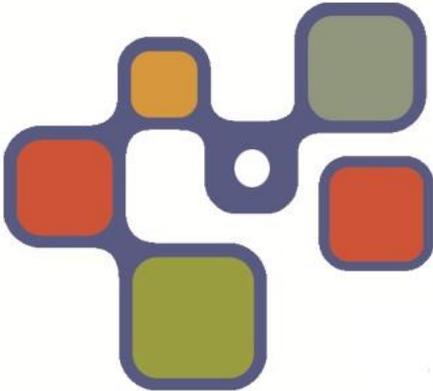


Why Social Media is Necessary for Today's Business



Any reputable business or organisation that has gone to the trouble of putting together a website would likely look for every opportunity to use that site to its maximum potential. To that end, social media provides an outlet for transforming a website from a lethargic tool reaching a limited audience to one capable of reaching around the world. Social media offers a dynamic marketing opportunity like no other.

Unfortunately, not a lot of website owners know what to do with social media. The way social media is treated today is very similar to how website owners of a decade ago treated their websites – as nothing more than online business cards. Until website owners fully grasp the power of social media, they are not likely to put it to use for their own businesses

Current Social Media Participation

[*Forbes Magazine*](#) presented an analysis of social media as a marketing tool in a 2012 report from contributor Jessica Bosari. Among other interesting things, Bosari asserted that 43% of adult consumers between the ages of 20 and 29 spend more than 10 hours a week using social media sites. The most popular of those sites include Facebook, Twitter, and Google+.

She went on to say that 94% of businesses ***with an established marketing department*** utilised social media in some form. However, that doesn't tell the whole story. In order to get the big picture, we need to know about those businesses not yet currently engaged in social media. For that, we turn to Meghan Ennes of the [*Harvard Business Review*](#).

Ennes asserts that only 58% of businesses are utilising social media for marketing efforts. That means 42% are not. It seems hard to imagine in a world that is now dominated by Internet mobility and constant connectivity. Nonetheless, it is what it is.

Before moving on, there is one last statistic Ennes cites that we need to be aware of. She maintains that only 12% of those companies utilising social media for marketing purposes are confident they are doing so effectively. Just 12%. If that's true, it suggests there is a lot of marketing potential going to waste all across the vast world of the Internet.

Making Social Media Work

The solution to the modern social media quandary is one of learning how to make it work for your business or organisation. Once you figure it out, you will see your online audience grow exponentially. Moreover, a larger audience will drive sales accordingly.

Let's start with the various social media channels from which businesses have to choose. Forbes lists the top three as:

1. **Facebook** – The number one ranking of Facebook is no surprise. As of March 2013, the social media giant commanded an astonishing 72.4% of the worldwide market share. And even though it is beginning to lose younger Internet users, it is gaining middle-aged and older users.
2. **Twitter** – This unique social media outlet does not command anywhere near the market share of Facebook, but it doesn't need to. Twitter is a completely different platform that accomplishes a

very different sort of marketing. And it is still very popular among younger audiences.

3. **Google+** – Google+ does not even show up on the statistics from March 2013. However, do not make the mistake of assuming it is irrelevant. Google is still the world's leading search engine, increasingly engineering its search functions to be tied intrinsically to its social media platform. Also remember that Google owns YouTube, as well.

Although there are other social media channels to choose from, the top three are certainly a good place to start. As Alley Watch contributor Ryan Harris puts it, these three channels offer a good place to “begin the conversation with customers.”

The concept of the conversation is a brilliant one for explaining why social media is necessary for today's business. It provides a clear visual of your business engaging your customers in the hope of eliciting a specific response. In turn, your customers engage you in order to acquire whatever product, service, or information you are offering. It is a two-way conversation with mutual benefit.

“As an entrepreneur, it’s important that you participate in your social media accounts and communicate with those who are interested in your product or service. In fact, not participating, you may even do your business or service more harm than good.”

Ryan Harris
Alley Watch

If your company is not engaging your customers where they are, and in a way they are comfortable with, you are not engaging them at all. Social media is about taking your message to the masses in a format they are enthusiastic about embracing.

What can social media do for you? Consider the following five things:

1. **Messaging** – Messaging is one of the most important parts of marketing. If you cannot effectively get your message out to the widest audience possible, your marketing campaigns will never reach the greatest potential. Social media provides a platform for sending your message to an incredibly wide audience.
2. **Sharing** – The real power of social media in marketing is the ability of your customers to share their experiences with their friends. With just a click of the mouse, one customer can share your business with hundreds or thousands of friends instantly.
3. **Grouping** – On some social media platforms, you have the ability to create groups of users according to a specific topic or product. The advantage of grouping is that it allows you to target your marketing to specific demographics. This is one of the most efficient ways to reach specific audiences with specific messages.
4. **Ranking** – SEO experts thrive on making sure your website ranks as high as possible on the major search engines. A productive social media presence helps that cause by linking social media activity to your website. Yes, Google does consider social media activity when ranking websites.

5. **Communicating** – Lastly, social media enables you to reach your target audience on a more personal level. When you use social media, your company is less of a corporate entity and more like a friend. This opens the door to much more productive communications that eventually increase your traffic and drive sales.

The potential for social media to take your online presence to the next level is incredible. Your business needs to be involved in social media if you already have a website. And if you do not, you need to seriously ask yourself what is standing in the way. Competing in the modern marketplace requires your business to be online.

How We Can Help

Because we believe so deeply in the power of social media, we have gone to great lengths to develop writing services that will help you take full advantage of it. Our team of expert writers have a unique talent for bridging the business nature of your website and the more personal nature of social media channels, bringing them together in a way that benefits your business.

We can produce:

- a steady stream of tweets for your Twitter account
- regular status updates for Facebook and Google+
- articles and blog posts linked to your website and shared on social media.

At Carman Online Content Publishing, we like to say that writing for pleasure and writing for business are two separate things. We firmly believe that, especially when it comes to social media. Effective social media writing is an art form that requires a firm understanding of how people perceive words and then act on them.

We pride ourselves on the high quality of our social media content. We invite you to look at what we can accomplish by visiting our Facebook and Twitter pages. We are making the best use of social media for our business; we would be honoured to have the opportunity to help you do the same.

You can contact us by [clicking on this link](#).

Our Twitter account is [here](#).

Our FaceBook page is [here](#).

Alternatively, visit our website by clicking on [this link](#).