: Introduction

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Small business owners are discovering that social media marketing is quickly becoming an important method for driving business growth. While the idea of using “free tools” to drive marketing can be exciting, this excitement is often followed with the realization that these tools take time and commitment. At the end of the day, the million-dollar question is: can social media help small business owners make more money?

Through interviews with small business owners, HubSpot has examined best practices for small business owners who want to use social media to help grow business revenues.

### Questions This eBook Will Answer:

1. How does social media drive business revenue?
2. How do small business owners resource the time needed for social media?
3. How can [blogs](#) drive small business leads?
4. How does the B2B application of social media for small businesses work?
5. How can social media support offline marketing activities?
6. How do small businesses get started using social media and keep generating content?
7. How is the cost of customer acquisition lower when using social media compared to outbound methods like direct mail and print advertisements?

## Part II: Small Business Marketing Obstacles

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Before we dive into the details of social media for small business, let us first frame the problem that small business owners are working to solve using social media. Traditionally, large businesses have had an advantage over small business owners because they've had larger marketing budgets and could spend more money on outbound marketing techniques like print advertising and direct mail.

### **Budgets dictated success.**

Successful small businesses have long thrived on word-of-mouth to help promote their products or services. With social media, small businesses are now able to use free tools to help increase word-of-mouth while decreasing the need for outbound advertising platforms like the yellow pages, cable television ads, newspaper ads, etc.

## Part III: 10 Elements of Small Business Social Media Success

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Through interviews with the small business marketers featured in this report combined with research and examination of the HubSpot customer base, the following 10 common traits were shared by small business owners successfully using social media.

### Small Business Owners Who Successfully Use Social Media...

1. Commit weekly resources to creating content and engaging in social media.
2. Have some methods of understanding how social media activity had an impact on business results.
3. Regularly generate content using [blogs](#), Twitter, Facebook or other social platforms.
4. Don't try to do use every platform, instead focusing time and resources on the social media channels that drive the best results for their business.
5. Use social media to drive participation in offline events.
6. Set clear expectations for customers regarding frequency and types of social media interactions their company is willing to provide.
7. Leverage social media to position their company as a thought leader within their industry.
8. Provide clear calls-to-action and opportunities to generate leads and new customers using social media.
9. Use information and data from social media to drive business strategy.
10. Balance paid and organic [search engine](#) traffic.

## Part IV: Small Business Case Studies

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### Triumvirate Environmental: Generating \$1.2 Million in Revenue Using Social Media

**Company Details:**

Name: Triumvirate Environmental

Employees: 300

Website: <http://www.triumvirate.com/>

Twitter: <http://www.twitter.com/triumvirate>

Twitter Followers: 340

Triumvirate Environmental works with clients to ensure compliance, efficiency and the safest possible work environment. The company helps its clients develop solutions for dealing with hazardous waste and other programs related to environmental issues.

Mark Campanale, marketing manager and new media trainer at Triumvirate Environmental, shared insight into the evolution of their online and social media marketing program. Triumvirate indicated they have attributed \$1.2 million in revenue to [search engine optimization](#), [blogs](#) and LinkedIn.

Campanale explained that they began doing online marketing in 2006 by using Google AdWords. This initial step into digital marketing didn't go as well as the company had hoped. Because Google AdWords can be complex, the company spent too much money in the early days of their pay-per-click marketing efforts. Campanale indicated that when they got started, they weren't well educated about AdWords and the PPC money they spent was not tied to specific lead generation and marketing efforts.

Following their initial experiments with AdWords, Triumvirate began using a variety of inbound and social media marketing techniques to support lead generation efforts. Now included in the Triumvirate content marketing mix is blogging, search engine optimization, whitepapers, LinkedIn, Twitter, Facebook, email marketing and pay-per-click advertising.

# Building a Blog Network for Small Business Success

## Triumvirate Environmental Blog Site Map

More than 65% of Triumvirate Environmental employees contribute to our catalog of blogs on a weekly basis. **Why?** To share knowledge and experience with our visitors.

