

## Why is Social Media Important?

Since the early 2000s, social media platforms have revolutionized the way people connect with one another. Today, there are [2.3 billion active users](#) if social media worldwide. Business owners who take advantage of the ocean-sized lead pool created by social media channels will undoubtedly reel in a boatload of benefits.

Currently, the number of brands present on two or more social media platforms has surpassed [90%](#), and in 2016, Facebook reported reaching [50 million small business users](#). Despite this level of online presence, business owners consistently report that social media is the second most difficult marketing tactic to execute effectively (immediately behind Search Engine Optimization, AKA SEO). Business owners believe that learning how to properly utilize social media platforms is time consuming, and that their time would be better spent on other marketing tactics.

---

## Don't take the bait – social media IS important!

Remember the boatload of benefits discussed earlier? We didn't mean this:

Making the effort to rock your customers' worlds through [the effective use of social media will pay off for your business](#), here's how!

### Social media increases your brand's visibility

Just as there are plenty of fish in the social media sea, there are also a TON of boats looking to land a big catch. Ensuring your business and brand are present and active on multiple social channels will create the opportunity for consumers from different demographics to find and follow you. Also, [half of consumers follow brands to indicate their loyalty](#), so a business's current customer base will also increase brand awareness and visibility. The more followers a business has, the more likely it is to be seen. Additionally, if a business owner treats these followers as a sentient community rather than a stagnant lead pool, it will help improve customer service and brand image.

### Social media improves your customer service

A business's presence on social media creates the opportunity for dialogue with consumers, and [60% of followers](#) expect a brand to interact with their followers directly through social media. With [more than half of marketers utilizing social media as two-way street for communication](#), it is important for business owners to give their audience what it wants. By providing engaging content, exclusive social offers and genuine responses to feedback like reviews or questions, you will be able to build brand loyalty and lasting customer



relationships with your social community. Did we mention that all of this comes with a minimal price tag?

## **Social media is easy on your budget**

Old school marketing tactics like snail mail ads or flyers can be expensive, and it will undoubtedly take time to measure their ROI. Joining and posting to social media is free of charge—there's no limit to how many posts you can publish, and your efforts are seen by followers *immediately*. Paid advertising on social media is also an option, and this tactic will allow you to target specific audiences you want to reach. The best part is that your budget for paid social advertising can be as large or as small as you see fit, it's all designed to meet your business's unique marketing needs. Investing in social media with time or money can help with more than just a business's social accounts, too.

## **Social media can boost search engine ranking**

Effective social media use will allow your business to harness the power of another internet beast.

You may recall from earlier that business owners find SEO to be the most daunting digital marketing tactic to take on. By fostering a social media following, providing content that will likely be shared, and interacting with its consumers online, businesses are able to climb the ranks in search engines. The better your ranking, the more likely you are to be found, and thus the social media cycle begins all over again!

---

## **Keep the fish biting**

With so many benefits tied to using social media, you're probably wondering how to move your business forward using such a powerful tool. Posting in social channels can be intimidating, and oftentimes you might be left wondering if you have anything worth posting at all.

## **Teach a marketer to fish...**

It's important to create social media content that provides value to your customers without hocking spam day in and day out. To succeed on social media you need to know your consumers and keep them entertained. Don't have time to test the waters?

