

1. INCREASED BRAND RECOGNITION

We can syndicate your content and increase your visibility, this is highly valuable to any digital business where visibility and interaction is key. Your social media networks are just new channels for your brand's voice and content. This is important because it makes you more accessible for new customers.

2. IMPROVED BRAND LOYALTY

Brands that engage on social media channels enjoy higher loyalty from their customers. Engagement takes time, thought, creativity and attentiveness but the returns are high. A strategic and open social media plan can prove influential in morphing consumers into being brand loyal. Loyalty in social terms means repeat interactions, leading to strong social proof and a faster spread of content after a post.



WHY YOU SHOULD OUTSOURCE YOUR SOCIAL ACTIVITY

3. MORE OPPORTUNITIES TO CONVERT

Every post we make on your social media platforms is an opportunity for customers to convert. As we build a following, you'll simultaneously have access to new customers, recent customers, and old customers, and you'll be able to interact with all of them. Every blog post, image, video, or comment you share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a conversion.

4. HIGHER CONVERSION RATES

Social media marketing results in higher conversion rates in a few distinct ways. Perhaps the most significant is its humanisation element; the fact that brands become more humanised by interacting in social media channels. Social media is a place where brands can act like people do, and this is important because people like doing business with other people; not with companies.

RESULTS IN FOCUS (CLIENT NAME) - TWITTER

407 

407 original tweets.

In roughly 80 days, despite only having one, £1000 mini-ad campaign in the second month:

220% 

Increase in profile visits.

994 

994 mentions - a 400% increase in the first month alone

602% 

Increase in impressions in the first month alone.

2,000 

2,000+ engagements.

2,300 

2,300 interactions per 1,000 followers.

42% 

42% increase in followers.

120 

120+ custom images for Twitter alone.