Below you will find all blogs sorted by category. **We encourage all visitors to comment on and share these blogs with others that may find them useful.**

[Higher Education](#)

[PCB Remediation](#)

[Social Media](#)

[Healthcare](#)

[Engineering](#)

[Health, Wellness, & Safety](#)

[Industrial](#)

[Environmental](#)

[FDNY New Standards](#)

[Life Sciences](#)

[Environmental Careers](#)

[Environmental News](#)

[EH&S Compliance](#)

Questions?

**800.966.9282**  
x8959

Subscribe by Email

Your email:

Subscribe

[Business blogging](#) has been a cornerstone for success at Triumvirate, but the company has taken a different approach to it than many other small businesses. Instead of a traditional blogging approach, the company built a network of internal blogs to match their diverse service offerings. Why do it this way?

### Quick Tip:

**Blog about niche topics related to your industry to drive quality leads that can be captured using landing pages connected to calls-to-action.**

Blogs are a key driver of [organic search engine traffic](#). Triumvirate realized that in order to create content that was relevant to its diverse business units, it would need to build a network of 13 blogs on different topics. You can see from the names of each blog in the image above that they each serve a dedicated purpose and audience.

General industry blogs like “Industrial” and “Life Sciences” have been created but are complimented by more granular topic blogs like “PCB Remediation” and “FDNY New Standards.” Having both broad and specific blogs allows Triumvirate to generate search traffic from niche, low-search-volume keywords as well as broader, higher-search-volume keywords.

## Generating Leads With a Small Business Blog

The screenshot shows a blog post titled "Testing for PCBs in Indoor Air" by Jason Atwood, Field Service Manager. The post is dated Friday, December 11, 2009, at 03:00 PM. It features social sharing options for Email Article, Twitter, Facebook, digg it, delicious, StumbleUpon, and LinkedIn. The text discusses public scrutiny surrounding PCBs in materials used in public school building construction prior to 1978. Annotations include "PCB Remediation Blog" at the top, "Lead Generation" pointing to the phone number "800.966.9282 x8959" under "Questions?", "Building Reach" pointing to the "Subscribe by Email" form, and another "Lead Generation" pointing to the company name "Triumvirate's PCB Consulting Services" and "PCB Testing & Remediation Services" at the bottom right.

While it is important that small business blogs drive new visitors to business websites, it is equally important that they work to generate leads and customers for the business. Triumvirate has created several blog posts on its “PCB Remediation” blog, which drives [search engine traffic](#) about that topic. In the screenshot above, you can see the methods Triumvirate is using to drive leads and improve reach. Because the company is creating content on a blog instead of a product page, it can easily offer a way for industry professionals to subscribe to topics through email and RSS feeds. By offering these subscription options, the company is able to increase its overall reach within its industry.

The image also shows that Triumvirate understands its customers. The company realizes that some potentially new clients may be more comfortable talking with someone on the phone and therefore provide a clear number and extension to not only talk to a Triumvirate team member, but to a person that is knowledgeable about that particular industry segment.

In addition to providing a clear number to dial to ask questions via phone, the blog also contains a link to a PCB resources page that includes a form for lead conversion.

[PCBs: An Environmental Health and Safety Concern](#)

[PCBs in Schools - Déjà vu All Over Again](#)

[What are PCBs?](#)

[\\*ALL PCB REMEDIATION BLOGS](#)

### PCB Case Studies

[Project Summary: Remediation](#)

[Project Summary: Encapsulation](#)

### Resources

[EPA Region 2 & NY City Board of Education Agreement](#)

[Mandating Testing for PCBs in Schools](#)

## Request more info on PCB Services

Name \*

Company \*

Email (we will keep your email completely private) \*

City

State \*

Phone

Additional Info:

- [Engineering Services](#)
- [Wastewater System Management Services](#)
- [Consulting Services](#)
- [Emergency Response Services](#)
- [PCB Testing & Remediation Services](#)

### Triumvirate's PCB Roundtables

[PCBs in Building Caulk: A Primer](#)

[EPA Inspection Preparedness/PCB Update](#)

### Download

[Managing PCBs in School Buildings](#)

This landing page provides a clear way to drive online leads while also providing some additional PCB resources and information to prospects and customers.

