

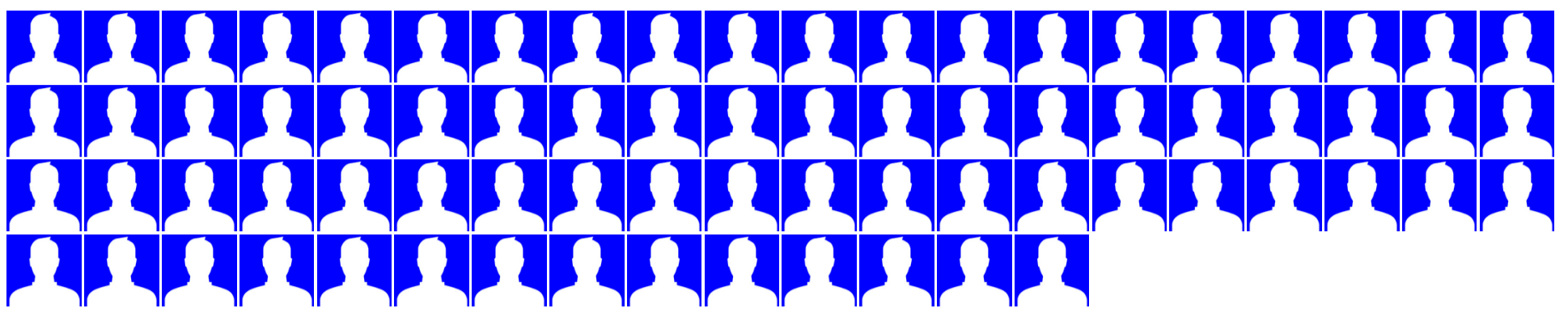
Why Bother with Social Media?

World Population: 7.2B / Social Media Users: 2.4 B

Facebook (1.7B) Youtube (1B) Instagram (500M) Twitter (300M)

LinkedIn (467M) Google+ (300M) Snapchat (150M) Pinterest (100M)

74% of customers cited relying on social media to make purchasing decisions



It's a fact: More than a quarter of the world's population uses some form of social media on at least a monthly basis. In the United States, 78% of adults are regular social media users. These statistics make the medium impossible to ignore from a marketing standpoint. Digital media is quickly eclipsing print media and advertising is following suit. The second financial quarter of 2016 marked the first time American digital advertisement spending surpassed that of print advertisement. Google and Facebook currently hold the largest shares of the United States digital advertising market and control a combined 76% of quarterly online advertisement growth.

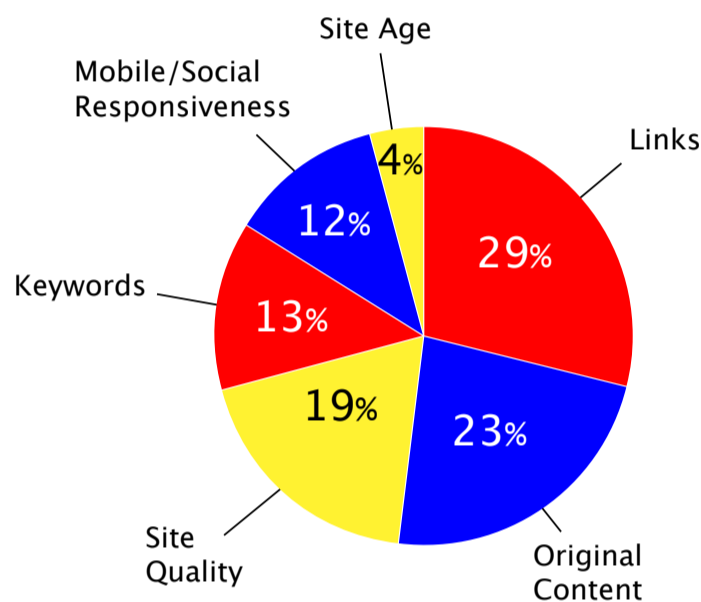
What does this mean for your business?

If you want to be seen, you need to be online and the competition is steep. Google processes 40,000 search requests every second and produces millions of results for every search. The first page of these results is responsible for 92% of all search-generated traffic. To secure a spot on that first page, you need master the illusive and ever-changing concept of "Search Engine Optimization" or "SEO" based on individual users' search terms.

The good news:

Social media is a **free** and easy way to connect and engage with consumers on a personal level, drive traffic to your website and increase your SEO ranking.

SEO Ranking Factors



Search Engine Optimization (SEO)
 noun | search en-gine op-ti-mi-za-tion
 the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine



EXPAND your audience

How do you make your site appear first on GOOGLE and Bing?

Old SEO Focus

- Singular Key Words

New SEO Focus

- Key Word Intent
- User Needs
- Long Tail Searches

Hint: engage your users



DEFINE your audience



CLICKS = SEO RANKING = TRAFFIC = \$\$\$\$



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FACT:

Social Media Links Drive # # # #
37%
 of Referral Traffic

Social media not only engages consumers, but it also functions as a form of unintrusive advertising. Generating relative content that users want to see creates a more organic and favorable view of a given company or business than paid advertisements do.

By capturing interest and directing action, Social media also functions to drive site traffic. Users will follow social media calls to action and engage with the content, thereby passing the information along to their individual networks of followers, friends and connections.

Social Factors that DRIVE TRAFFIC to your site...

- Number of tweets and retweets a URL has
- Number of likes and shares a URL has on Facebook
- Comments, likes and reposts on LinkedIn
- How many +1s a URL has on Google+

The End Goal:

Increase shares, clicks & views to

DRIVE TRAFFIC