



5 Reasons Your Business Can't Ignore Social Media Marketing

Running a business is always demanding and managing positions require a lot of effort and time from individuals. However, it seems that it became even more difficult this year. With the volatile economy and uncertainty that came with an epidemic, many business owners had to change their approach and rethink their future steps. According to a research study conducted by GlobalWebIndex, 95% of consumers say they are spending more time on home media consumption.



It was mostly streaming services, smart TVs and social media platforms. The fact that people are spending even more time online gives you the opportunity to meet them there. It is up to you to choose the best ways to offer your product or service online. But don't worry, we're here to help you.

What are the benefits of social media marketing?

The main difference between digital and traditional marketing is that digital marketing is giving you real-time results. We have looked carefully at all the benefits of [social media marketing services](#) that cannot be overlooked at this point. These tools and ideas can help you save time and money, and collect important information that you can also use later for traditional marketing channels. So, take a few minutes to find out how to best use social media channels.

With Social Media You Are Engaging Younger Customers

The idea that social media channels are only interesting to young people can be questioned, as it is available to everyone, regardless of their age. However, according to the latest data from the website Statista, most Instagram users are between 18 and 34 years of age. This fact is accompanied by the fact that Gen Z is refusing to consume traditional methods of marketing.

By introducing your brand to the social media marketing platform, you're getting visible to a young crowd and your customer experience is getting better as everyone can reach at any time. With a good strategy, you can influence them to talk to their parents about your brand, and promote your brand, even if it's for them. Also, if your brand is new, you can use it as an advantage and be old and sensible with your audience.

Digital Marketing Allows You Reporting in Real-Time

It's very easy to track and report digital marketing efforts during marketing campaigns, and that's another benefit of social media marketing. With enough tools, you can track the success rate of your campaigns. This can be done at the beginning of the campaign, and if some parameters are showing that the campaign hasn't adjusted properly, you can stop them and save money.

This means that the good tools that are reporting, you can increase the value, show progress and plug loopholes. The fact that your campaigns can have different target audiences can help you find the audience that's responding best in particular types of ads. All the information gathered in previous campaigns can help you create future campaigns, and this continuous learning process is much faster than being in traditional marketing.

Publishing Content When You Are Not In The Office

The presence of social media means being present in front of your audience during weekends and holidays. The Instagram algorithm proves this point, by showing more content from users who are constantly active on this social media platform. This algorithm is designed to improve your statistics if you are publishing high-quality content. And we should all acknowledge that it is not easy to maintain a certain level of quality content every day. With tools that can schedule content, social media campaigns can be done perfectly, even if you're on vacation.

It requires planning and great execution during weekdays, but the end result gives you comfort and a time from social media channels when needed. There are many inspiring tips on Pinterest that can help you build strategies for your audience. Or, you can come up with your plan.

Social Media Marketing Can Help You Curate and Manage Content

Presence on social media platforms can help your brand create content around your product and service that can help you with organic access to your website. The trend on social media platforms moves fast. And if you're looking for new content for your blog or email, social media platforms can inspire you.

If you need content for your social media platform you can use a social media asset management tool that can help you create quality content. On this platform, you can use free assets from your drive, your computer or stock image market.

Advantage of Hiring Remote Teams and Professionals

With the development of social media, software business owners had the opportunity to manage social media teams online. These tools have databases that are accessible to team members, and they can contact them wherever they are in the world.

Such software allows different professionals to collaborate on different projects and keep track of assigned or finished tasks. The global market allows experts from all parts of the world to participate in your projects. For startups and small businesses, this feature is very important because it can save them the money they will spend in the office.