## Social Media to Drive Small Business Reach and Leads

The screenshot shows the Twitter profile for Triumvirate Environmental. The profile name is 'Triumvirate' and the location is 'Somerville, MA'. The bio states: 'Bio Triumvirate Environmental is a Boston-based environmental services firm servicing New England to the Mid-Atlantic'. The profile has 610 following, 338 followers, and 5 listed. There are 1,302 tweets. The main tweet is: 'Triumvirate is hiring entry level Environmental Specialists in Boston and New York. Check us out at <http://bit.ly/L4j9i>. DM for details!'. It was posted at 10:45 AM Apr 8th via Tweetie. Below it is another tweet: 'Triumvirate is looking to hire chemists/environmental specialists in all locations especially Boston @ me for details.' posted at 8:59 AM Apr 8th via Tweetie. A third tweet is partially visible: 'Environmental Health and Safety? There's an app for that...' with a link <http://bit.ly/cNt1eQ> posted at 8:45 AM Mar 31st via TweetDeck.

**Quick Tip:**  
**Use social networks like Twitter and Facebook to drive prospects back to compelling content on your blog and website.**

Search engines like Google are important in distributing small business content and helping companies get found online. In addition, social networks such as Twitter and Facebook serve as important platforms to drive blog and website traffic while improving customer engagement. Triumvirate

uses Twitter to share industry news as well as employment opportunities and content available from the company.

### **Resourcing Social Media as a Small Business**

While results like \$1.2 million in revenue sound like a compelling reason to adopt social media marketing, one of the hurdles small business owners quickly encounter is the issue of time. While many social media and blogging tools are free or low cost for small business owners, they still require a major time commitment to work properly. Triumvirate has two marketing staff members and also relies on interns to help manage the work involved with an active social media marketing strategy. They have also found success by leveraging employees outside of the marketing department to participate in social media. For example, account managers use LinkedIn for personal branding and also blog on a monthly basis.

### **Advice to Small Business Owners**

Campanale explains that consistency has been an important key to success at Triumvirate. He suggests dedicating time to social media marketing efforts. Initially the time investments can seem immense, but the revenue rewards make the investment worth it.



