

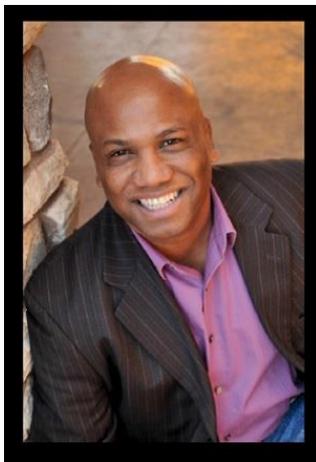


THE BRIEFING ROOM

By Business. About Business. For Business.
July 29, 2015

Social Media a Necessity to Building One's Brand

By John Pinnington
Owner, AA Printing Service



For business owners large, medium and small, social media is crucial to the implementation, integration and success of your company.

As individuals, we all have preferences as to what social media sites we enjoy frequenting. Some of us enjoy Facebook, some Twitter, and others Instagram. However, when it comes to business, we should remember to employ an integrative approach in getting the correct message about our businesses and the services we provide across to the users.

People are eager to jump on social media and create accounts without taking into consideration the depth and breadth of what will be posted. There has to be a definitive plan as to what should be posted: photos, articles, and original musings, promotional events, or links to other businesses. A plan of attack is needed first, because in order to properly promote your company, it has to be a cohesive part of an integrated marketing plan for your business.

Also important to an integrative marketing and social media plan is the schedule of your postings. Originally when AA Printing got off the ground, I posted everything and anything down to what I ate for lunch that day! In other words, it was overkill. Then after meeting with some marketing experts I realized I had to be careful and considerate of what I posted – I needed to protect my business and my brand. It was decided that I should stick to a schedule of what and when I posted, all the while letting clients new and old know what AA Printing is doing.



THE BRIEFING ROOM

*By Business. About Business. For Business.
July 29, 2015*

In essence, social media is important to building one's brand and business – just be careful and prudent as to how you use it.

For more information about AA Printing Service, visit their website at

<https://www.aaprintinglasvegas.com/>.

Connect with AA Printing Service on social media:



<https://www.facebook.com/AAPrintingJohn>



<https://twitter.com/aaprintingnow>



<https://www.linkedin.com/in/aaprintinglasvegas>