



TIME TO GET SOCIAL

Social media platforms are wonderful resources that allow you to increase and maintain your customer base. Posting high-quality content from your blog, photos of your products, and people enjoying them is key when it comes to successfully marketing your AIM member store.

TIPS

Tweets by @theaimcompanies



The AIM Companies

@theaimcompanies

The Cocoa Brain Boost

thebarleylifeblog.com/2020/09/20/the...



HERE'S A TIP

Update the home page to use your personal Twitter feed.

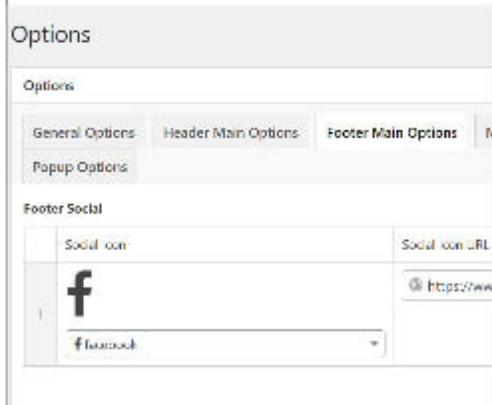
Login to your site by visiting <https://myaimstore.com/your-store-name-here/wp-admin/> or use the **Login** link in the bottom right corner of your MyAIMStore Website.

1. From the left menu, click "**Pages.**" Then, find the page labeled "**Home**" and click "**Edit.**"
2. Scroll down to the "**home page**" section and find the "**Home Updates**" block.
3. To show your own Twitter feed, enter your Twitter URL where indicated.

Update the title as desired.

4. Click 'Update' to save your changes.

TRAINING



CUSTOMIZED ICONS

Add custom icons with links to the footer of your website. These can be used to link to your social media accounts, other website, and more.

1. Login to the dashboard of your MyAIMStore site.
2. In the left menu, click "**Options**", then click on the "**Footer Main Options**" tab.
3. Click "**Add Row**".
4. Under "**Social Icon**" - click the down arrow and select the desired Social Icon, i.e. Facebook.
5. In the second column - "**Social Icon URL**" enter the full URL to your social media page.
<https://www.facebook.com/yourfacebookpage>
6. Click '**Update**' to save changes

BLOG



HOW TO GAIN A SOCIAL MEDIA FOLLOWING: BEGINNER'S GUIDE

One of the best ways to boost your online marketing campaign is to gain a social media following. As an AIM member store, it's important to create a social media profile in order to promote your business. [Read more](#)



DO YOU HAVE A QUESTION YOU NEED ANSWERED?

Email your question to myaimstore@aimintl.com (be sure to include your name and AIM Member ID in your email). We may even use your question in a future newsletter! We hope you enjoy the MyAIMStore Connect newsletter and find it useful for your AIM business.

THE AIM COMPANIES
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