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IS SOCIAL MEDIA WORTH THE HEADACHE?



By Tiras Buck, Amity Digital

We think so, and here are eight reasons why we believe Social Media offers some of the most important promotional channels for your business.

1. Social media is an extension of your customer service. Even if you don't want them to, your customers will seek you out on social media and use it to contact you with questions or issues.

2. Social media helps you manage your reputation. Like it or not, when people have a bad experience, they turn to social media to leave a review, and then others tune in to see your responses. Social media gives you the opportunity to display your concern, and potentially resolve an unfavorable customer experience.

3. Social media builds your brand presence and keeps your name popping up in front of your customer base.

4. Social media builds trust. A company that posts regularly and is open about what they do builds trust within their audience.

5. Gain real customer insights. Social Media is an excellent way to get almost instantaneous feedback from your customer base.

6. Social media is a great way to announce new content or services.

7. It lets your customers engage with you. People like working with people they know and companies they like. Your brand has a personality, so show it to them.

8. Social media will drive website traffic either directly or indirectly by giving you a boost on Google.

Amity Digital is a full-service web design and marketing company, and SEO is one of our most popular services. For more information, or to get a free evaluation of your current website, contact Tiras Buck at 215.801.0290 or at tiras@amitydigital.com.



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