

Sample Article

Social Media For Business

The way business has interfaced with clients and customers over the years has changed. People's expectations of service they believe they expect has changed dramatically in the past 10 years. Much of this has been attributed to the digital landscape and how we interact with brands. Customers who have a complaint about your product or service want *someone* to talk to.

By incorporating Social Media into your business, you are not only able to tap the customer insights and the purchasing behaviors of your product or service, but doing so provides the opportunity to *speak* to those customers in a way that would have been unheard of 20 years ago. The buying customer desires to have an interaction with the company or business they purchase from. By interacting and creating conversations with them, you are investing into a relationship long term, which of course means you are helping your business to grow.

Here are some reasons why Social Media is good for Business:

Improve Brand Loyalty

With social media, you make it easier for your audience to connect with you. When the most popular platforms are utilized effectively, it serves to drive your overall brand image. Social media is not just limited to featuring your product; it can also be the leading channel for promotional campaigns and contests.

Brand Authority

For making your business more powerful, communication serves as a primary role. When you reply to an inquiry directly, or when your audience sees you posting on social media, it helps to build a positive image in their minds. Regularly interacting with them proves that you and your business care about them. When you have identified a few satisfied customers, go the extra mile and reward them. Provide an incentive to be brand ambassadors to spread brand awareness on your behalf.

Healthier Customer Satisfaction

Social media does play a vital role in the marketing efforts of any company. Customers appreciate the fact that when they post comments on your page, they receive a modified reply rather than a computerized message. A brand that values its customers, takes the time to compose a personal message, which is perceived naturally in a positive light.

Conclusion

There is no denying that Social media marketing has many advantages for startups and established brands. By regular updating the right social media marketing strategy, it will lead to increased traffic, better improved brand loyalty, healthier customer satisfaction and much more. Your competition is already increasing on social media day by day, so don't let your competitors take your probable customers. The earlier you start, the faster you see the growth in your business.

The logo for The Manila Consultant, featuring the text "THE MANILA CONSULTANT" in white, uppercase letters on a dark blue square background.

THE MANILA
CONSULTANT

This sample article was written by Kristopher Ryan Watson
Owner of The Manila Consultant

<https://kristopher-ryan.wixsite.com/themanilaconsultant>