

How to Generate More Leads with Tik Tok, Snapchat, Instagram, & LinkedIn



Different platforms attract different audiences. Successful businesses tailor their strategy to where their customers spend time. Here are some of the best practices for putting your best face forward on these platforms.

Instagram

Instagram is best for:

- Consumer brands
- Retail
- Hospitality
- Healthcare
- Real Estate

The winning strategy with Instagram?

- Reels and short-form video
- Behind-the-scenes content
- Customer testimonials
- Educational Tips
- Story ads with clear calls-to-action

Tik Tok

Tik Tok is best for:

- Brands targeting younger audiences
- Retail
- Tourism
- Entertainment
- Service businesses willing to be authentic

What is the best way to reach your audience on Tik Tok?

- Short educational videos
- Trends with a business twist
- Employee spotlights
- Demonstrations and tutorials
- User-generated content

Authenticity often outperforms polished advertising.

Snapshot

Snapchat is best for:

- Local businesses
- Retail
- Restaurants
- Events
- Brands targeting younger demographics

The winning strategy with Snapchat?

- Geo-targeting campaigns
- Time-sensitive offers
- Event promotion
- Local awareness campaigns

LinkedIn

LinkedIn is best for:

- B2B companies
- Consultants
- Manufacturers
- Professional services
- Higher Education

What is the strategy to take with LinkedIn?

- Thought leadership content
- Industry insights
- Executive visibility
- Case Studies

- Targeted lead generation campaigns

The Secret to Success

The most successful organizations do not simply post content. They build a complete funnel:

Awareness → Engagement → Lead Capture → Follow-Up → Conversion

Social media should be treated as a business development tool, not just as a communication channel.

Bottom Line

Every platform can generate leads when paired with the right audience, compelling content, and a clear strategy. The goal is not to be everywhere. The goal is to be effective where your customers already are.

Marketing Clarity. Strategic Growth. Measurable Results.

Your Business Deserves More Than Random Marketing Tactics

Many organizations struggle with inconsistent branding, ineffective marketing campaigns, unclear messaging, and lead generation efforts that fail to produce results. They invest time and money into marketing but aren't seeing the growth they expected.

At Friedly Consulting, we help businesses turn marketing into a strategic advantage.

Whether you're looking to generate more leads, strengthen your brand, improve your website, increase customer engagement, or create a long-term growth strategy, we provide the expertise and leadership needed to move your business forward.

Clients Choose Friedly Consulting

Executive-Level Expertise Without Executive-Level Overhead

Gain access to more than 20 years of marketing, communications, branding, and business development leadership without the expense of a full-time marketing executive.

Strategy First. Tactics Second.

Most agencies jump straight to tactics. We start with strategy. By understanding your goals, market position, customers, and challenges, we create marketing initiatives that support measurable business outcomes.

A Partner, Not Just a Vendor

We become an extension of your team. Our clients value having a trusted advisor who provides honest guidance, strategic direction, and practical solutions that align with their business objectives.

Marketing That Supports Revenue Growth

Every recommendation is designed to help your organization:

- Generate more qualified leads
- Increase brand awareness
- Improve customer retention
- Strengthen market positioning
- Support sales growth
- Maximize marketing investment

Clear Direction and Accountability

No confusing reports. No marketing jargon. No guessing.

You'll understand what we're doing, why we're doing it, and how success will be measured.

We Help Businesses Achieve

Build Stronger Brands

Create a clear, compelling identity that differentiates your organization and builds trust with customers.

Generate More Leads

Develop marketing systems that consistently attract, engage, and convert qualified prospects.

Improve Digital Performance

Optimize websites, social media, advertising, content marketing, SEO, and customer journeys to maximize results.

Gain Strategic Clarity

Identify opportunities, eliminate wasted effort, and focus resources on the activities that drive the greatest impact.

Scale with Confidence

Whether you're growing, evolving, or navigating change, we provide the leadership and expertise needed to support your next stage of growth.

The Friedly Consulting Difference

We understand that every business is unique. There are no cookie-cutter solutions, generic marketing plans, or one-size-fits-all recommendations.

Instead, we take the time to understand your organization, your customers, and your goals before creating customized strategies designed specifically for your success.

Our mission is simple:

Help businesses market smarter, grow faster, and build brands that stand the test of time.

Ready to grow?

If you're looking for a strategic marketing partner who combines executive-level expertise with practical, results-focused execution, let's start the conversation.

Schedule a Marketing Clarity Consultation today and discover what's possible when your marketing works as hard as you do.



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