## AJ Bombers: ROI From Social Media Events

### Company Details:

Name: AJ Bombers

Employees: 20

Website: <http://www.ajbombers.com/>

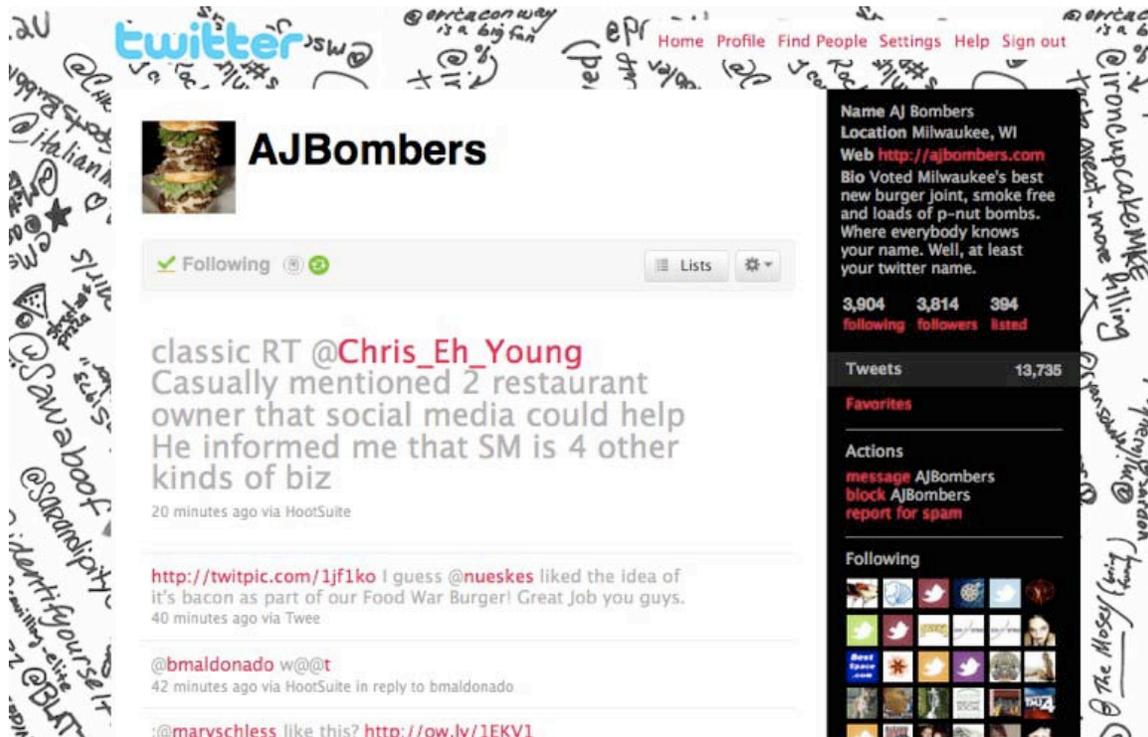
Twitter: <http://twitter.com/ajbombers>

Twitter Followers: 4,196

When thinking about a burger joint in Milwaukee, WI, it is likely hard to imagine a social media marketing pioneer. But that is exactly what you'll find at AJ Bombers. Joe Sorge, the owner of AJ Bombers and other restaurants in the Milwaukee area, describes himself

as an early adopter and saw social media as a way to promote his new burger joint and help it stand out from other restaurants in the Milwaukee area. Sorge indicated that social media marketing starts with a great product. He believes that he makes the best burger in town, and that gives him the confidence to evangelize and promote AJ Bombers. A veteran of the hospitality industry, Sorge eliminated all traditional advertising for that he had done for his previous restaurants when he read the book *Permission Marketing* by Seth Godin. Before using social media, he relied only on email as a method of marketing his restaurants. AJ Bombers, his newest restaurant, opened as Sorge began to learn and understand social media marketing.

## Getting Started as a Small Business in Social Media



For the folks at AJ Bombers, their first experiment with social media marketing started with Twitter. Sorge learned about Twitter near the opening of AJ Bombers and began using it by conducting searches using Twitter Search to see what people were saying about his restaurant. After a few days of reading comments about his restaurant on Twitter, Sorge decided he wanted to respond to customers; therefore, he signed up AJ Bombers for a Twitter account.

**Quick Tip:**  
Use [Search.Twitter.com](http://Search.Twitter.com) to monitor conversation about your industry and company before you create a Twitter account for your business.

Sorge said that through engaging with customers on Twitter, he learned how to use the tool while beginning to build solid relationships. As he started to see positive reactions from customers talking with him on Twitter, he began to allocate more of his time to this activity.

For Sorge, the power of social media became evident to him when he realized that, unlike email, which is often communication between two or a small group of people, Twitter updates can be seen by hundreds and even thousands of people.

Today, Twitter is so important to AJ Bombers, that customers write their Twitter user names on the walls of the restaurant.

## Harnessing Creativity Using Social Media



Sorge and AJ Bombers both have a distinct personality and brand. Because of this, they each use social media in different ways. AJ Bombers is a case study in how to use social media events to drive business results. Events have long been an important part of retail and hospitality marketing, but Sorge has scaled them to a new level using social media.

A burger joint with two oversized deck chairs seems like a solid place to have events, but how do you do it, and how do you make sure the time invested is rewarded with revenue? Sorge has used social media platforms like Twitter, Facebook and, most recently, Foursquare to drive record sales for AJ Bombers.

On [Foursquare Day](#), Sorge set out to top his previous efforts, this time using Foursquare and a boat. He held an event at his restaurant that allowed customers to earn Foursquare's "I'm On A Boat!" Badge, which requires users to check-in to a location that has been tagged "boat." Sorge partnered with a local outdoor retailer to have boats available at AJ Bombers so customers could earn the badge.

Once he decided what badge he was going to help his customers earn, it took a couple of days of work to organize the most successful single-day Foursquare-

based restaurant event. During the event, more than 231 people had checked-in to [AJ Bombers' "I'm On A Boat!" Badge party](#). The event resulted in the single best day of sales ever for the restaurant, and Sorge said he even had to turn away customers because he didn't have the room to accommodate everyone.

