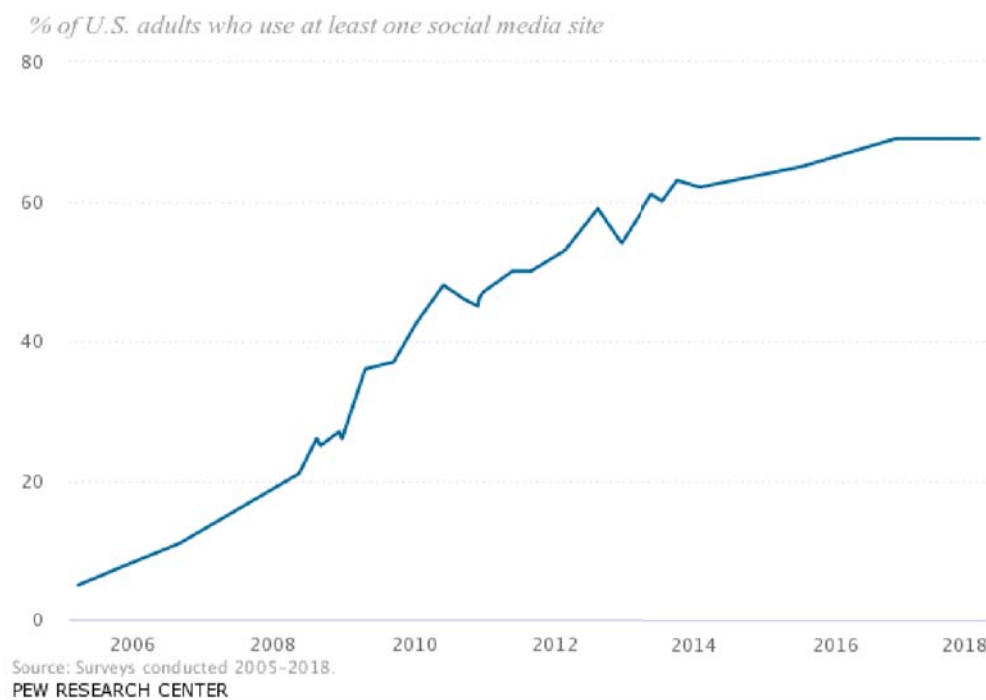


5 Reasons You Should be using Social Media Marketing

Today around seven-in-ten Americans use social media to connect with one another, engage with news content, share information and entertain themselves.

When Pew Research Center began tracking social media adoption in 2005, just 5% of American adults used at least one of these platforms. By 2011 that share had risen to half of all Americans, and today 69% of the public uses some type of social media.

<http://www.pewinternet.org/fact-sheet/social-media/>



As a marketer, you are constantly being challenged to show results for your efforts. You have limited time and resources and you want to make sure that you can demonstrate returns on any investment of time and resources. We want to give you some reasons we feel that an investment in Social Media Marketing may make sense for your organization.

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1. You Risk a Negative Perception if you Ignore Social Media

Think about the last time you were browsing the web and you came across a company that had not updated their website in 10 years. What was your perception of that company? The fact is that with so many people using Social Media today, you need to have a presence to avoid being perceived as out of touch.

Of course simply doing “something” is not the point. Social Media represents a new way to connect with customers and prospects for your business. You need to make sure your efforts are strategic and sustainable.

2. Your Competition

Chances are your competition is already utilizing Social Media. According to a study by the Content Marketing institute, 83% of B2B Marketers use Social Media to distribute content to their audiences. Your competition may not have perfected their content marketing efforts yet, but it is harder (and more expensive) to play catch up than lead.

Our Marketing automation platform makes it easy to track the social media marketing efforts of your competition and see how you compare. You can see how you stack up across a few different attributes including website hits, blog and social media posts, twitter followers, etc.

The point is to be active on a variety of Social networks and begin to gain friends and followers first so your competition will be stuck trying to catch up to you.

3. Social Allows You to Leverage Your Content

If you are like most B2B marketers, you have discovered the power of inbound marketing. You have invested in creating some interesting and compelling pieces of content like white papers, case studies, blog posts, etc. If you are not also posting these items on your Social accounts, you are missing out on an important marketing channel.

Social Media allows you to present your content in a more informational and helpful context rather than an overtly sales-oriented setting. Social Media content should be focused on creating an impression of your brand not generating leads. You want your posts to establish your brand as a trusted advocate. The leads will come when new prospects visit your website and start to interact.

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4. It is Easy

Today's Marketing Automation platforms make it easier than ever to post content to Social Media channels like LinkedIn, Facebook and Twitter from a single interface. This makes it very easy to measure the most effective channels for your brand and business too. These same platforms also make it easy to keep tabs on your competitor's Social Media efforts and allow you to gauge your performance.

It is also important to be able to continuously access new Social Media features and capabilities into your marketing efforts. These systems incorporate these new features once they have been tested and verified and document the best practices for including these tactics into your marketing efforts.

5. You will Learn a lot

Once you begin to utilize Social Media, you will start to learn a great deal about your prospects and customers and their digital behavior. By monitoring a Twitter feed for example, you can find customers that you may not have known existed. Social listeners allow you to filter posts based on keywords or phrases. You can respond directly to those prospects with helpful information and guide them back to your website for additional resources.

Additionally, you can use these same features to improve your customer service by responding quickly to issues or complaints. Studies show that consumers appreciate companies that respond to customer complaints.

Summary

Social Media is an important marketing channel for B2B companies today and is ignored at your peril. If you would like to find out how you could benefit from Social Media marketing, contact Clarity Marketing Services for a free Marketing Assessment.