



The Reasons Your Business Needs Social Media

1. Your current customers are on social media! As of 2013 nearly 75% of american adults online use one or more social media platforms. Your customers are on Facebook, Twitter, LinkedIn, Google Plus, YouTube, Pinterest and more. In order to interact with them when they are not at your place of business, you need to be present, visible and engaging. Social Media is one of the best ways to generate positive feedback about your business, constructive feedback from your customers that you can use to better serve them and for your customers to promote you and your brand

2. Your potential customers are on social media! If your current customers are on Social Media, so are your potential customers! All customers have a problem they need or want to fix. Over 90% of adults online use a search engine like Google to find information. Over 80% search online about a product or service they are thinking of buying.

Let's look at some amazing Pew Research Center statistics that show your business needs to be more active online and in social media

85% of American Adults Use The Internet	% of adult internet users in the U.S. who do this online	Survey month/year
Use a search engine to find information	91	2/1/2012
Look for info on a hobby or interest (is your product / service someone's hobby or interest?)	84	8/1/2011
Search for a map or driving directions (Is your business on Google Maps?)	84	8/1/2011
Look for information online about a service or product you are thinking of buying*	78	9/1/2010
Go online just for fun or to pass the time (Great opportunity for marketing & advertising)	74	8/1/2011
Buy a product	71	5/1/2011
Watch a video on a video-sharing site like YouTube or Vimeo (YouTube is Google	71	5/1/2011

owned, video is easy to SEO and video is one of the fastest growing social media segments and most likely to be shared online)		
Use a social networking site like Facebook, LinkedIn, Twitter or Google Plus	67	12/1/2012
Buy or make a reservation for travel (Do you serve travelers or tourists?)	65	5/1/2011
Look online for info about a job*(Are you hiring or will you be in the future?)	56	5/1/2011
Look for "how-to," "do-it-yourself" or repair information (Offer your expertise and be looked as the go to resource for your industry	53	12/1/2012
Use online classified ads or sites like Craigslist (Great opportunities for advertising in this segment)	53	5/1/2010
Upload photos to a website so you can share them with others online (Create engaging photos, videos and other content that is getting shared every second of the day)	46	11/1/2010
Pay to access or download digital content online*	43	8/1/2008
Look for info about a place to live* (Get the attention of those relocating to your businesses home town, be the most visible local business)	39	8/1/2006
Rate a product, service or person using an online rating system (Great for building brand value, reliability and positive feedback, also a great way to identify areas for improvement)	37	5/1/2011
Categorize or tag online content like a photo, news story or blog post (Great opportunity to spread awareness, information and to grow links to your sites / content)	33	12/1/2008
Post a comment or review online about a product you bought or a service you received (Another great way to build brand value and grow sales)	32	9/1/2009
Post comments to an online news group, website, blog or photo site	32	9/1/2010

Read someone else's online journal or blog^*	32	5/1/2010
Share something online that you created yourself	30	9/1/2010
Use Twitter	16	12/1/2012

Daily social media posts are required so that your message and brand are being advertised to your social media followers constantly. By engaging in this way you can ensure that when a customer is in need of the product or service that you offer, they will think of you and your brand first. How much do businesses spend on advertising and marketing like radio/tv, billboards, print ads, direct mail and more?

Promoting your business and your products / services on social media allows you to communicate with your customers consistently, promote special offers & incentives, gather information on customer activities & habits, grow brand loyalty and show your customers you are readily available to them.

Engage with customers. Ask questions that will get your audience talking. It is no surprise it is called SOCIAL media. Get social with your customers

Social media can also improve your SEO. Google loves fresh content and constant activity. Also Google+ is a great opportunity to further your Google page ranking and keyword ranking

Over 90% of marketers use social media for their business. That means there is a large number of people interacting, engaging and managing social media strategy. Business owners are starting to include social media as part of their overall marketing / advertising budget. Don't let the competition win the social media race. It's not too late to get started or add to your current Social Media strategy.

