

Why Users Choose Social Media

Social media provides businesses with a fantastic opportunity to leverage online media to convey powerful marketing messages to prospects and customers, but it also requires a vastly different approach than traditional offline mediums.



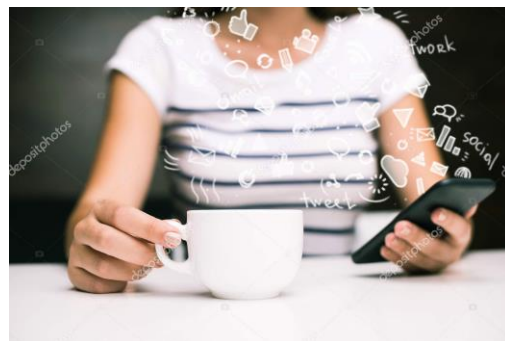
When it comes to social media, it's important to define your marketing goals. You must create engaging content that delivers value to deepen relationships and loyalty with your audience, as well as marketing materials to drive leads and help convert sales.

But even as the necessity of being on social media grows, so does the need to “stand out” above the rest. After all, with so many choices of businesses and people to follow, like, or connect with online, what makes your page so special? The answer can be difficult to figure out.

What Research Tells Us

Extensive research tells us that these are the reasons why users connect with brands on social media:

- ✓ Stay up-to-date on special company announcements or changes in the industry
- ✓ Inspiration to be healthier, wealthier, or happier
- ✓ Humor to break up the mundane work day
- ✓ A friend suggested that they check out a certain brand
- ✓ Stay closely connected to a brand they love





(800) 764-8528
info@artofonline.com

How You Can Use Social Media

Nowadays, it's not enough to have a great quality product or service. Businesses and startups utilize every aspect of social media to get their name and product out there, amassing a following of interested prospects to eventually lead them through the purchasing funnel.

Yes, word of mouth is still an effective form of referrals and generating leads. But pair that with social media and you've given every satisfied customer a large online megaphone to tell their friends about your business. That's why we'll evaluate how your social media pages are doing, and what you need to improve for better results, for just \$99 (regularly \$199).

[Click here](#) to get your social media audit today!