

Social IMPACT

WHY SMALL BUSINESSES CAN'T AFFORD TO IGNORE SOCIAL MEDIA

INCREASED REACH

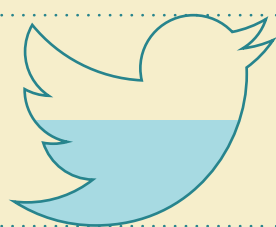
Social media enables businesses to reach a bigger audience. When a follower engages with a post from a business, the post becomes visible in their newsfeed and their friends can see that post. If a friend of a follower then shares the post, it becomes visible in their newsfeed. The potential reach of an engaging post on social media is exponential.



ONE-TO-MANY SOLUTION

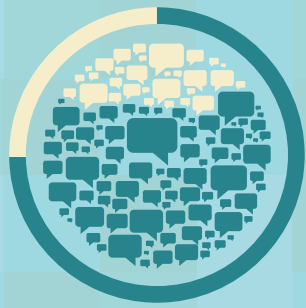
The nature of social media is a one-to-many solution. By sharing an update on social media sites, a business is able to reach all of their followers. Followers can also visit the page of a business to find out any updates or specials as well.

50%



More than half of active Twitter users follow companies, brands or products on social networks.

BENEFITS OF CONNECTING



75% of users said they felt more connected to the brand on Facebook

CREATE A STRONG CONNECTION

A small business may not see a client or patient regularly. By connecting with clients on social media sites, businesses are able to form a better bond with clients. Social sharing allows clients to get to know the staff and the business better while building up a strong rapport.

TWITTER AUDIENCE | TWITTER ACTIVITY | TWITTER USAGE

126

FOLLOWERS

The number of followers an average Twitter user has

340

MILLION

The number of tweets users send every day

32%

of all Internet users are using Twitter

BUILD TRUST AND AUTHORITY

When a business shares relevant posts with followers regarding their industry or services, they become a resource for information. By establishing themselves as a credible resource, a business builds up authority as an expert and earns the trust of followers.

FACEBOOK BENEFITS

Our family loves this place!
Press Enter to Post

35% of consumer comments on Facebook Pages are compliments

50% of Facebook Followers prefer brand pages to company websites

80% of social media users prefer to connect with brands through Facebook

USER RECOMMENDATIONS

79%

of US Twitter users are more likely to recommend brands they follow

STRENGTHEN BRANDING

Social marketing contributes to a comprehensive online presence. A current or potential client will not visit a business's website every week, but can see regular updates from the business on social media. With the amount of time users spend on social media, sites like Facebook, Twitter, and Google+ enable businesses to stay in front of their current and potential clients.

COUPONS ON SOCIAL MEDIA

67%

of customers will like a Facebook page to save 25% or more

WHAT DO PEOPLE WANT FROM BRANDS ON SOCIAL MEDIA?

83%

WANT DEALS AND PROMOTIONS

70%

WANT REWARDS PROGRAMS

58%

WANT EXCLUSIVE CONTENT

GOOGLE+ BENEFITS



At least 60 percent of Google+ users log in daily



24

Websites using the +1 button generate 3.5x the Google+ visits than sites without the button

COUPONS ON SOCIAL MEDIA

28%

of users share deals through social media

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