



Why Every Distributor Needs a Strong Social Media Presence

Social media isn't just about going viral; it's about staying visible. Follow these tips to launch and maintain a consistent social presence that will keep your business top of mind, showcase your services and build lasting relationships.



Build Trust & Credibility

People search online before they buy, including on social media. Make sure your business can be found by maintaining a profile filled with recent posts that show prospects your business is established, responsive and ready to help.

Prove You're an Active Business

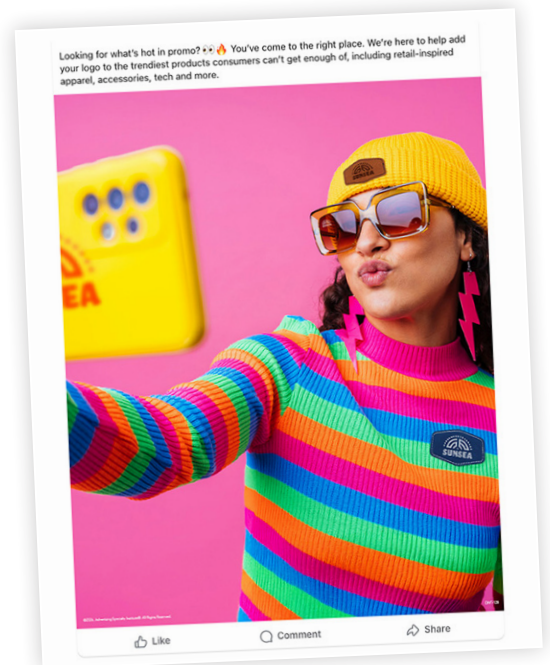
If potential customers pull up your profile and see you haven't posted in months, they might assume you're no longer taking orders. Make sure they know you're ready and able to take on their next project by posting regularly.

Showcase Your Expertise

Demonstrate the branding knowledge and unique value you bring to the table by posting examples of creative, custom merchandise you can create for your clients, as well as case studies of successful past projects.

Stay Top of Mind

Even when customers aren't actively buying, regular posts will keep your business in newsfeeds and will ensure your business is the one followers think of when they're ready to make a purchase.



Strengthen Customer Relationships

Engage with past and potential customers by asking prompting questions in your captions and responding in the comments to build stronger, long-term connections.

Pro tip: Work smarter, not harder, by posting on the platforms where your customers already are. We recommend focusing on Facebook, LinkedIn and Instagram.



Ready to start posting?

Take advantage of [free social media posts](#) on the [Distributor Marketing Toolkit](#), or talk to your account representative to learn about ASI® Social Media Management.