



# SOCIAL MEDIA OPTIMIZATION

*Advance brand awareness, influence buying behavior, and promote customer loyalty.*

**Generate more sales and revenue from expanded audience reach and engagement through social media optimization.**



**SOCIAL MEDIA OPTIMIZATION PRIMER  
JUNE 2016 RELEASE**



# SOCIAL MEDIA OPTIMIZATION

*Advance brand awareness, influence buying behavior,  
and promote customer loyalty.*

## Table of Contents

What is Social Media Optimization? .....	1
Why Employ Social Media Optimization? .....	2
Social Media is Rich in Engagement .....	3
Social Media Drives Growth for Small and Medium Businesses .....	4
Social Media is Effective for Acquiring New Customers .....	5
What Your Competitors are Doing .....	6
Brands on Social Media .....	7
The Future .....	8
Facebook .....	8
LinkedIn .....	10
Twitter .....	12
Why Like Us and Choose Us? .....	14
In-depth Consultation .....	15
What is the Next Step? .....	16



# SOCIAL MEDIA OPTIMIZATION

*Advance brand awareness, influence buying behavior, and promote customer loyalty.*

---

## What is Social Media Optimization?

---

Social media optimization or social media marketing is the process of generating publicity through various social media networks and platforms such as Facebook, Twitter, Google+, LinkedIn, and more.

Social media optimization facilitates the increase of awareness about a **brand**, product or service, and also amplifies its engagement with its target audience — generating more leads and customers.





# SOCIAL MEDIA OPTIMIZATION

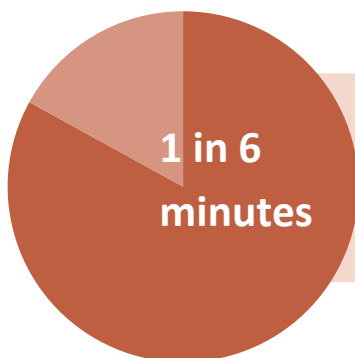
*Advance brand awareness, influence buying behavior, and promote customer loyalty.*

---

## Why Employ Social Media Optimization?

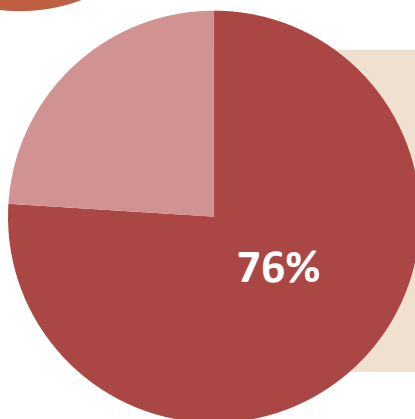
---

Social media is a massive online resource that can only increase its usefulness as a marketing venue – as more and more people connect with each other and communicate thoughts and feelings about businesses, brands, products and services through status messages, likes, tweets, links, photos, and videos.



One in six minutes online is spent on social networks.

- comScore



Seventy-six percent of social media users are generally in a positive mood before, during, and after their participation in social networking.

