

April | 2023

**Lamentations 3:23-24** "It is of the LORD'S mercies that we are not consumed, because his compassions fail not. They are new every morning: great is thy faithfulness. The LORD is my portion, saith my soul; therefore will I hope in him.



MARCH 2023

## Marketing & Web Design News

Spectrum Net Designs

CREATING WEB SOLUTIONS

Website Development



Social Media Marketing



Search Engine Optimization



Graphic Design



Content Marketing



Digital Marketing Tools



## Inspire people visually with your brand's story.

Business owners see social media marketing as an opportunity to interact with their current and potential clients. Instagram not only allows you to promote your company and connect with customers, it offers an authentic look into different aspects of your company. Use images, videos and other content to build user engagement and create a loyal following for your brand.

**Instagram Stories help followers build trust in your brand.**



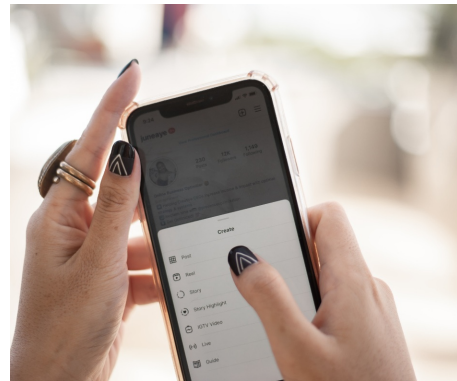
- They give followers a chance to see the people behind your company!
- Build a connection with your followers to your brand by adding interactive parts to your story by engaging in polls, or answering questions!
- Build a relationship with your clients!
- Use the personal aspect of Instagram Stories to provide your followers with valuable content.
- It is used to connect with friends, family, and most importantly for you – companies.

## Stories and live-streaming give you a whole new way to show content to your followers!

Don't always be in the selling mode or your followers will get sick of you! Show them your product but instead of asking people to buy it show them how they can use it or what they can use it for to better their everyday life.

### What to post?

- **Your Product or Service** You can post product images, how-to videos for assembly, and show the product in use. This will put your product right in front of your viewers
- **Promotional & Company Material** Want to feature a huge end of year sale? Put it on your Story. Have a big announcement about a new sponsorship? Put it on your Story. Just released a new blog? Put it on your Story.
- **Non-Promotional Content** -- This is probably the most essential content for you to be posting on your Instagram Story. Playing on the related interests of your followers will help you build your brand image and value in the eyes of your customers.



One of the best ways to engage with your target audience!

## Instagram is a fun, creative platform with endless opportunities.

These are just a few things that you can do to get started using Instagram stories and Instagram stories marketing. Your company Story gives you the perfect opportunity to get feedback and personal engagement from followers, develop your brand and increase your social media presence.

Now you are ready to improve your customer experience by implementing this fun new marketing strategy! Contact us today and we would be happy to help you get started today!

[Learn More](#)

Check out what we can do for you!

[LEARN MORE](#)

### In Case You Missed It!

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## **The Difference Between Organic and Paid Social Media Advertising**

Understand the Difference Between Organic Posting and Paid Advertising What is Organic Social Media Organic social media is the free content (posts, photos, videos, memes, stories, etc.) that users, including company's and brands, share with their following base on their feeds.

**[Read More](#)**



## **Brand Awareness Campaigns – Are They Smart for you?**

Brand Awareness Campaigns – Is it Smart for you? Whether you are a startup just trying to build a name for yourself in a crowded market, or you are trying to rebrand an old company, you can benefit from a brand awareness campaign

**[Read More](#)**

