

## IMPORTANCE OF SOCIAL MEDIA

# Embrace Your Social Side



*As you probably have already heard, having social media is a must for small businesses in today's market. But why is it so important? In 2017, [81 percent](#) of Americans have a social media account. Around 59 percent of American consumers interact with brands on social media daily and 40 percent of women in the U.S. prefer a brand's social media account as their preferred online channel. The chances are pretty great that your customers are on social media already and more than*

*you might think. For those that are still hesitant about putting time and effort into marketing their business through a social media account, here are a few compelling reasons that might just convince you to get social with your store.*

## Brand Recognition

As a small business, it can be hard to get your store out in front of potential customers. By having a social media account, whether it's Facebook, Twitter, Instagram, etc., you can increase your visibility by providing new channels for your store's voice and content to be heard. Most of today's customers expect a business to be accessible and easily found online. When they search for your business online and can't find anything, they're going to assume there isn't any information for your store and move on to other businesses that do. Thus losing out on a potential sale.



## Customer Service

Social media is an excellent way for your store to communicate and nurture relationships with customers. If you're running low or are sold out of a particular high-demand product or brand, you can let your customers know when it's back in stock. Your store's social media account is also a great opportunity to answer customer questions, share a customer's positive experience at your store, share special sales, promote in-store events and prevent a problem before it develops.

## It's Cheap

Most social media platforms are free to use, so using social media as a marketing tool is exponentially cheaper than traditional outlets such as print or digital ads, postcard mailers, billboards and radio spots. Concerned it will take up too much time? As little as [6 hours](#) a week can bring you benefits, so you can post as much or as little as you want. Also, many, if not all, social media platforms offer insights and analytics tools for businesses to use to determine what content resonates with audiences.

## Get Found Online

Though there is still uncertainty as to whether having a social presence increases your ranking in search engines, many people think that having a strong social presence factors into what takes your store to the top of the page. By having a good search engine ranking, your store will come up in the top couple options when customers are searching for adult stores in their area, making it more likely for them to stop in.

## More Opportunities To Make The Sale

It takes time and effort to connect with customers via social media so making a sale through your social channels will not be instant. Most people have to see a product or ad [2-4 times](#) on social media before they make a purchase. Get creative and find innovative ways to promote your products by selling without directly selling. Use [memes](#) (a captioned photo intended to be funny), videos or creative photos to push your products.



Social media and social media marketing are here to stay. By embracing the social side of your business, your store can gain better brand recognition, foster great customer service and relationships, increase your visibility and therefore increase your sales. Not to mention, it's little to no cost to get set up. By not getting online, your store could be losing out on huge rewards. We hope seeing these benefits help you take the leap to get online.