- Nielsen

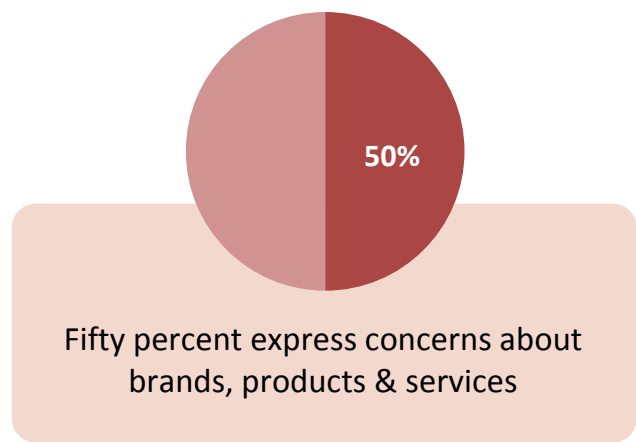
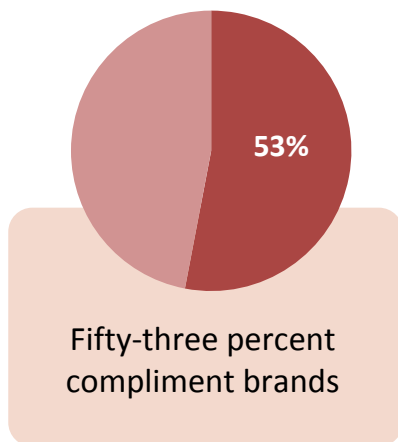
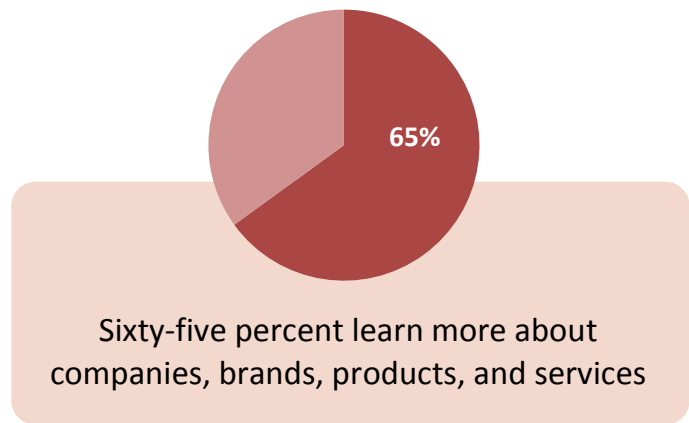
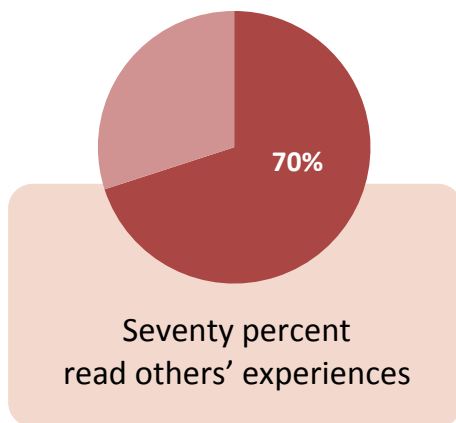


# SOCIAL MEDIA OPTIMIZATION

*Advance brand awareness, influence buying behavior, and promote customer loyalty.*

## Social Media is Rich in Engagement

People who search for local businesses on social networks heavily engage in and contribute to local social content:



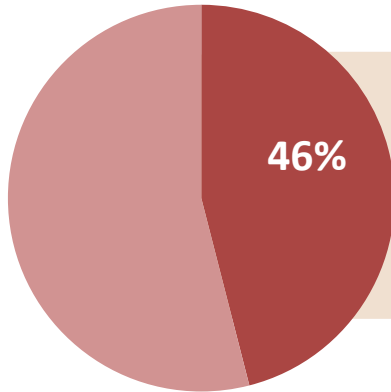
These make social media an excellent venue to build brands, customer loyalty, and word-of-mouth or viral promotion.





# SOCIAL MEDIA OPTIMIZATION

*Advance brand awareness, influence buying behavior, and promote customer loyalty.*



Forty-six percent of web users look towards social media when making a purchase.

- Search Engine Journal

## Social Media Drives Growth for Small and Medium Businesses

Eight out of ten SMBs use social media for their business to drive growth.

- HubSpot



Three in five SMBs say they've gained new customers by using social media

- HubSpot

With relatively limited marketing budgets, SMBs particularly stand to benefit from using social media to attract new customers and drive their business growth.



