

IT'S NO LONGER ENOUGH TO SIMPLY HAVE A SOCIAL MEDIA PRESENCE; HERE'S WHAT IT TAKES TO BE A LEADER IN THIS NEW ERA

This year, Facebook will turn 12 years old. Gone are the days of its infancy, hype, and expectation. Facebook now boasts nearly 1.6 billion users, equal to more than 1/5 of the global population. Twitter, Instagram, Google+, YouTube, and others have firmly staked their ground alongside Facebook in the landscape of online networking. Together, these networks have fundamentally changed the dynamic of social interaction



and positioned social media as an integral part of everyday life for billions of people around

the world. After more than a decade, we've entered a new era of social media.

Now the emerging champions of social media are turning this hyper-connected reality into something of real value. It's no longer enough to simply have a social media presence; here's what it takes to be a leader in this new era.

SOLVE PROBLEMS DYNAMICALLY

While the formula for successful marketing is as old as time (need + product = sale), today's global marketplace has given consumers unprecedented accessibility to products and companies worldwide.

Social media's power players rise above their competitors by connecting with their audience on an emotional level. They turn their brand into a story people can relate to, and then use that powerful effect to engage potential customers in a new formula (need + product + connection) to make the sale.

This dynamic approach requires paying attention to the culture, trends, needs and desires of your audience, but it results in a message that people will notice.

SHARE YOUR STORY IN AN ENGAGING WAY

As attention spans get shorter and the steady stream of content becomes more overwhelming, images and videos are critical to capture your audience's attention. Turning your story into engaging visual content takes creativity and effort, but it's worth it. Visual content is essential to communicating your brand's story, and it also provides the best bang for your buck.

Relevant images boost content views by 94%, and a colorful photo significantly increases a follower's willingness to read the accompanying text as well. But if a picture is worth 1000 words, video is worth something like 1.8 million. Just using the word "video" in an email subject line increases open and click-through rates. YouTube's visitors stream hundreds of millions of hours of video every single day. By 2017, video is predicted to make up 74% of all Internet traffic.

BE WISE – GET IN FRONT OF YOUR CUSTOMERS WITH ADVERTISING

To play the game, you have to get on the court. Why wait for your followers to share your content when you can put it directly in front of potential customers? Remember, there are 1.6 billion users on Facebook alone. There are another 1 billion on YouTube, which places ads before nearly every video. No matter what you're selling, there's an audience waiting for you.

Social media advertising allows you to play on a user's own data, willingly shared, to track behavior and interests and target likely consumers with relevant information and products. And since they're probably already checking into their networks, you're simply meeting them where they are.

THE KEY IN THE NEW ERA OF SOCIAL MEDIA

Meeting people where they are with what they need and a compelling story that they want to be a part of is critical. By using these three key three tactics, you will leverage the presence and power of social media to strengthen your business model, your marketing strategy, and ultimately, your bottom line. It's no longer enough to simply have a social media presence; here's what it takes to be a leader in this new era.

IF WE CAN EVER ASSIST YOU WITH YOUR SOCIAL MEDIA PRESENCE, PLEASE GIVE US A CALL.



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