WHY SOCIAL MEDIA IS IMPORTANT TO GROWING BUSINESSES

HAYLEY RIDGEWAY









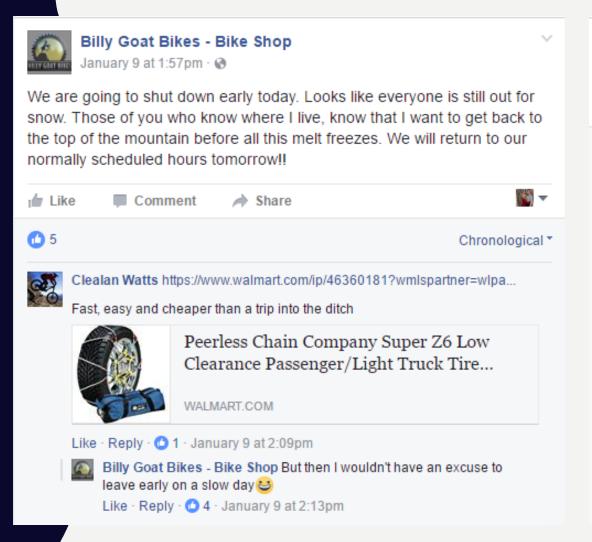


TARGET MARKETING

- Small business owners can use social media as a tool to help reach their target customers more effectively.
 - How promotions reach customers by social media followers vs. television and print ads.
- When posting content it is important to consider the customer's wants and needs
 - Try providing useful links to stay connected with your followers
 - Sales and other promotions exclusively found on social media



IMPROVES CUSTOMER SERVICE





CUSTOMER RELATIONS

- According to Nielsen's Global Trust in Advertising Survey 2012, 92% of consumers trust word-of-mouth above all other forms of advertising.
- 70% chose online customer reviews as their second most trusted source.
- Whether good or bad, people are easily influenced by their friends, especially in today's online world.
- Having good customer relations will help others practically sell your brand for you
- Also, according to another survey 75% of people are somewhat or highly likely to share content that they like with friends, co-workers or family and 49% do this at least weekly.

BRAND LOYALTY





30 likes

alisonwaring #allthingsflamingo I'm so thankful for tiny feet bc I totally fit into kids shoes. Thanks #oldnavy!! And it was chilly this morning so I got to wear my #lillypulitzer pullover too. I'm killing it today. #flamingo



• 41 likes

bernadirt Welcome #helenoftroy to the family!!!! So excited to have a sweet rig again. Tho I flatted my first ride- haha that's how it goes. Just wanted to thank mah sweetness @evan_samsquanch_voss for getting me all adjusted. #devincitroy #billygoatbikeshop #intothemistic #rideforlife #pisgahscalling





140 likes

katnthewild "The only limits you have are the limits you believe." - Wayne Dyer

@puravidabracelets #PuraVidaBracelets

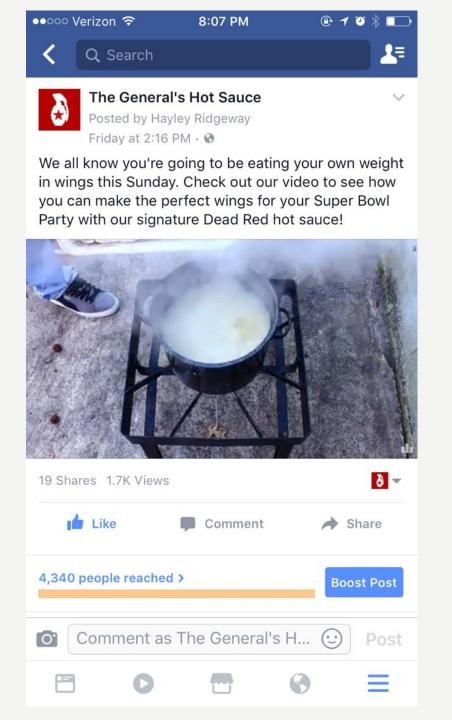
This quote sounds cliche but it's so deeply true. What limits are you believing about yourself?

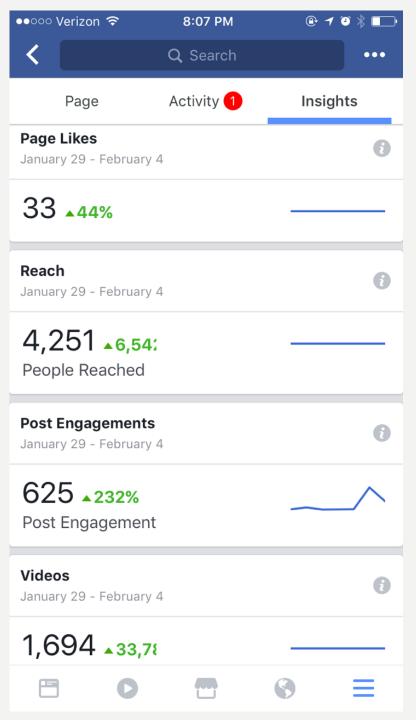
AFFORDABLE MARKETING

- Compared to traditional media marketing strategies, social media provides a relatively inexpensive platform for executing marketing campaigns.
 - Boost posts on FB
- According to Constant Contact's 2011 Small Business Attitudes & Outlook Survey, small businesses are using social media marketing more than ever before.
 - 73% of small businesses and organizations have started using social media marketing
- Social media allows businesses to have more flexibility unlike most traditional marketing campaigns like print, radio, or television advertising

TRACKING YOUR TRAFFIC

- Social media allows businesses to see how many people clicked on links and how many shares took place during a specific period.
- Also, the real traffic numbers are attractive to your advertisers and investors, compared to traditional marketing, in offline campaigns where it is harder to measure and know your audience.





NETWORKING

- Partnering with other companies or organizations can help your social media tremendously.
 - Ex.The General's Hot Sauce

