

TOP 10 REASONS Your Business Should Be Social

10

Cost effective marketing

In comparison to most other marketing channels, social media is extremely cheap. Up front, it's free! Social media is a great place to get in on conversations and feed other marketing efforts.

9

Messages are timely

With social media you have the ability to determine what you want to send and send it immediately. It gives you flexibility to respond to issues on the spot and keep customers up to date on solutions.

8

Flexibility with message content

You can keep consumers interested in your messages by changing the type of content within each message. Post ideas include: promotions, contests, industry events/news, awards and other company information.

7

Search engine optimization (SEO)

Maintaining profiles on social media sites improves your chances of being ranked higher in search engine results; effectively driving more customers to your pages.

6

Make your company more visible

Increasing visibility is a great way to create brand awareness and build brand equity. You want your brand to be at the forefront of the consumer's mind and using social media regularly keeps you visible.

5

Keep up with the competition

Social media is one of the top modes of communication across the world whether you are an individually run business or a huge corporation. Your competition already has four social media profiles up and running; it's time to get to it.

4

Reach more people

Social media sites are running 24/7/365 around the world. The number of potential new customers is astounding. Get out there and discover, attract and acquire new customers.

3

Receive better, more frequent feedback

Socially active companies are tuned in to the feedback their customers provide and can act quickly to make changes. Studies also show that customer service wins on social media increase brand affinity.

2

Generate more traffic to your website

Posting messages with links directing readers back to your website will increase the chances of acquiring new customers and help you maintain strong relationships with existing customers.

1

Active communication between company and consumers

Consumers want to know they are being heard. Use social media as a platform to not only hear, but to respond. Join in the conversation!