



# Social Media That Works for Small Businesses

Which platforms are worth your time, what to post, how often, and how to tell it's working.

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# Social Media That Works for Small Businesses

You don't need to be on every platform — consistency on the right one or two beats spreading yourself thin across six. Social is a channel, not a strategy: it works when it's pointed at the customers you actually want and measured by enquiries, not likes.

## 1. Pick the right platforms

Go where your customers already are, not where you personally spend time or whatever's trendy. B2B services tend to land on LinkedIn; visual or consumer products on Instagram; local trades win most from a complete Google Business Profile and reviews. Pick two or three and commit.

## 2. Decide what to post

A simple mix carries you a long way: show your work, teach something useful, share proof and reviews, and make the occasional clear offer. You don't need to be clever every day — you need to be useful and recognisable.

## 3. Be consistent, not constant

A realistic cadence you can keep beats sporadic bursts. Batch a couple of weeks of posts in one sitting and schedule them. Showing up steadily is what builds familiarity and trust.

## 4. Measure what matters

Track saves, shares, profile visits and — above all — enquiries, not vanity likes and follower counts. If a platform isn't producing business after a fair, consistent run, drop it and double down on the one that is.

### Which platform to start with

B2B / services **LinkedIn — decision-makers, thought leadership**

Visual / consumer **Instagram — products, behind-the-scenes**

Local trade **Google Business Profile + reviews first**

The rule **Two done well beats six done badly**

## Vanity metrics vs real results

- Likes & followers feel good but rarely pay the bills.
- Saves & shares signal genuinely useful content.
- Profile visits & link clicks show buying intent.
- Enquiries are the only metric that matters in the end.

This guide is general information from CM Beyer Limited, a UK marketing and business-management consultancy — not advice tailored to your specific situation; figures are illustrative starting points. Read it online, with the interactive tools, at [cmbeyer.co.uk/resources/](https://cmbeyer.co.uk/resources/).