

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



Billy Goat Bikes - Bike Shop

January 9 at 1:57pm · 🌐

We are going to shut down early today. Looks like everyone is still out for snow. Those of you who know where I live, know that I want to get back to the top of the mountain before all this melt freezes. We will return to our normally scheduled hours tomorrow!!

👍 Like 💬 Comment ➦ Share

👍 5

Chronological ▾



Cleanan Watts <https://www.walmart.com/ip/46360181?wmlspartner=wlp...>

Fast, easy and cheaper than a trip into the ditch



Peerless Chain Company Super Z6 Low Clearance Passenger/Light Truck Tire...

WALMART.COM

Like · Reply · 👍 1 · January 9 at 2:09pm



Billy Goat Bikes - Bike Shop But then I wouldn't have an excuse to leave early on a slow day 😊

Like · Reply · 👍 4 · January 9 at 2:13pm

restaurant!!! We love you all and thank you for all of your business. Thanks for making us what we are!!! The Just Us Crew.

👍 Like 💬 Comment ➦ Share

👍 121

1 share



Jamey Casteen What did Chrissy Hughes do now?

January 31, 2014 at 8:33pm · Like



Kay Rikard We love you too

January 31, 2014 at 8:33pm · Like · 👍 1



Just Us Cafe Jamey, She was just like she is always. So I'm trying to find out what happened? Help me if you can!!!

January 31, 2014 at 8:36pm · Like



Chrissy Pendrak Hughes What??? I don't look for trouble....

January 31, 2014 at 8:38pm · Like · 👍 1



Just Us Cafe Who said trouble??? Jamey?? Love you and what you do at just us!

January 31, 2014 at 8:40pm · Like · 👍 1

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 #pishgahscalling



♥ 140 likes
katnthewild "The only limits you have are the limits you believe." - Wayne Dyer
@puravidabracelets #PuraVidaBracelets
This quote sounds cliché 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.

Verizon 8:07 PM

Search

The General's Hot Sauce
 Posted by Hayley Ridgeway
 Friday at 2:16 PM · 🌐

We all know you're going to be eating your own weight in wings this Sunday. Check out our video to see how you can make the perfect wings for your Super Bowl Party with our signature Dead Red hot sauce!



19 Shares 1.7K Views

Like Comment Share

4,340 people reached > [Boost Post](#)

Comment as The General's H... Post

Verizon 8:07 PM

Search

Page Activity **1** Insights

Page Likes i
 January 29 - February 4

33 ▲44%

Reach i
 January 29 - February 4

4,251 ▲6,541
 People Reached

Post Engagements i
 January 29 - February 4

625 ▲232%
 Post Engagement

Videos i
 January 29 - February 4

1,694 ▲33,781

NETWORKING

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

