



BENEFITS OF SOCIAL MEDIA

There are many benefits to a business who engages in a solid, consistent & quality social media strategy

BRAND AWARENESS



Establish your brand online. Extend your business' online footprint



Grow your social media followers, increase reach + develop engagement



Position your business as an authority, become the "go-to", a thought-leader

COMMUNITY



Grow an engaged, loyal community who participate in the conversation



Customer support. Retain & develop long-term relationships



Market research, gauge brand sentiment + find new opportunities

WARM UP THE AUDIENCE



Promote your products / services + content targeted to your audience



Drive traffic to your website and/or blog



Increase sign ups to your newsletter / email database

DIRECT RESPONSE



Call to Action to buy your product/ visit your store/ contact your business



Drive warm traffic (higher conversation rates!) to the sales pages on your website



Gain qualified leads (particularly via Facebook lead ads)