



Using Social Media to Grow Your Business.

How to make your business visible, tell your brand story and engage your audience to drive sales.

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view this presentation*



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Blending commercial insight with cultural advocacy to build brands that lead with clarity, integrity, and impact.

About Me



Hannah-Natalie Hosanee is a strategic marketing consultant with nearly 20 years' experience helping purpose-driven businesses grow with clarity and impact. With a background spanning financial services, engineering, MedTech, and digital transformation, she brings a sharp, collaborative approach to brand storytelling, audience engagement, and digital strategy.

Outside of client work, she actively champions East and Southeast Asian communities through pro bono support for initiatives like VOICE ESEA and the Asian Leadership Collective, blending her cultural heritage with her passion for building inclusive, values-led communities.



What we'll learn:

Learn how to attract more customers, boost your visibility, and tell your brand story online.

We'll cover simple, practical tips for creating engaging posts, using photos and videos effectively, and making the most of platforms like Instagram, Facebook, and TikTok.

Perfect for small business owners, café teams, and independent retailers who want to grow their presence and connect with more local customers.

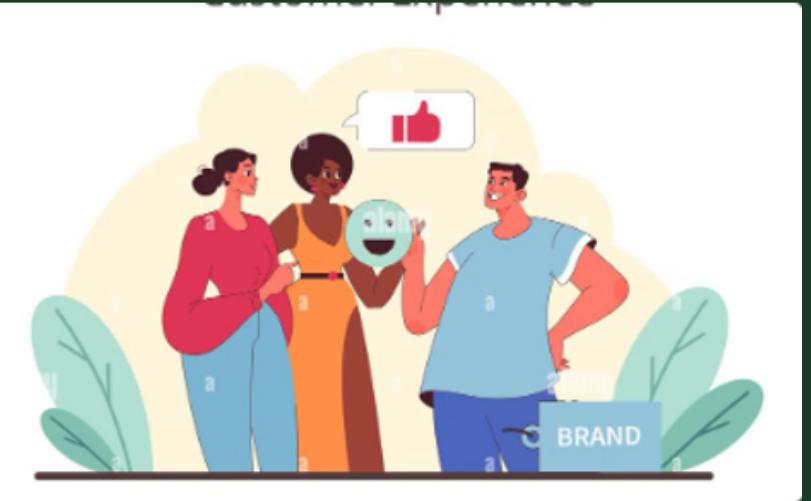
"You don't need to be perfect on social media — you need to be clear, consistent, and human."

Why Social Media Matters



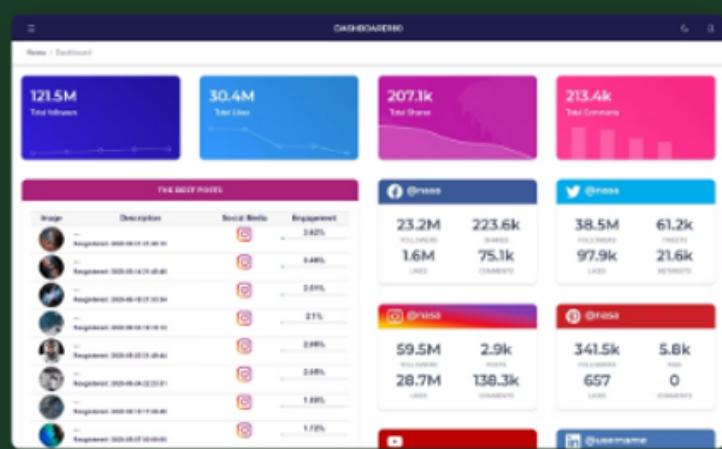
Global Reach

Over 4.7 billion users worldwide, making social media the most widely adopted marketing platform



Direct Audience Connection

Enables brands to build direct relationships and nurture customer loyalty



Small Business Adoption

81% of small businesses leverage social media for marketing strategies

How to Make Your Brand Visible

1. Talk About Who You Are

People connect with people.

Simple prompts:

- Why did you start this business?
- What do you care about?
- What problem does your business solve?
- Why Southport?

Ready-made post ideas

- “Why we opened in Southport”
- “A day in the life of our shop / café/ business”
- “Meet the owner / team”
- “What we wish more people knew about our business”



**Write a 3-sentence
story you can reuse
everywhere:**

We started this business
because...

We're proud of...

We're here for people
who...

