

# SOCIAL MEDIA AGENCIES: FOR BUSINESS SUCCESS AND PROSPERITY

**This article describes the importance of social media marketing agencies to the modern business through increased exposure, better search engine rankings and the generation of more leads.**

Social media agencies are a relatively new development in the sphere of marketing and advertising. Their birth lies in the conception and subsequent immense popularity of social media and networking: the array of Internet-based websites designed to facilitate and promote communication, sharing and interaction between people on all the continents of the globe. Most, if not all of us are well acquainted with social media and networking, whether it's Facebook, Twitter, MySpace, Digg, YouTube, LinkedIn or any of the hundreds of others that have and continue to blossom all over the Internet. In fact, social media has changed the way we fundamentally communicate and interact with each other. The conception of these sites began as a social forum and has since expanded into the commercial and business arenas.

## Social Media Agencies and Modern Marketing



**Social media agencies** offer an indispensable service to the modern business. Just think about the importance of marketing and advertising as a tool for communicating your brand name and image. If you are a business owner and want your name to be synonymous with the products and services you sell (like Levis are to denim jeans and Coca Cola is to soft drinks), then broadcasting your brand identity is fundamental. This is indisputable and has not changed since the birth of commercialism. What *has* changed is the way we can best promote our

businesses and it's fundamentally changed with the advent of social media and networking sites. Social media agencies essentially specialize in online advertising and marketing using sites such as Facebook, Digg, LinkedIn, MySpace, etc. to make their clients' businesses more visible to their target audience. In doing so, social media agencies generate increased interest, more leads and higher profits for their clients.

So how do they do this? How can creating a Facebook profile get your business more customers?

- *Visibility* ~ Facebook alone has in the region of 550 million regular subscribers. When you consider that there are 500 other social media and networking sites out there in the virtual ether, the potential exposure is truly staggering! If you create and regularly update an account with one of these sites, by gathering a following of 'friends' and sending out information, updates, special offers and invitations, etc. you will effectively be able to advertise your business to an incredible market audience.
- *Target-specific marketing* ~ Most of the social networking and media sites contain information about their users that is invaluable to marketing such as age, location, gender, likes, dislikes, etc. So, social media agencies are able to target their client's specific market audience ensuring more leads and less 'walk-outs'.
- *Free advertising* ~ Subscription to the majority of these sites are completely free, rendering online marketing and advertising incredibly cheap and cost-effective!
- *Higher rankings on global and local search engines* ~ Regularly updated accounts and the visibility of links to your business website have an important impact upon your rankings on local and global search engines. [Social media](#) agencies have the resources to put your business in the top ten listed results yielded by searches! Don't forget, 75% of people looking for information turn to the Internet for answers and it could be your business that they find.



### **The Importance of Social Media Agencies**

If selling your products and services is free and easy using social media, then why are social media agencies so important to your business' success? Quite simply, creating, maintaining and updating three accounts alone can prove to be incredibly taxing, especially if you are a business owner with a full schedule already. Social media agencies can regularly update and maintain up to 500 accounts while creating unique content to post on them. The benefits are increased interest, more leads, better rankings on local and global search engines and of course, business success and prosperity!

# Kendell@ng.com

ALL STRATEGIC, ALL DIGITAL, ALL MARKETING.