## The Difference Between a Social Media Event and a Marketing Stunt

### Quick Tip:

**Use online communities to generate support and attendance for offline business events.**

Some marketers may argue that event marketing is nothing new and that using a location-based service like Foursquare is just adding a new wrinkle. This is the wrong assumption. In interviewing Sorge, my biggest takeaway wasn't that Friday was his biggest sales day ever; it was that Saturday was his

5th biggest sales day ever and that Sunday was one of his best as well. He explained that during the weekend, nothing special had happened to cause this burst in sales, especially considering professional sports teams were playing out of town and the weather wasn't particularly good. Sorge believes that the word-of-mouth buzz created by Friday's event and the speed in which it traveled online generated his best weekend ever.

Marketing stunts can drive a single day of traffic, but social media events can build sustainable and real-time word-of-mouth results that can have an impact on long-term sales.

## Resourcing Social Media Engagement and Events

### Quick Tip:

**Plan how often you will engage with customers online beforehand as an effort to set expectations for online customer service and engagement.**

From organizing events to talking with customers on Twitter, it seems like these activities would take a lot of time. They do. Sorge has two solutions for small business owners. The first is to set the right expectations. When using Twitter, Sorge has set the expectation that he will respond back to questions extremely quickly because he enjoys interacting with customers online. He says that if you are the type of business owner who only wants to spend 10-15 minutes in the morning on Twitter, then do that and customers will learn not to expect responses as quickly. Sorge also explains that he has put systems in place to allow him to spend some time away from the day-to-day operations of the

business to spend some of his time communicating with customers through social media.

## **ROI of Social Media Events and Community Building**

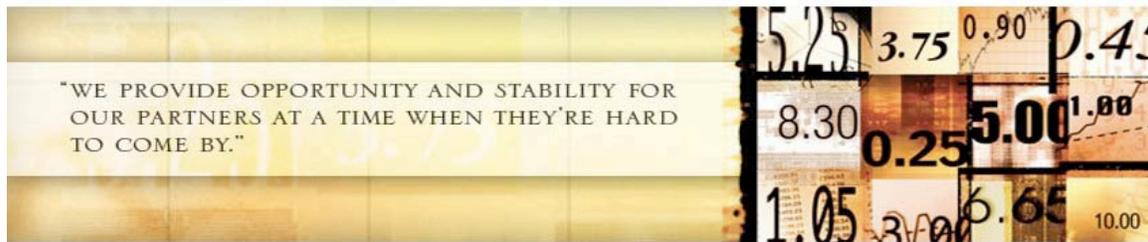
Sorge explained that in its first 6 months, sales for the new restaurant were relatively flat. About 6 months in, AJ Bombers began to reach a critical mass in its online community and used its new-found community to help promote events. Through this growth, the restaurant experienced 60-80 percent revenue growth that Sorge has tied directly to social media marketing.

### **Advice for Small Business Owners**

#### **Quick Tip:**

**Use free tools like [Google Alerts](#) to monitor mentions of your business online.**

Sorge says to make sure your business and your product are ready for attention before you start social media marketing. He explains that social media will only amplify the failures of a bad product. Once your business is ready, he suggests using tools like Twitter Search and Google Alerts to see what people are saying about your business online. Once you have an understanding of what people are saying, then find common interests and begin some conversations with them on social networks.



Echo Partners Community Bank Blog

SUBSCRIBE VIA E-MAIL

## Echo Partners: Driving B2B Small Business Leads

Echo Partners was started specifically to give community banks access to the tools and resources traditionally available only to large institutions. We interviewed Howard J. Lothrop, managing director of Echo Partners, to get an understanding of how his B2B financial company is using social media and inbound marketing to drive leads and support business growth.

### Company Details:

Name: Echo Partners

Employees: 1

Website: <http://www.echopartners.com/>

### Moving From Static to Dynamic Online Marketing

Lothrop thought he was doing online marketing from the first day he opened his business in 2005. He says that today he realizes all he really had in 2005 was a static website that functioned no better than a digital brochure. When Echo Partners started, it was focused on outbound marketing, which took a great deal of effort from the company's staff. They soon realized they would not be able to scale their business by relying on this type of marketing. Recently, Echo Partners made the transition to inbound marketing by adding more dynamic content to their online marketing plan such as a corporate blog, social media and search engine optimization.

