

6 REASONS TO USE SOCIAL MEDIA

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1

IT'S COST EFFECTIVE



Implementing a successful social media strategy costs little to nothing. It's accessible and achievable to organizations of all sizes and entrepreneurs. Create an editorial calendar, repurpose content and use the right hashtags and visuals. Tools like Canva and others make it easy for anyone to create custom graphics for social to accompany posts.

2

IT'S QUICK



Social media enables you to disseminate information to your followers quickly and effectively rather than waiting for a publication to feature your article. An effective social media strategy uses social media in conjunction with email marketing for maximum impact and reach.

3

IT GIVES YOU CONTROL



Social media gives you a powerful way to highlight your organization and people when you want - such as bios, practices, case studies, firm history, a TBT/FBF campaign to showcase past posts.

4

IT WORKS



Social media is an effective branding, recruiting and lead generation tool simply because so many people use social. It also amplifies your other marketing/business development efforts especially when your employees are engaged and share content. In addition, social media marketing enhances your search engine optimization.

5

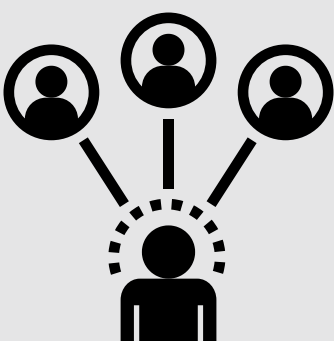
IT BUILDS CREDIBILITY



Social media helps to establish your organization and employees as thought leaders in their respective fields. It keeps them top of mind with target audiences - clients, referrals, prospects and candidates, which is key in a saturated market.

6

IT BUILDS RELATIONSHIPS



Social media is a powerful way to network and build relationships all over the world. It gives you the ability to expand the reach of your content, which can lead to new business and opportunities.