How to Make Your Brand Visible

2. Show What You Sell (Without Overthinking It)

You don't need perfect photos

What works well:

- Images that show what you do
- Behind-the-scenes moments
- Products being used
- Food being served
- Customers enjoying the space (with permission)

Content ideas

- Best sellers
- New arrivals
- Seasonal specials
- “This or that” choices
- Before opening / during service / end of day



**Take 5 photos this week on
your phone of:**

- Your product/ services available
- Your space/ where to find you
- Your team
- A customer moment
- Something uniquely “Southport”



How to Make Your Brand Visible

3. Engage With the Community

*Social media is not just posting
— it's participation*

Ways to engage:

- Share other Southport businesses
- Tag local events
- Comment on community posts
- Join or create small business WhatsApp groups
- Share local offers and town-centre news

Support one local business each week by:

- Sharing their post
- Tagging them
- Visiting and posting about the experience

This helps everyone, including visitors to Southport.



How to Ask People to Take Action

Every post should answer:
“What do I want someone to
do next?”

Examples:

- Visit us today
- Book a table
- Pop in this weekend
- Sign up for updates
- Share this with a friend

Add one clear action to every social media post.

Simple call-to-action examples

- “Come and see us”
- “Pop in this weekend”
- “Save this for later”
- “Tag someone you’d bring with you”

Quick Social Media Audit

Think about:

- What sells easily?
- What needs explaining?
- What do customers ask about most?

1. Product Audit

Create content that answers common questions:

- Price
- What's included
- Who it's for
- When it's best enjoyed

Quick Social Media Audit

2. Where to Talk to Your Audience

You don't need to be everywhere.

Simple guide:

- Instagram – visuals, food, shops, experiences
- Facebook – local community, events, offers
- Email newsletters – repeat customers, loyalty, updates

Choose one main platform to focus on.



Quick Social Media Audit

3. How to Talk About Yourself

Instead of saying....



“We are delighted to announce...”

Try.....



“We’re really excited to share...”

- Write like you speak
- Imagine you’re talking to one customer
- Be friendly and local

Planning a Sustainable Content Strategy

Simple weekly plan:

- 1 post about your business story
- 1 post about your product or service
- 1 post about community or Southport

Plan before you post

- What are you saying?
- What photo or video do you need?
- When will it go out?



Tools to Save Time

01

Canva

- Create posts, stories, menus, posters
- Use templates
- Keep your colours and fonts consistent

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

02

Free Social Media Management Tools

- Schedule posts in advance
- Post once, share across platforms
- Saves time during busy periods
- Most social media channel have the option to draft - save for later, schedule post

03

Free Newsletter Tools (e.g. Mailchimp)

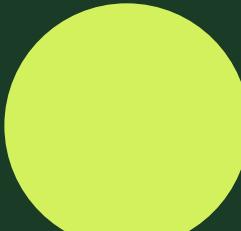
- Collect emails in-store or online
- Share offers, events, updates
- Bring customers back again

<https://mailchimp.com/>

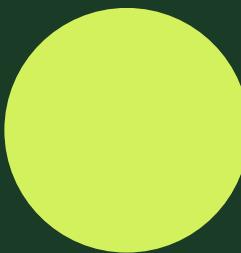
CHOOSE ONE TOOL TO START USING THIS MONTH.

Summary

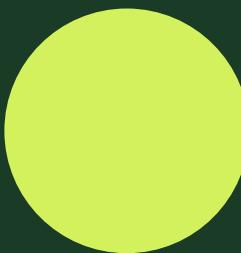
If you only do these 5 things:



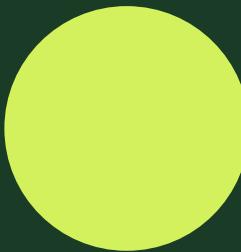
Tell your story simply



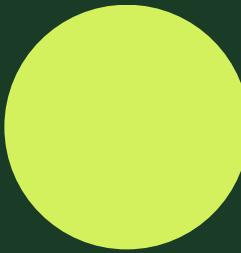
Show your product in real life



Post consistently (even once a week)



Support other Southport businesses



Always include a clear action

Simple Action Plan

I'm going to do [this action]
For the benefit of [my business /
customers / Southport]
Starting [this week / this month]

Examples:

- “Post twice a week to show what we sell”
- “Start collecting email sign-ups”
- “Share one local business every week”





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a showcase of the events we've worked, industry interviews and more

Podcast

Self employments, business and life delivered as informal chats between business owning pals

More info