### Understand What Has Worked for Others

Lothrop indicated that when he began using social media and inbound marketing, he took time to examine what type of techniques had worked for other B2B small businesses. He started by doing some of the nuts and bolts of online marketing. He took the time to optimize his web pages for better search engine optimization results. He then set up landing pages so he would have a method of driving leads. He focused on creating content around long tail keywords, keywords that

are niche to his business that will help drive incremental increases in search engine traffic.

He has identified a free content strategy for lead generation that is in the development process. Lothrop says the web is full of so many good ideas, that often the best use of time and resources is to apply someone else's idea to your own industry. This approach has worked for Echo Partners, with [targeted blog](#) posts and keywords strategies driving the best results for traffic and leads.

### Getting Over the “Getting Started” Hump

**Quick Tip:**  
**Schedule a set time each week to work on content creation and analyze how past content is supporting business sales.**

When asked how he resources his inbound marketing, Lothrop said he does it all himself. He described Echo Partners as a small shop and said that by taking the time to learn how to do inbound marketing, he has learned it really isn't that complicated. When he began the process, he admitted that it seemed daunting. He set aside time to work on the setup of his new inbound marketing

tactics and realized it was really just common sense.

After taking time to get started, he said his day-to-day time investment is extremely manageable. He indicated that he looks at his website traffic and lead sources to help him focus on tactics that are driving the best results. By understanding what works for his business, he can manage the time requirements needed for his inbound marketing efforts.

In only a few months, Echo Partners has begun to generate leads online, increase website traffic and even get referral traffic from a competitor's blog. Lothrop indicated that all of his results are trending upward and he expects to see even more impressive business results in the next six months.

### Inbound Marketing Drives Business Strategy

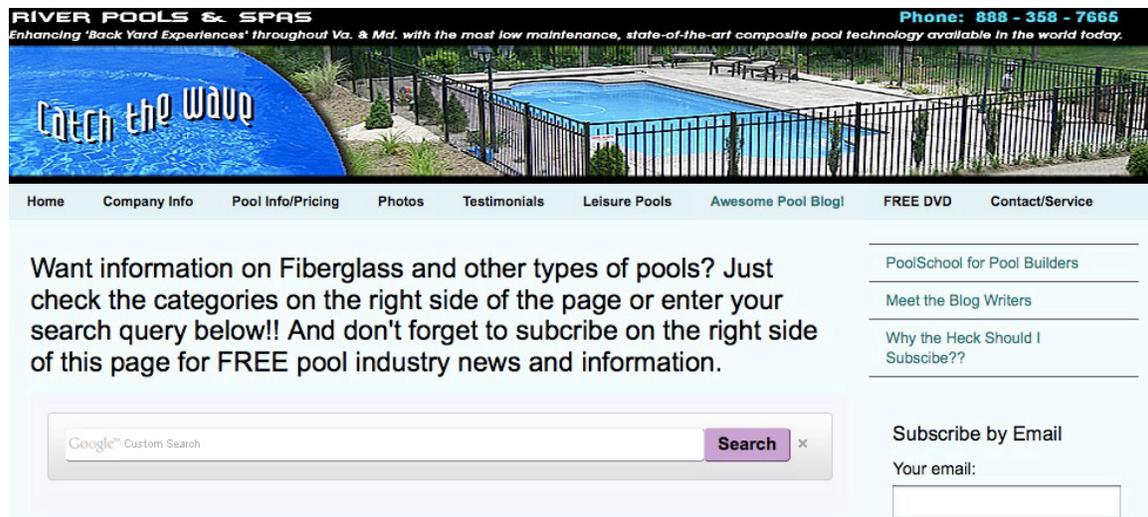
Lothrop sheds light on an important secondary benefit of using social media and inbound marketing. He explained that from the preparation and daily process of inbound marketing, he now has better business intelligence and insight than ever before. He indicated that inbound marketing has given his business a better sense of how to emphasize its strengths and exploit competitors' weaknesses. His business now has sharper, longer-term goals and a clear road map on how to get there.

