

# SOCIAL MEDIA

Today it's new... Tomorrow it's a business standard



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“With the invention of social media and mobile devices your target market is at your fingertips”

Not long ago, the idea of having a website meant that you were ahead of the curve; you were on the cutting edge of business; this was before websites were standard. Companies that didn't fully understand how a website could help them stood idly, maintaining their old methods of branding until the competitive market forced them to join the World Wide Web. Now, a web address is as important to your marketing as your logo.

Fast forward to today and we find history repeating itself, but this time, the new kid on the block's name is Social Media. It's easy to get overwhelmed as you start to hear one social media name after another....Facebook, Twitter, LinkedIn, and the list continues. You may be thinking, “How can I keep up with all of these sites and still conduct business?” The answer is simple...you don't need to use them ALL! Each one is a marketing tool with a specific purpose. But then, how can you say no to marketing that is practically free?

## What you should know...

The key word is “Social.” It's not enough to just have a Facebook, Twitter or Blog account if you don't engage your audience. You can't expect them to react. You need to treat them the same way you would if you were face-to-face. Give as much as you expect to get back.

## Statistics...

- For business owners in any age group, Facebook is the most-used social networking platform, followed by Twitter and Linked-In
- 70% of consumers indicated that a companies social media account influences their purchase decisions
- 30% of consumers indicated they regularly pay a higher price for products active on social media over competitors who are not.

**Twitter** - There are more than 175 million registered Twitter users. The number of Tweets per day has rocketed to 95 million – an increase of 250 percent since 2010.

**LinkedIn** – It has grown by an impressive 100 percent from last year, it now has over 100 million users across the globe.

**Facebook** - In January 2010, the site had 350 million active users across the globe, it now has in excess of 640 million – half of which login daily.  
Users on mobile devices: 2010= 65 Million 2011= 200 Million



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