



## Why Social Media

Social Media has changed the way people connect, discover, and share information. But let's skip the jargon. Here's what you need to know:

**Social media** is the technology that connects people—whether it's to share content or just to chat.

**Social networks**, like Facebook, Twitter, LinkedIn, and Pinterest are the places where social interactions happen (discovering & sharing).

**Social media marketing** is the way to use that technology to build relationships, drive repeat business, and attract new customers through friends sharing with friends.

Sound familiar? That's because social media marketing is really just word-of-mouth powered by technology.

75% of people are somewhat or highly likely to share content they like online with friends, co-workers or family—49% do this at least weekly.

**Know your audience?** Pinterest is 72% female, while Google+ is 70% male. Older, more affluent people use LinkedIn, and if you're trying to capture the youth market, look into Tumblr (which has a greater percentage of teens and young adults than Facebook) or Vine. Tumblr has 40 percent of whom are between 18 and 34 years old. The better you can match your social media activity to your target audience, the greater your potential ROI.

It's important that you set goals and understand what you want to achieve from your social media marketing efforts.

Here are some of the main ways you can use social media to have a big impact on your business:

**Spread the Word.** Show customers and prospects who you are and what you can do for them. It's great for brand awareness!

**Drive Sales.** Give customers offers that are so good they'll share them with their friends. Your promotions can go viral!

**Provide Great Customer Service.** Listen and respond to what your customers are saying *about* you and *to* you. It's a wonderful feedback loop!

**Keep Your Customers Coming Back.** Build deeper relationships so customers will get to know, like, and trust you more.

Because social media is all about discovering and sharing cool stuff, every interaction you have through social media has the potential to reach many new people.

That's awesome because social media will ultimately help to **spread your message and attract new audiences.**