

BUSINESS UP

Strategies

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833-894-8880

A grayscale photograph of three business professionals in an office setting. A man with glasses and a beard stands in the background, looking down at a laptop. Two women are seated at a desk in the foreground, also looking at the laptop. The image is framed by a large, dark diamond shape.

WHY YOUR BUSINESS NEEDS SOCIAL MEDIA



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WHY DOES SOCIAL MEDIA EVEN MATTER?

SOCIAL MEDIA ISN'T JUST A TREND ANYMORE!

In case you haven't noticed, it isn't just a trend, it's basically a part of daily life now!

That means that it provides a valuable opportunity for your small business to reach a broader audience and market your products or services with ease.



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**BUT WHAT
EXACTLY, ARE
THE BENEFITS?**



INCREASE BRAND AWARENESS.

BUT HOW?

Well, with nearly half of the world's population using social media platforms, they're a natural place to reach new and highly targeted potential customers!

Think people only connect with brands they already know on social media? Nope, actually 60 percent of Instagram users say they discover new products on the platform.



HUMANIZE YOUR BRAND.

TO CONNECT WITH CUSTOMERS—AND POTENTIAL CUSTOMERS—YOU’VE GOT TO SHOW THE HUMAN SIDE OF YOUR BRAND.

How are you embracing your brand values? How are you looking out for the best interests of your customers and employees? Does your product really work?

The ability to create real human connection is one of the key benefits of social media for business.



ALWAYS STAY TOP OF MIND.

**MOST SOCIAL MEDIA USERS LOG
INTO THEIR ACCOUNTS AT LEAST
ONCE PER DAY, AND MANY PEOPLE
ARE CHECKING SOCIAL MEDIA
MULTIPLE TIMES PER DAY!**



Social media gives you the opportunity to connect with fans and followers every time they log in.

Keep your social posts entertaining and informative, and your followers will be glad to see your new content in their feeds, keeping you top of mind so you're their first stop when they're ready to make a purchase.



INCREASE BRAND TRUST.



THE REALITY TODAY IS THAT PROSPECTS DO RESEARCH ONLINE BEFORE MAKING BUYING DECISIONS. WHERE DO THEY LOOK? SOCIAL MEDIA.

There are 3 likely outcomes when prospects look for you online :



OUTCOME #1

They don't find anything and immediately lose trust.

OUTCOME #2

They find your social media profiles, but they aren't active. Again, you've lost a few trust points.

OUTCOME #3

They find your social media profiles, see that you're active, and learn more about the culture and values of your business.

This leads to increased trust and more brand recognition because social media gives you the opportunity to connect with prospects on a deeper level.

BUSINESS #1

Has a social media account, but barely any activity or posts.

The posts that are on there, aren't anything special or appealing.

BUSINESS #2

Has social media accounts on multiple platforms filled with beautiful posts, customer reviews and an engaging community.

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READY TO TURN YOUR BUSINESS AROUND?



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