

Is Your Business Social... Enough?



WHY:

Your customers and prospects are talking online and watching what's going on. If you're not involved with their conversations then you're missing out on a plethora of customer feedback, new prospects and good press. **Did you know?** 82% of prospects can be reached via social media ([source](#))

WHERE:

Not every social media platform is right for your company. Pick one or two platforms that best fit your company and focus on those. For example if you're selling business software, LinkedIn may be helpful, but Facebook will be tough. Hint: Look for where the relevant value-giving conversations are already happening.

WHAT:

Listen to what people are saying about you and your competitors. Start conversations about problems that your company can solve. Offer genuine insights about what your company is great at... for them! When people realize you're the experts, they'll want to get to know you and what you do. And How.

HOW:

Use and generate emotions in your posts. People like to know your company adds value... for them. Find and leverage connections as a basis for starting business conversations. Stay involved regularly and always add value FOR THEM. **They will respond.**

Did you know? Companies who harness the power of social media to sell – increased their profits (Forbes)

