

WE ARE SOCIAL

THE POWER OF SOCIAL MEDIA!

Why Do We Need Social Media?

Social media affects all aspects of a business; these are just some of the ways that businesses profit off of having a strong social media presence.

IMPROVED BRAND LOYALTY

53% of Americans who follow brands on social are more loyal to those brands.

MORE OPPORTUNITIES TO CONVERT

Every post on social media platform is an opportunity for customers to convert. When you build a following, you'll have access to new customers and old customers. Every blog post, image, video, or comment you share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a conversion.

IMPROVED CONSUMER INSIGHTS

Social media also gives you an opportunity to gain valuable information about what your customers are interested in and how they behave. You can monitor user comments to see what people think of your business directly.

HIGHER BRAND AUTHORITY

Interacting with your customers regularly is a show of good faith for other customers. The more people that are talking about you on social media, the more valuable and authoritative your brand will seem to new users.

BETTER CONSUMER EXPERIENCE

Social media, at its core, is a communication channel like email or phone calls. Every customer interaction you have on social media is an opportunity to publicly demonstrate your customer service level and enrich your relationship with your customers.

INCREASED BRAND RECOGNITION

Every opportunity you have to syndicate your content and increase your visibility is valuable. Your social media networks are just new channels for your brand's voice and content. This is important because it simultaneously makes you easier and more accessible for new customers, while remaining familiar and recognizable for existing customers.

BETTER SEARCH ENGINE RANKING

SEO is the best way to capture relevant traffic from search engines. Google and other search engines are calculating their rankings using social media presence as a significant factor because strong brands always use social media. If you want to rank for a given set of keywords, having a strong social media presence is mandatory.

INCREASED TRAFFIC TO WEBSITE

Without social media, you are limited to only previous customers, marketing broadens it.

