

How You Can Use Social Media During Quarantine to Double Your Conversion Rates

As the world has been home in a worldwide quarantine many businesses have had to make very challenging decisions about their state and their future. The stress and weight of these decisions make it hard for many business owners to think of enhancing or progressing their business, for now, their concern is just sustaining it.

While it is, in fact, a concerning time for many, there is a way to get your business's name out there more. The most powerful tool in this endeavor is the use of social media.

Being at home, people have found themselves with unprecedented amounts of extra time. Just think about the time you spend commuting to and from work every day. This alone has likely provided your day with at least an extra half hour, possibly more. A lot of people with this extra time are turning to social media to not only pass the time but to engage with others due to the current restrictions of proximity. From that standpoint, social media is as active as it has ever been.

Capitalizing on this extensive social media presence is key for enhancing exposure to your business and growing your conversion rates. Increasing your traffic to conversion ratio is a game of numbers. The more traffic you bring in, the more likely conversions you will see. So how do we leverage social media to help with that?

Get More Personal

People are drawn to personal stories and genuine commentary. In the strictly cold hard world of business exchanges, the art of personality gets often lost in the hustle. Think of any experiences you may have had outside of the online world though. If you do business with someone friendly, nice and has funny personal stories that they may share, you may think of the person as a new friend, and that will be a greater incentive for you to want to do further business with them.

Now translate to the social media world. If you share something personal, a funny story, observations, or anecdote, you put a personal touch that associates with your business. That will make you more relatable. You never know who is reading your posts or comments, so by leveraging your personality, you come off as someone customers want to do more business with.

Utilize Industry Influencers

There is much to be said for growing your credibility through associations with industry influencers. By soliciting input from or citing the content of industry leaders, you gain instant

credibility by referencing those with a reputation of being respected in the field. You can tag these experts in your posts, comments, and even comment on their social media.

You can also contact important industry figures and tell them about your business. You can even ask them to do a guest post on your site or mention you through their sites/social media challenge. This will get you the extra traffic from their vast following, and as mentioned earlier, the greater the traffic, the greater the chances of increased conversions on your end.

Engage With Your Clients

While we are in quarantine, we have more time on our hands. Why not use the time wisely to address those social media comments or observations from your followers or clients? More attentiveness to your client base on a social media stage shows that you care about their opinions and want to absorb them all to provide a greater value for your clients going forward.

This initiative could very well yield a much bigger return not just in conversions but through client trust and references to other potential clients. Even a casual observer seeing your interaction on social media will be triggered into realizing that you genuinely care about your clients' needs and are actively looking to enhance your product to increase services and value to your existing clients. So use the extra time that you may be afforded by the quarantine to engage more.

Seek Out More Social Media Routes

Another good strategy for getting your name out there more is to join forums where users talk about a line of products similar to that which your business is engaged in. Have meaningful, value-driven discussions, and offer free advice. This will get you notoriety and respect from other forum members, which will likely result in more interested clients contacting your business.

Incentivize Review

If you consider online marketplaces, you will note that products with the best and most reviews tend to convert to bigger sales. Actively seeking people who review your business or product is a good way to catch the attention of those who may be casually interested. When they see the reviews, they are more likely to trust the actual verified clients, prompting them to possibly seek your attention.

To get these reviews, you can incentivize your clients to leave some. You can offer them a freebie of some sort, or a discount in exchange for an honest review. Be careful to not try to push your client into making sure it is a positive review, or it will sour their view of you as a business operator. Instead, just ask for an honest assessment. If they are a paying client of yours, chances are they are satisfied with your product enough to leave a good review anyway.