### **Quick Tip:**

**Use data and observations found in social media as intelligence to help inform overall business strategies.**

### **Advice for a Successful Inbound Marketing Strategy**

Lothrop recommended that small business owners take an integrated approach. Small business owners need to understand that tactics like social media, [blogging](#) and search engine optimization drive more powerful results when used together, instead of only picking one tactic. Integrating social media tactics and content creation drives results, and it is important to track the results of each of these tactics to determine the best ways to invest time and effort.



## River Pools and Spas: Reach Consumers Using Social Media

### Company Details:

Name: River Pools and Spas

Employees: 20

Website: <http://www.riverpoolsandspas.com>

Twitter: <http://twitter.com/RiverPoolsBlog>

Twitter Followers: 1,060

People love pools and spas. They remind people of fun and relaxation. Marcus Sheridan, co-owner of River Pools and Spas, provided some great insight into the ways he uses social media and inbound marketing to drive growth for his

business. Like many business owners, Sheridan's online marketing efforts consisted of a static website. Then, about two years ago, this all began to change.

River Pools and Spas noticed that the needs and expectations of consumers were changing, since consumers are now expecting great content when they come to business websites. In addition to consumer expectation, River Pools and Spas realized that companies that publish interesting and relevant content could build thought leadership and become leaders in their industries. Two years ago, River Pools and Spas set out to become the thought leader in the inground swimming pool industry through content creation and distribution.

### Finding the Balance Between Paid and Organic Search Traffic

Sheridan pointed out that when they first began inbound marketing, they started with pay-per-click advertising on Google because he and his team did not fully understand [search engine optimization](#) and how to drive organic search traffic. The company used AdWords to generate leads but found that costs for valuable keywords were increasing because of amplified competition, which subsequently

drove up cost-per-lead. Due to this increased competition, Sheridan saw the need to learn organic search engine optimization as a way to drive free search engine traffic and allow River Pools and Spas to reduce search engine spending.

**Quick Tip:**  
**Use social media to help build links and improve organic search traffic quality and volume.**

It can often take a few months to start driving traffic from organic search marketing efforts, so many companies spend more on pay-per-click advertising in those months and reduce spending as organic search traffic begins to increase. During the past year, River Pools and Spas

began to drive organic search traffic and lead results with [business blogging](#) and a long tail keyword strategy. Sheridan said it has blown away any traffic and branding expectations they ever would have had. He also explained that the company's blogging strategy has been to answer common consumer questions related to swimming pools.

The strategy is a simple one, but Sheridan pointed out that the real challenge is for businesses to put themselves in the heads of their customers. Business owners often talk in jargon and industry terms, instead of the terms their customers understand and are using to search for products and services. Sheridan emphasized that, in online content they create, business owners need to answer the basic and essential questions customers. Answering these simple questions has been essential in River Pools and Spas organic search traffic success.

### So you think fiberglass pools look cheap?

MarcusSheridan 22 videos



0:22 / 2:49 360p

MarcusSheridan — March 31, 2009 — In the past, the knock on fiberglass pools was that they looked cheap. Well times are changing in the pool indus...

9,223 views

-  Leisure Pools Grand Opening  
5,024 views  
ashleyjohnhill Featured Vid
-  Why You Pay the Price on a Cheap Fiberglass Pool...  
2,529 views  
jimthepoolman1
-  Guy Builds his own Inground Pool  
31,090 views  
skydivn99
-  Can Fiberglass Pools Come in Large Sizes and be...  
4,975 views  
MarcusSheridan
-  The Truth Behind Colored Fiberglass Pools  
1,632 views  
MarcusSheridan
-  Guide to Stamped Concrete around Fiberglass Pools  
4,052 views  
hughesjasonc
-  Can Fiberglass Pools Have Natural Water Features?  
1,673 views

## Online Video for Small Business Marketing Success

**Quick Tip:**  
**Leverage YouTube to tell visual stories about your industry knowledge and expand the reach of your content.**

Some businesses are more visual than others. When you think of pools and spas, your mind is instantly filled with many images. It is a visual industry. It is important for industries that are particularly visual to use images and online video to help tell stories. River Pools and Spas uses YouTube as a component of its overall marketing

plan. The goal of video for River Pools and Spas has been to let potential customers see everything that goes into building and owning a swimming pool.