# SOCIAL MEDIA OPTIMIZATION

*Advance brand awareness, influence buying behavior, and promote customer loyalty.*

## Social Media is Effective for Acquiring New Customers

Businesses gain new B2B and B2C customers through various social networks:

	Overall	B2B	B2C	B2B & B2C
Facebook	53%	37%	70%	60%
LinkedIn	43%	54%	23%	46%
Company Blog	45%	43%	45%	46%
Google+	15%	9%	20%	23%
Pinterest	9%	6%	13%	13%

- Hubspot



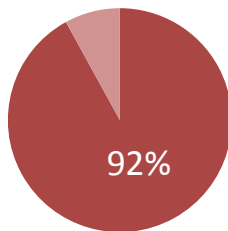


# SOCIAL MEDIA OPTIMIZATION

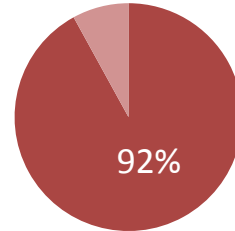
*Advance brand awareness, influence buying behavior, and promote customer loyalty.*

## What Your Competitors are Doing

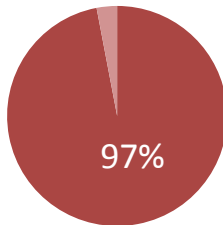
Marketers are increasingly using Social Media for their businesses with positive results:



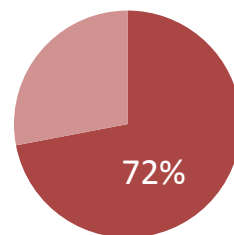
Ninety-two percent said that social media marketing was important for their business



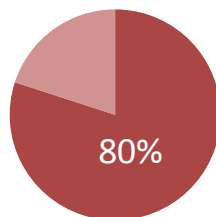
Ninety-two percent indicated that their social media efforts have generated more exposure for their businesses



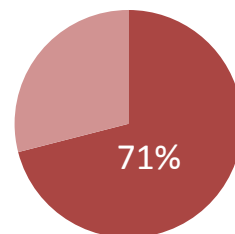
Ninety-seven percent of marketers are currently participating in social media



Seventy-two percent of marketers are using social media to develop loyal fans



Eighty percent indicated that their social media efforts increased traffic



Seventy-one percent of marketers are using social media to gain marketplace intelligence.





# SOCIAL MEDIA OPTIMIZATION

*Advance brand awareness, influence buying behavior, and promote customer loyalty.*

## Brands on Social Media

Here are some famous brands that are successfully employing social media optimization:



...and thousands of small or local businesses and professionals.



# SOCIAL MEDIA OPTIMIZATION

*Advance brand awareness, influence buying behavior, and promote customer loyalty.*

