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### Social Media for Small Businesses

The article “Why Small Businesses Need A Social Media Presence” by Sean Peek, a senior analyst at Business.com, provides a considerable amount of information including actionable steps for marketing your small business. Peek goes into great detail to elaborate on three main topics. He explains why a social media presence is critical for small businesses, how to choose the right platform for your business, and content type that drives engagement.

Peek says that "...ignoring social media marketing means missing massive opportunities for customer acquisition and retention." (Peek, 2025) To many, this may not be surprising, but for those who need it spelled out for them, Peek outlines and provides examples for the numerous reasons why social media is an important tool. He lists: brand awareness and reach, lead generation and sales, customer trust, breaking through advertiser noise, a competitive advantage against larger companies, cost effective marketing, enhanced customer communication, customer data and insights, and SEO and website traffic. (Peek, 2025) These benefits are overwhelming. “Mom and Pops” have historically not had the same budget for marketing as larger companies, but social media is a free tool that they can leverage in order to level the playing field a little bit. If you don’t know where to start, Peek has drawn up some pretty easy to follow instructions for choosing a platform.

There’s a type of social media platform that works best for every type of small business. Peek says to choose a platform that aligns the most with your business’s core values. For

example, a design business or another visual business like a physical retail store or restaurant should use Instagram and TikTok, because those are the most visual applications (pictures, videos). Business-to-business and professional services should use the most professional of all social media: LinkedIn. Local businesses (meaning the primary market demographic is specific to that area) should use Facebook and Google Business to post important updates and professional photos. Lastly, communications based businesses should use Threads or X because these platforms are discussion based, versus photo based content.

After choosing a social media platform, Peek says that using each platform in a specific, research-backed and planned way will optimize their effectiveness by promoting the most engagement. In other words, depending on your business and your platform of choice there will be a formula to follow. Believe it or not, there's a degree of strategy involved in utilizing social media as a tool—it's not as simple as posting a picture of a cocktail and saying "come on in!" anymore. There are higher performing-types of content like short videos and interactive content. Peek also goes into enough specific detail regarding how frequently to post which type of content, on which app, down to what time of day to do it. There are even apps you can get to help automate this process. It's all been distilled into a science of sorts, and if you'd like to try it then this article is the perfect blueprint for you to follow.

If you didn't think it was important for small businesses to use social media before, then you might have changed your mind after reading "Why Small Businesses Need A Social Media Presence" by Sean Peek. The article goes over an exhaustive list of reasons to utilize social media as a tool in order to reach and retain new customers. Peek provides reason, real insight and resources for using social media for small businesses.

***References***

Peek, S. (2025, September 10). *Social Media for Small Business Marketing Guide*.

business.com.<https://www.business.com/articles/social-media-small-business-importance/>