

Social Media –

Overview

True Statement: businesses **NEED** a social media presence; period. It is the online storefront of the business.

Social Media Management is a growing trend among businesses, but there is still a huge gap where many people don't understand the **VALUE** of social media presence. Most businesses understand "if I send out a coupon in the mail and someone walks in with the coupon, then it worked." Unfortunately, a lot of business owners are taking this same mentality to Social Media; "if someone comes in and says they saw me on social media and like what they saw so they came in, then it worked." This is **NOT** how Social Media works. The social media posting and management we provide is designed to legitimize the business.

Some examples to think about:

1. When someone gets a coupon in the mail, they are going to do some research before deciding whether or not they want to use that business. The client may go to the social media pages. If they see nothing and decide this business isn't for them, is it that the coupon didn't work or is it that the lack of social media made them "feel" like they can do better elsewhere? If they see a lot of posts and use the coupon does that mean the coupon worked? Or does it mean that the social media posts got a client?

2. Clients may tell you that Social Media does nothing for them. As much as this may be true in their eyes, think about this. Let's take a Mortgage company for example. Not everyone is looking for a mortgage company all the time. By posting weekly and staying in front of the community, who do you think is going to come to mind when a customer IS ready to start looking for a mortgage?

3. Lets use the same example in #2. Lets say a client is following a mortgage company and that client happens to be looking into houses. As they are driving around looking for open houses they just so happen to drive by that Mortgage companies building and see the company logo. The client immediately thinks "that looks familiar, maybe they can help me." What do you think the client will say to the mortgage company when asked how they heard about them? Will they say I follow you on social media or will they say "I was driving by"? Odds are they say the second option, when in reality the social media posts primed that person to recognize and be familiar with their brand.

4. Case study's have been done about the odd placement of soda vending machines outside of grocery stores. Why would someone buy a soda when they could simply walk in

The Social Media Numbers Don't Lie:

42 There are now 3.2 billion users worldwide. That's 42% of our population
– 2019 Social Media Statistics.

69 68% of adults based in the U.S reportedly use Facebook

90 Active users are composed of 48.2% Baby Boomers, 77.5% Generation X and 90.4% Millennials.

2 An interesting research shows that a user spends an average of 2 hours and 22 minutes in his social media account everyday including messaging.

73 73% of online marketers agree that their efforts in implementing a social media marketing strategy for their business has been effective.

2M 2 million business today use Facebook advertising for promoting their products and services.

the store and buy one cheaper? The reason: companies like Coca Cola will place a vending machine outside because they are priming you to be familiar with the brand so that by the time you go down the soda aisle, your most recent familiar memory is Coca Cola, thus being more likely to purchase Coca Cola.

Overall, social media can help push a client over the edge when they are deciding between multiple options.

**Boost your leads and sales.
With more than three billion
people around the world
using social media every
month, it's no passing trend.**

What can social media do for businesses?

- Social platforms help you connect with your customers
- Increase awareness about your brand
- Communicate Authority & legitimize
- Engage with the community
- Reach **SPECIFIC** Audience