---

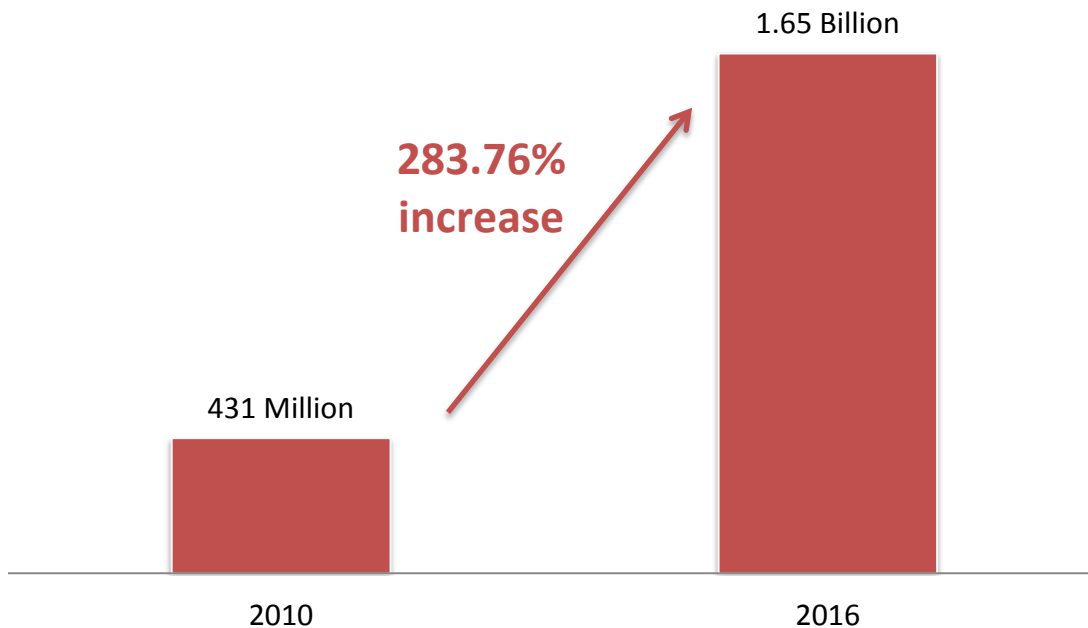
## The Future

---

Social media usage is growing fast and will pervade across industries, marketing and sales funnels, the buying cycle and customer life-cycle for many years to come.

### Facebook

Facebook has more than 1.65 billion monthly active users in the first quarter of 2016 from only 431 million in the first quarter of 2010.



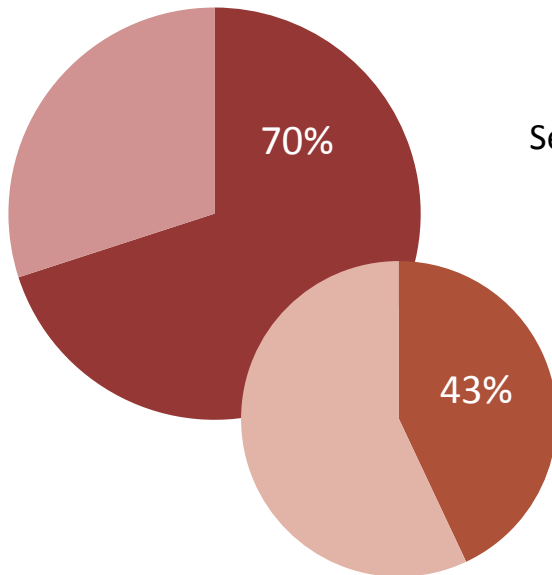
- Facebook Investor Report



# SOCIAL MEDIA OPTIMIZATION

*Advance brand awareness, influence buying behavior, and promote customer loyalty.*

Facebook continues to have engaged users with 70% daily login rate, with 43% of them log in several times a day according to Pew Research.



Seventy percent of users log on daily

Forty-three percent of users log on multiple times daily

- *Pew Research*

Facebook also gets 794 million daily logins from users via a mobile device.

