

WHY YOUR BRAND NEEDS TO INVEST IN SOCIAL MEDIA



92% of marketers say social media is important to their business



90% of marketers say social media efforts generated more exposure for their businesses



More than 1/2 of marketers using social media for at least 2 years report it helped improve sales



1 IT IS COST-EFFECTIVE

You can post as many updates as you want. Every single update is free to share. It's a realistic option to combine with other marketing tactics for a comprehensive strategy.



2 IT PROVIDES AUTHENTICITY

Users know when they see an ad, someone is trying to sell them something. Through non-paid updates, brands can provide a genuine look into what defines the organization.

3 IT COMPLIMENTS ADVERTISING

- Research shows 81 percent of consumers research a business on the internet before buying
- While running ads, update your page with interesting, quality non-paid content.



4 IT FOSTERS YOUR CREATIVE VOICE

It's a fantastic forum for exploring your brand's voice and creativity.

5 IT PROVIDES A FORUM FOR CUSTOMER CARE

- 63% of users expect customer service via social media
- 90% of users contact brands directly via social media
- More than 1/3 of people turn to social media to voice customer service concerns



By posting at least one update a week, you show consumers you're active an engaged, and much more likely to provide the help they need.

6 IT BUILDS ENGAGED COMMUNITIES

Through regular updates users learn about your company. When a follower interacts, their social contacts see they endorsed your company. Over time, engaged community builds on itself in ways ads simply can't.

7 IT HELPS SEARCH ENGINE OPTIMIZATION

Updating profiles regularly can help you show up in relevant search results.

