

“9 benefits of
social
media
marketing”

SHARKEY
ADVERTISING

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Social media is one of the most cost-efficient digital **marketing** methods used to syndicate content and increase your business' visibility. Implementing a **social media** strategy will greatly increase your brand recognition since you will be engaging with a broad audience of consumers.

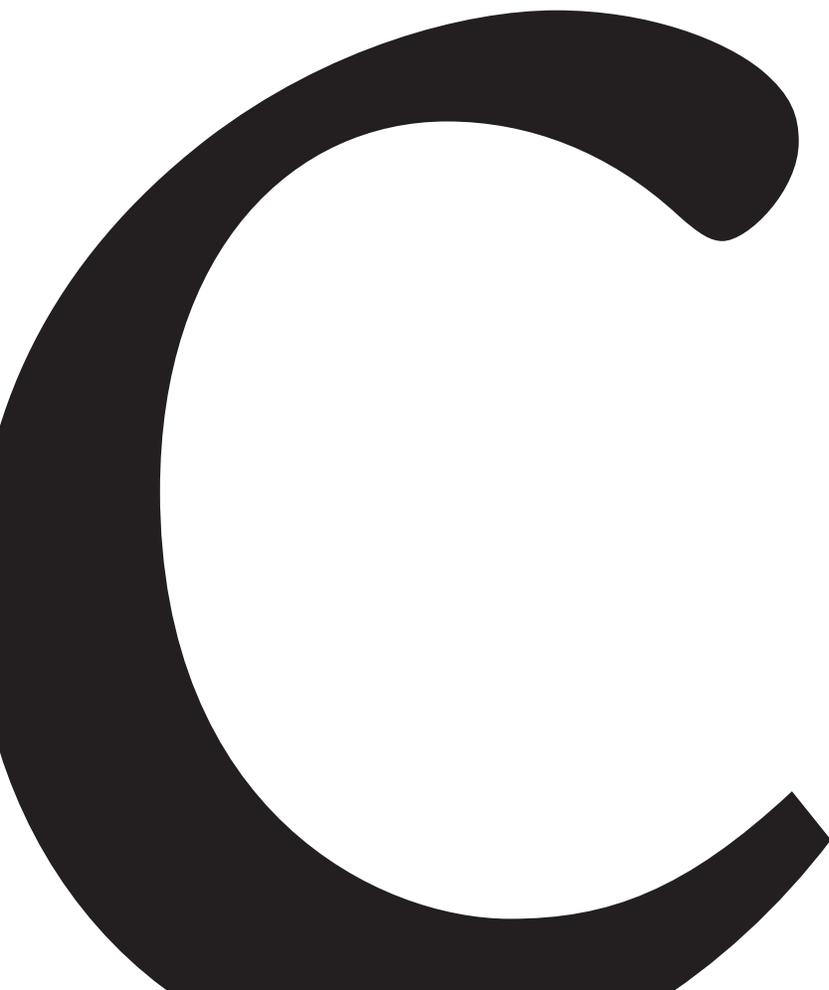


1) Solidify your brand

A complete brand strategy involves promoting your brand through all available channels, and social media is an important way to grow your brand's visibility. An active social media presence will make your company and brand more recognizable and respectable. A social media presence can also help improve brand loyalty, especially if you use your social media to engage with customers. It helps build individual ties, and it makes your business seem more personable and trustworthy.

2) Create an online presence

Having a committed online presence is essential in modern day marketing. A majority of consumers research companies online before deciding to make a purchase. What a customer sees of you on the Internet will have a major impact on their purchasing decision. In this environment, well-designed websites and engaged social media have become necessities. Many customers will expect you to have active social media accounts, and if you don't, it could turn them away.





3) Attract new customers

While a lack of social media presence can cost you customers, a well-planned social media strategy can help you gain them. Social media can be an avenue for people to find your business for the first time. Successful social media strategies can also help drive traffic to your website and generate sales. Every post is essentially a free advertisement delivered directly to interested customers. Over time, as you build a base of customers through social media, the opportunities to drive conversions will greatly increase.



4) Cost-effective marketing

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One big draw to social media marketing is its low cost, especially when compared to other forms of advertising. Unlike most conventional advertisements, there's no cost to actually having an account on Twitter, Facebook, Instagram, LinkedIn or most other social media sites. The only costs you will incur are your own time, and often the advice of social media strategists. When done right, a relatively small investment in social media can end up paying huge dividends.



5) Improve search engine optimization (SEO)

If you're thinking about social media marketing, you should also be thinking about search engine optimization as another method for increasing your online presence. As it happens, the two strategies are largely complimentary. One of the ways search engines determine rankings is by social media presence, so working on your social media strategy may also help improve the efficiency of your search engine optimization.

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Improved brand loyalty

One of the main goals of companies is to develop a loyal customer base, so it is important to regularly engage with consumers and begin developing a bond with them. The millennial generation is known for being the most brand loyal customers of all. Studies show that the millennial generation of customers is 62% more loyal to brands that directly engage them on social media. Businesses must implement social media marketing to get the attention of their most influential consumers.

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7) Thought leadership

Insightful and well-written content on your social media platform is an effective way to position your company as an expert and leader in your field. To establish yourself or company as an authoritative expert, utilizing social media platforms to build your presence, is instrumental. Directly connect with your customers by creating relationships that they will value, and help establish your reputation as an influencer in your field.

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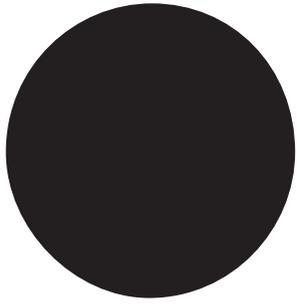
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Increased traffic

Another benefit of Social Media is that it also helps increase your website traffic. By sharing your content on social media, you are giving users a reason to click-through to your website. On your social account, the more quality content you share, the more inbound traffic you will generate while making conversion opportunities.

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Richer customer experiences

Social media, at its core, is a communication channel much like email or phone calls. Every customer interaction you have on social media is an opportunity to publicly demonstrate your customer service level and enrich your relationship with your customers. In live time, you can react to your clients responses. It's a personal experience that lets customers know you care about them.



Let Sharkey Advertising show you how to get started!

Social networks are now a substantial part of every marketing strategy, and the benefits of using social media are so great that anyone not implementing this cost-effective resource is missing out on a phenomenal marketing opportunity. Many marketers realize the potential for business growth using social media platforms.

Contact Sharkey Advertising and we can show you how easy it is to use social media marketing as a key element for success in marketing.

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We Do Lots of Things:

Brand Strategy, Corporate Identity, Corporate & Product Logo, Design, Advertising Campaigns, Direct Mail Collateral, Brochures, Web Design and Integration, Email Marketing, Banner Ads, E-Commerce sites, Marketing Promotional Pieces, Catalogs, Flyer Insert Programs, Magazine Special Sections Design & Total Print Production, Newsletters, Multimedia Presentations, Packaging, Media Planning & Placement.

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Fran Sharkey, Principal, CEO
fran@sharkeyadvertising.com
631-224-9220

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