- *Facebook Investor Report*



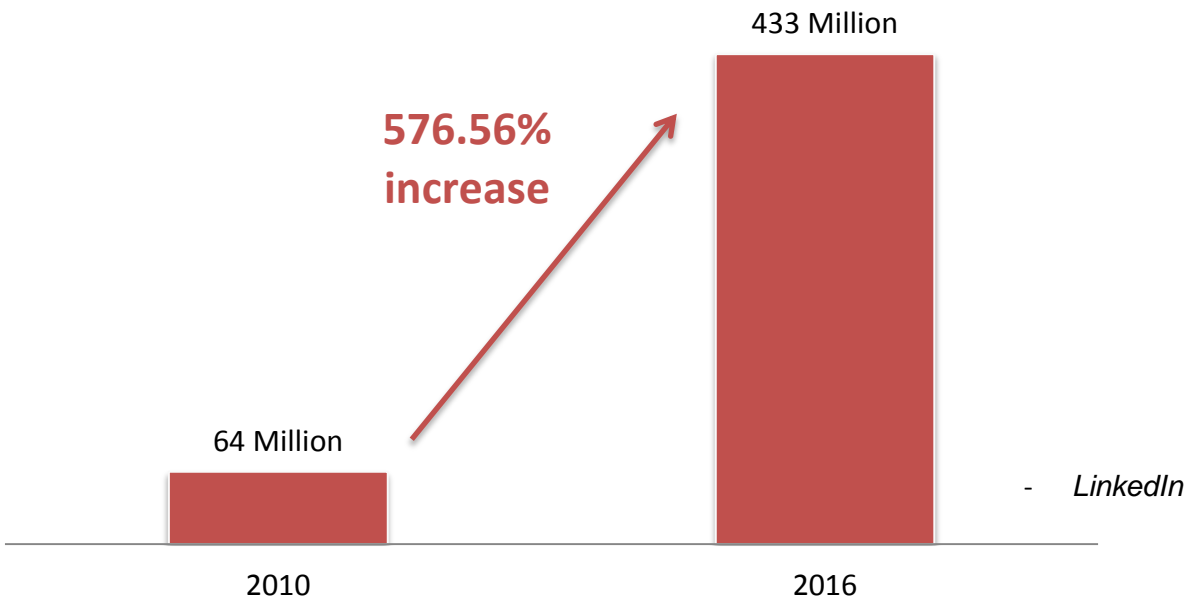


# SOCIAL MEDIA OPTIMIZATION

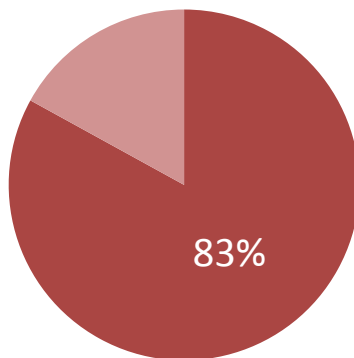
*Advance brand awareness, influence buying behavior, and promote customer loyalty.*

## LinkedIn

LinkedIn reports having 433 million users in the first quarter of 2016 from only 64 million in the same period in 2010 and continues to sign up two new members per second in 200 countries and territories.



## Content Marketing on LinkedIn:



Eighty-three percent of marketers say they prefer to use LinkedIn for distributing B2B content.

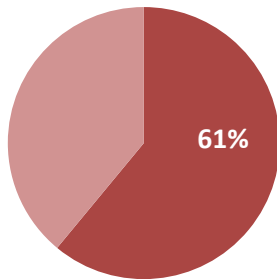
- TechCrunch



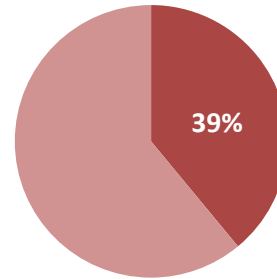
# SOCIAL MEDIA OPTIMIZATION

*Advance brand awareness, influence buying behavior, and promote customer loyalty.*

Customer Acquisition Success Rate on LinkedIn:



