

SHOULD I DO IT FOR THE GRAM?

WHY YOUR BUSINESS SHOULD BE UTILIZING SOCIAL MEDIA

INCREASE BRAND AWARENESS



HAVING A SOCIAL MEDIA PRESENCE MEANS HAVING A WAY TO NOT ONLY **SHOWCASE YOUR BRAND** BUT PROVE YOU'RE **STILL AROUND** AS WELL.

HUMANIZE YOUR BRAND

A HUGE ELEMENT OF **BRANDING** YOUR BUSINESS IS GIVING IT A **VOICE** AND A **PERSONALITY**. SOCIAL MEDIA IS A GREAT WAY TO **COMMUNICATE** THOSE THINGS.



BECOME THOUGHT LEADER



A THOUGHT LEADER IS KNOWN AS AN INFORMATION **SOURCE** AMONGST PEERS AND CLIENTS/CUSTOMERS. BY **SHOWCASING YOUR KNOWLEDGE** THROUGH SOCIAL MEDIA YOU CAN HELP GIVE YOUR BUSINESS THE **CREDIBILITY** IT NEEDS.

STAY TOP OF MIND

SOME OF THE BEST MARKETING MEANS **CONSISTENTLY AND SOFTLY** REMINDING YOUR AUDIENCE THAT YOU'RE THERE SHOULD THEY EVER NEED YOUR PRODUCTS OR SERVICES. NO NEED FOR THE HARD SELL WHEN YOUR SOCIAL MEDIA IS **ACTIVE**.



7.6
SOCIAL MEDIA ACCOUNTS
per average person

the average amount of
MINUTES
spent on social media

DAILY
142

INCREASE WEB TRAFFIC



FOR A LOT OF BUSINESSES THE **SOLE PURPOSE** OF HAVING SOCIAL MEDIA IS TO **DRIVE TRAFFIC** TO THEIR WEBPAGE. BETWEEN PAID ADS AND CONTENT MARKETING, SOCIAL MEDIA IS A GREAT TOOL TO KEEP YOUR AUDIENCE **MOVING TOWARDS YOU**.

GENERATE LEADS



THERE'S NO WAY TO GO VIRAL IF YOU'RE NOT ON THE INTERNET. BEING ON SOCIAL MEDIA KEEPS YOU ABREAST OF **WHAT'S GOING ON** IN CREATIVE SPACES SO YOU CAN BE **ON TOP** OF THE LATEST TRENDS.

BOOST SALES

BY REACHING A LARGER AUDIENCE, YOU IN TURN ARE REACHING **MORE POTENTIAL CUSTOMERS** OR PEOPLE WHO MAY KNOW POTENTIAL CUSTOMERS. THIS, OF COURSE, WILL RESULT IN **MORE SALES** FOR YOUR BUSINESS!



PROMOTE CONTENT



BECAUSE OF THE **ADVERTISING OPTIONS** AVAILABLE THROUGH SOCIAL MEDIA, CONTENT PROMOTION HAS BECOME ALMOST SEAMLESS. WITH **TARGETED DEMOGRAPHICS**, PROMOTING CONTENT HAS **NEVER BEEN EASIER**.

GO VIRAL

WITH SO MANY EYES THAT ARE ON YOUR SOCIAL MEDIA PAGES, **GENERATING LEADS** HAS NEVER BEEN MORE **ACCESSIBLE**.



REPUTATION MANAGEMENT

IF FALSE INFORMATION OR A DISPARAGING REVIEW IS CIRCULATING THE WEB, IT'S BEST TO **KNOW AS SOON AS POSSIBLE** SO YOU CAN RESPOND **IMMEDIATELY**. YOU CAN ALSO SHARE AND **REWARD POSITIVE REVIEWS!**



\$90 BILLION

the amount of money spent on social media ads in

2019

CUSTOMER & AUDIENCE ENGAGEMENT



SOCIAL MEDIA CAN BE A GREAT TOOL TO **ENGAGE WITH** YOUR AUDIENCE AND GET THEIR **FEEDBACK** ON NOT ONLY WHAT YOU'RE SELLING BUT HOW YOU'RE SELLING IT. IT'S ALSO A GREAT WAY TO SHOW YOUR AUDIENCE THAT **YOU CARE**.

CUSTOMER SERVICE & SUPPORT

IF CUSTOMERS HAVE QUESTIONS, COMMENTS OR CONCERNS, SOCIAL MEDIA CAN BE A GREAT WAY TO **RESPOND QUICKLY**.



LEARN ABOUT CUSTOMERS

FACEBOOK HAS GREAT TOOLS TO HELP YOU SEE EXACTLY THE **TYPE OF PERSON** THAT IS FOLLOWING YOUR BUSINESS. THIS CAN HELP YOU **RECOGNIZE A NICHE** THAT YOU MAY NOT HAVE KNOWN ABOUT.



91%
of brands use
social media

of small & medium
size businesses
use **social media**

81%

COMPETITION AWARENESS

KEEP AN EYE ON THE COMPETITION AND THEIR **MARKETING STRATEGIES** BY FOLLOWING THEIR SOCIAL MEDIA ACCOUNTS. THIS ALLOWS YOU TO SEE **WHAT WORKS AND WHAT DOESN'T** FOR NO COST AT ALL.



STAY ON TOP OF INDUSTRY NEWS

SOCIAL MEDIA IS NOW FASTER THAN THE NEWS WHEN IT COMES TO **UPDATES** AND ALLOWS YOU TO SEE THE **LATEST AND GREATEST** HAPPENING IN YOUR INDUSTRY. JUST **VERIFY THAT IT'S ACCURATE!**



TARGETED ADVERTISING

WITH **TARGETING OPTIONS** RANGING FROM PHYSICAL CHARACTERISTICS, TO IDEOLOGICAL AND EVEN HOBBIES/INTERESTS, SOCIAL MEDIA MAKES IT EASY TO **HONE IN ON** THE PEOPLE WHO **REALLY CARE** ABOUT YOUR BUSINESS.



BOOST SEO



BECAUSE SO MUCH OF SOME SOCIAL MEDIA PLATFORMS REMAINS **TEXT BASED**, SOCIAL MEDIA A GREAT WAY TO **ADVANCE YOUR SEO**.

INCREASE YOUR REACH

HOW MANY TIMES HAVE YOU BEEN ON SOCIAL MEDIA AND FOUND YOURSELF ON SOMEONE'S OR SOME BUSINESS'S PAGE AND YOU HAVE **NO IDEA HOW YOU GOT THERE?** WELL THAT CAN BE YOUR BUSINESS TOO! SOCIAL MEDIA IS A GREAT WAY TO GET **NEW PEOPLE INTRODUCED** TO YOUR BUSINESS.



TOP THREE DIGITAL MARKETING TACTICS

83%

SOCIAL MEDIA CONTENT

80%

BLOGS & ARTICLES

87%

e-BLAST NEWSLETTERS

HALE & HALF
CREATIVE DESIGN STUDIO

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