



Why Digital Marketers Need Social Media Marketing in 2021?



The year 2020, the year of the pandemic, marked a defining change in the B2B marketing approach. In Dubai, companies had to go digital almost immediately to be able to survive, and customers' purchasing behaviour changed as well. People became more cautious regarding what they were buying and from where they were buying it. The demand for online services and ecommerce increased tremendously. The rapid shift in market and consumer behaviour, prompted marketers to rethink their strategy for social media marketing in Dubai.

Businesses are still putting all their effort into bouncing back and boosting the economy in the post-COVID new normal of 2021. For this reason, if you are looking for a digital marketing agency in Dubai, make sure they have a specialized team in social media marketing because your business will require it.

Understanding the Relevance of Social Media Marketing

Social media is the most accessible and convenient medium to reach out to your target audience and engage with them. The popular platforms to use are:

- Facebook;
- Twitter;
- Instagram;
- LinkedIn;
- TikTok;
- YouTube;
- Snapchat, etc.

Social media enables you to create engaging and creative content to build awareness about your brand and business. Even small businesses can target a broad segment of potential customers through social media engagement and get the benefits.

Before getting further into the benefits of [social media marketing in Dubai](#), let's go through some latest market statistics.

- *More than half of the world's population is on social media.*
- *89% of digital marketers claim that social media is essential for marketing.*
- *82% of the B2B marketers use social media for networking.*
- *54% of internet users rely on social media for product research.*
- *71% of the customers with a positive brand experience on social media will recommend it to an acquaintance.*

The stats are proof that social media marketing is an essential part of digital marketing. (SOURCE: <https://www.oberlo.in/blog/social-media-marketing-statistics>)

Why You Need Social Media for Businesses in 2021?

There is a special significance to social media marketing in 2021 for digital marketers.

Gain the Trust

Since 2020, customer behaviour has changed significantly, citing health and hygiene concerns as reasons for reluctance to purchase a product or hire a service. Social media is the best medium through which you can earn the trust and confidence of your target audience.

Brand Awareness

So, your business launched a brand new website, and your products are now available online. But do your existing customers know about that? What about targeting new customers? An active and strong social media presence allows you to connect with your target audience, enlighten them about your products/services and expand the consumer base.

Consumer Engagement

Direct customer feedback allows you to make improvements and creates a better brand impact. Social media helps you to engage with your target audience directly, gaining brand loyalty.

Analyze Marketing Metrics

Social media management tools help you measure the performance of your marketing strategies and track the KPIs. It helps you to evolve your marketing plan constantly, improving online visibility.

Conclusion

Are you looking for a [digital marketing agency in Dubai](#) with social media expertise? Then, Socialight Digital Marketing would be the right fit for your business needs. As a leading agency, it serves businesses big and small across Dubai and Bahrain, offering effective and affordable online marketing services.

Blog Source:

<https://socialight-marketing.com/why-digital-marketers-need-social-media-marketing/>