

Social Media – Why Companies are Using it

With the increase in the amount of people using social media over the past couple of years, more and more companies are starting to turn to social media as a way to market their products and/or services. Why are they doing this? In the paragraphs below, we are going to explain why.

How Does it Work?

Social Media works in a variety of different ways, but the most important would be communication. With social media, you have an instant communication tool in front of you. This tool can be used to reach out to billions of people. The moment you post something on facebook,

upload a video to YouTube or tweet on twitter, everyone who is liking, subscribing or following you is going to see it.



Let us tell you why it is important for your business to use social media and how it can help you.

Help Your Organic Search Results

If you want to be found in popular search engines like Google, you need to create compelling and optimized content. Part of the reason behind this is so that other sites can discover your articles and link to it, in return, giving your search ranking a major boost. With social media, you have the opportunity to broadcast your articles to a

list of targeted readers. The interested readers will then visit your site to read your content. In return, they may tell their friends, link to it and subscribe. When it comes to ranking links on the search results, both Bing and Google acknowledge the social signals.

You Can Connect with Customers

Point blank, with social media, you will be able to offer your customers better customer service. Customers like having the option of corresponding directly with a company. By using a platform such as Twitter or Facebook, you can easily answer any questions your customers may have and other customers will see just how smart you are when you respond. You also have to consider the fact that when a customer praises you on Facebook, for example, others will see it.

You Can Cut Marketing Costs

Using social media gives you the opportunity to get your brand out there, without having to put a large amount of money into it. This is a big reason as to why social media marketing has taken over the traditional print marketing.

The Time

Social networking doesn't involve a whole lot of time and you can instantly send information and discounts to your followers.

However, with traditional marketing, you have to plan your promotions and marketing campaigns in advance, your ad may only run a couple of times and you will have to wait on it to be printed. Social media gives you the opportunity to post information immediately, as soon as the idea pops up.

An Increase in Web Traffic

Of course, as long as you use social media correctly, you may see an increase in traffic coming to your main website. For web-based companies doing business virtually, this is highly beneficial. For this reason, when you post something on a social media platform, it would be a good idea to include your website address.

Platforms such as LinkedIn, Facebook, YouTube and Twitter make social media networking possible, regardless of the size of your business – it is great for both small and large businesses. These sites give you the opportunity to share photos, videos and text with your customers. When you use social media properly and on a routine basis, not only will it help you reach out to your current customers, it will also help you gain new customers.

