

YOUR NEW MARKETING PARTNERS: *Facebook & Twitter*

Love it or hate it, there's no denying that social media is integral to businesses. Social strategies are at the core of digital marketing, and it's the brands who are finding their way around the social landscape that are reaping the benefits.

Facebook and Twitter in particular have become so effective for brands over the last few years that these two social platforms – when used correctly – can join your team as powerful and irreplaceable marketing partners!

Of course, you wouldn't hire a marketing partner until you've seen their qualifications, right? So we've created short resumés for Facebook and Twitter so that you can have a quick look at their key tools and strengths before taking them on as partners on your marketing team!



CORE STRENGTHS

As a marketing partner, Facebook has a lot to offer your business. Together you can engage with your consumers and deliver:

- ✓ An increase in website traffic
- ✓ An overall boost in brand awareness
- ✓ Growing trust with your customers
- ✓ Increased opportunities for marketing research



CORE STRENGTHS

Twitter, as your marketing partner, operates quickly and efficiently. As long as you remain relevant, Twitter enables your business to:

- ✓ Increase the traffic to your site
- ✓ Boost brand awareness
- ✓ Perform great marketing research
- ✓ Actively and succinctly demonstrate your expertise!

ESSENTIAL TOOLS

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Facebook is extremely efficient in measurement and metrics, both of which offer in valuable insight for businesses.

But what do they mean?

"Total Likes" – uncovers how many people have liked your business page.

"People Talking About This" – measure activity of your fan base (ie: if someone comments, likes, shares or posts content).

"Weekly Total Reach" – measure how many people have posted something about your page. Together with the "People Talking About This" metric, this will show the difference between your content simply appearing, or being read!

ESSENTIAL TOOLS

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Twitter is public and fully shareable. This in itself is a benefit because you shared content can be seen by everyone! This also means that you can see what your competitors and prospects are doing too.

To be efficient, you can use Twitter to:

Share photos, videos & news! This is great for engaging with your audience, who are very likely to share and comment on photos and videos. By also sharing blogs and articles, you can generate links and drive traffic to your site.

Gather intelligence! Engage and interact with your followers by asking them question. Not only does this aid your market research, but will make them feel like valued customers!

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information.

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