Sixty-one percent for B2B



Thirty-nine percent for B2C

- TechCrunch





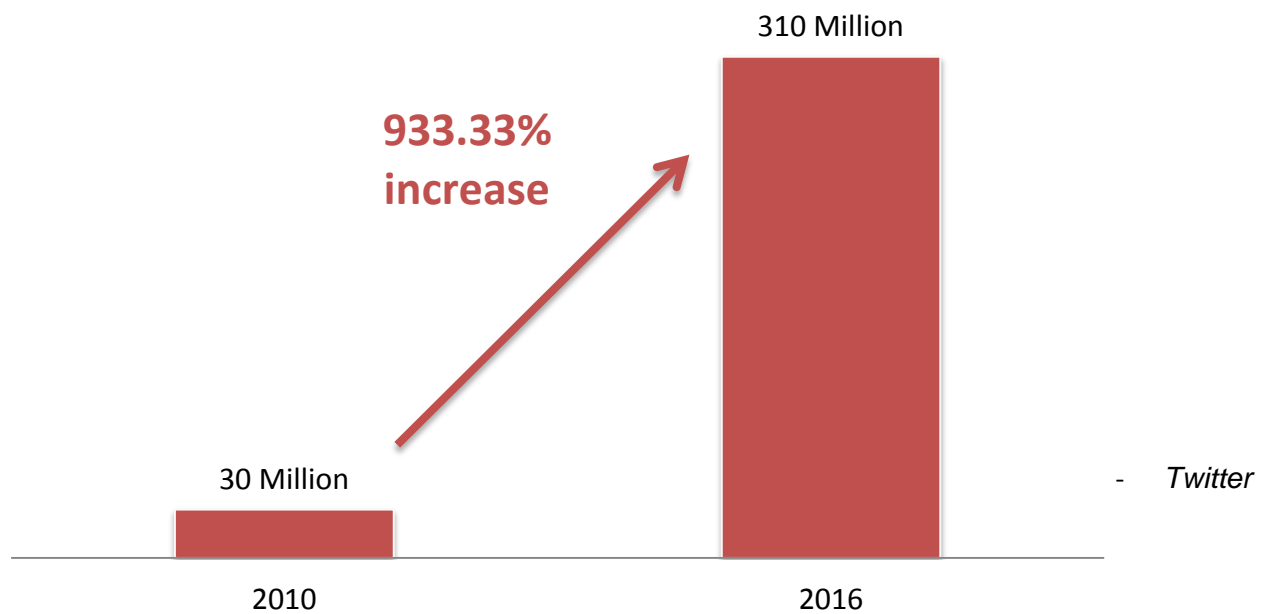


# SOCIAL MEDIA OPTIMIZATION

*Advance brand awareness, influence buying behavior, and promote customer loyalty.*

## Twitter

Twitter boasts more than 310 million active users in the first quarter of 2016 from only 30 million active users in the first quarter of 2010.





# SOCIAL MEDIA OPTIMIZATION

*Advance brand awareness, influence buying behavior, and promote customer loyalty.*

There are over 500 million daily tweets and more than 2.1 billion search queries per day on this platform.

- *Twitter*

More than 50% of active Twitter users follow companies, brands or products on social networks.

- *TechCrunch*



# SOCIAL MEDIA OPTIMIZATION

*Advance brand awareness, influence buying behavior, and promote customer loyalty.*

---

## Why Like Us and Choose Us?

---

Choosing us will launch you forward into the social radars and circles of people who matter to your business.

Social Media Optimization is a task-extensive online marketing effort requiring expertise and manpower to reach a critical mass of fans, followers, and connections to achieve high-growth momentum. Expect results to pick up as your content and connections build up over time.

Doing SMO by yourself or organizing, training and monitoring a team to do it in-house can be taxing, taking away time from your core activities. All you have to do is to let us take care of all of your social media marketing needs.





# SOCIAL MEDIA OPTIMIZATION

*Advance brand awareness, influence buying behavior, and promote customer loyalty.*

---

## In-depth Consultation

---

We believe that understanding our customer's needs and objectives is crucial in providing superior services, and so we take the time to know your business, target market, and competitors. Your involvement at this stage will be much-appreciated as no one knows your business better than you do.

We factor these elements into our social media optimization strategy and recommend the most suitable solution for you. We then implement the plan and analyze its results. We also listen to your feedback and apply continuous improvements to ensure the success of your campaign.







# SOCIAL MEDIA OPTIMIZATION

*Advance brand awareness, influence buying behavior, and promote customer loyalty.*

---

## What is the Next Step?

---

*Send us an email or give us a call to schedule an appointment.*

Engage our services and get the following:

- ✓ **Access to SMO Expertise:** Gain from social media optimization strategies and tactics based on best practices, thorough research, and analysis of market and technology data and trends.
- ✓ **In-depth consultation:** Let's discuss how we can tailor-fit your campaign to suit your marketing goals.
- ✓ **Extensive social media reach:** Grow your network and get more referrals. Join the league of other businesses that are reaping the benefits of a powerful social media presence on Google+, Facebook, Twitter and LinkedIn.
- ✓ **Competitive Advantage:** Start getting the word out now about your business and let the wheels start turning to beat your competition and get more happy and loyal customers.

**Generate more sales and revenue from expanded audience reach and engagement through social media optimization.**

*Send us an email or give us a call to schedule an appointment.*