Sheridan said these videos have worked wonders in terms of establishing his company as consumer advocates and thought leaders in the inground swimming pool industry. Sheridan uses these videos in blog posts and on his company website.

### Marketing Costs: Inbound vs. Outbound

As part of our discussion with Sheridan, he compared his marketing costs between inbound and outbound marketing. A few years ago, when his budget was only dedicated to outbound marketing, his business was spending more than \$150,000 on radio ads, yellow page ads, direct mail, etc. Last year, after River Pools and Spas had fully established its inbound marketing methodologies, the company spent less than \$50,000. Despite a major decrease in the budget, River Pools and Spas had its best year ever for new business leads, during a poor economic year. While many swimming pool companies were going out of business and suffering huge losses in sales, River Pools and Spas experienced growth and success.

To summarize, in the course of one year, the following occurred:

- Advertising dollars were reduced by 70%
- Website traffic increased 300-400% on average
- Leads, especially organic, increased over 400%

### The Time Factor for Small Business ROI

Time is at a high premium for small business owners. So how does Sheridan budget time for his online marketing efforts? He said he spends about 10-20 hours per week on his inbound marketing efforts. This amount of time allows him to produce 2-3 blog articles, enhance individual page SEO and study analytics involved with website traffic to best determine future improvements. Are you

willing to invest this amount of time each week for a 400 percent increase in leads and a 70 percent reduction in advertising dollars?

In addition, the company has had to turn away customers daily because they are out of the company's installation area. Sheridan believes this is a natural byproduct of giving away more great content than any swimming pool company in the world. This helped him install more inground swimming pools than any other company in the United States in the past year.

### **Building a Competition Barrier Using Social Media**

Blogging and building a robust organic [search engine strategy](#) can build critical barriers to competition. If your business holds top search positions for important industry keywords, it will be difficult for competitors to position themselves as long as you continue to create relevant content. Inbound marketing rewards companies that take action first in an industry. Sheridan says many of his customers don't even consider the competition because they are overwhelmed by and impressed with his desire to teach, inform and educate. He attributes these factors to helping River Pools and Spas close the majority of their sales during the first in-home visit, which traditionally hasn't happened in the swimming pool industry.

### **Social Media Marketing Advice for All Industries**

Sheridan, who has become a passionate advocate for social media and inbound marketing, has three pieces of advice for other small business owners looking to grow their business.

- 1. Start blogging today.** He says, "If you're not blogging, you're dying." He indicated that blogging is such a powerful driver for improving organic search traffic and leads.
- 2. Focus on what works for your business.** Sheridan believes that small business owners shouldn't try to do everything when it comes to social media marketing. Although his company uses Twitter and Facebook, those channels are not a major focus because they have found more business value in blogging and search engine marketing.
- 3. Use a content management system (CMS).** As a small business owner, Sheridan believes that having control over your website is critical. He calls content management systems 'Web Design for Dummies.' Not having to rely on a webmaster to make changes to his website has allowed him to take control and quickly and easily publish new content.

## Part V: Conclusion and Additional Resources

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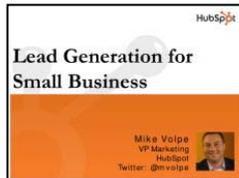
Small business owners have many important activities to juggle each day. Through this eBook, you've hopefully gained perspective for how other small business owners have been able to grow their businesses using social media and inbound marketing while managing the time commitments of content creation and customer engagement.

Now take some time to determine which of these strategies could drive the best result for your business!

**More questions** on how to use social media or inbound marketing for your business? Post them in on [inbound.org](http://inbound.org)!

### Additional Online Marketing Resources:

- [HubSpot Marketing Blog](#)
- [HubSpot Marketing Webinars](#)
- [HubSpot Marketing Hubs](#)



[Free On-Demand Webinar: How to Generate Small Business Leads](#)

[Learn search engine optimization, business blogging, social media marketing, and more to get found by more prospects and generate leads.](#)