



Why Social Media Matters for your Business

Content
& Creativity

why social media?

Your business needs a social media presence. It doesn't matter the size of your business or where you're located; social media should be an integral part of every company's marketing strategy. Paired with other digital and offline marketing efforts, social media creates awareness, grows your audience, and helps boost leads and sales.

55%

of consumers learn about a brand on social media. (Sprout Social)

1.96

billion daily active users on Facebook. (Statista)

64%

of Instagram users are under the age of 34. (Statista)

19.6

hours is the average time users spend on Facebook per month. (HootSuite)

79%

of people say that user-generated content on social media significantly impacts their purchasing decisions. (Stackla)



Social media marketing presents businesses with a sizable potential for growth. A large majority of social media users are daily viewers, and each time they log in there is a new opportunity to reach them.

Here are five ways social media can transform your business.

GARNER ATTENTION AND VISIBILITY

If people can't find you online, there's no way they can be converted to a customer. Social media boosts your visibility among past, present, and potential customers, by reaching a broad audience over time. Compared to many other marketing methods, social media is one of the most affordable alternatives.

DEMONSTRATE THAT YOU ARE AN EXPERT IN YOUR FIELD

Consumers are becoming more proficient at making informed purchasing decisions. For many, the research process begins online and on social media. Before making any decision, most potential buyers will have checked out your website and social media presence.

Without a robust social media presence, people might wonder if you're in business or even if you know what you're doing. Creating and maintaining social media profiles that are updated frequently with relevant content will build your brand's authority and establish a positive first impression. Showing that your business is trustworthy, knowledgeable, and approachable is a vital step in lead generation.



LET YOUR AUDIENCE DISCOVER THE PERSONALITY BEHIND YOUR BRAND


Social media is the perfect medium to show off your company's personality and style. Creating a distinct brand voice will represent who you are and what you stand for. Your target audience will respond to that, and you will have created an online community of interested, engaged fans.

LIVEN UP YOUR CUSTOMER BASE

Social media is a vehicle to connect with a larger audience in ways you never could before. If you create a welcoming, fun atmosphere, you are likely to get user-generated reviews and content that will better inform you about what your audience likes most about your brand. These interactions can even help you formulate a stronger social media strategy.



05 PROVIDE SUPPORT

A photograph of two women sitting on a wooden staircase. The woman on the left is a Black woman with a short haircut, wearing a white collared shirt and a light-colored apron. She is smiling and looking at a smartphone held by the woman on the right. The woman on the right is a white woman with blonde hair and glasses, wearing a dark t-shirt and a light-colored apron. She is looking down at the phone. The background shows the wooden steps and a metal railing of the staircase. The image is overlaid with a semi-transparent purple rectangle at the bottom.

Social media provides a direct line from the company to the customer. User-generated content is mostly positive feedback, but not every interaction you have is perfect. Using social media as a means for direct support can help fix problems fast and provide peace of mind that results when the customer knows they are working with a company with integrity. This step can make or break a business, so in order to keep your reputation intact it's best to have comments and response process in place.

bottom line:

Social media needs to be a fundamental part of your business marketing, but it doesn't have to take up all of your time to manage. Instead of doing it alone, trust the social media marketing experts at Content&Creativity. We will create and maintain your social media profiles with engaging, eye-catching content that will leave a lasting impression on your audience.

Visit contentandcreativity.com to learn more.