

# Using social media marketing techniques

[Business](#), [Marketing](#)



The Three Witches Glasgow, Scotland United Kingdom Dear Witches, I am writing to explain what I hope your online presence will consist of. In order to make yourselves and your business know in the community I want to create two online profiles on popular social media websites including Twitter and Faceable. The aim for the twitter profile is to show who you are and what your personalities are. To make a well-known and successful business your customers need to know what you are like and how you act.

I will compose a number of tweets attempting to outline your personalities. I want made the tweets seem witty and fun to promote your personalities. I have also included tweets which hopefully promote your business sales. I will also make a shared Faceable page along with a few statuses' talking also about your business. With your Faceable page I would like to write the status' using we instead of 'I' to create the feeling that all three of you are there writing these statuses instead of one person writing the statuses.

For your profile picture I want put up a picture of all of you making a potion which should also promote your business as it is a potion pharmacy which you run. The last online profile I will make for you as a business group is an actual website. The site will include information regarding where your shop is located, a paragraph explaining about yourselves and who you are, the different products you sell with pictures of the potion bottles and the price with a small description about them with included a touch of advertising as ell.

The color scheme I aim for is to remind the customers it is a magical potions store so using pink, purples, blues and greens should set the scene. Last but

not least for your catch line I would like to use something simple but effective to remind your customers your business is environmentally friendly which I very important in modern businesses. Thank you for taking the time to read this. King regard Alicia Evans Using Social Media Marketing Techniques By evangelical