# Social Media Marketing

Social media marketing is becoming a more important part of the overall marketing mix for a business. Twitter, Facebook, YouTube and LinkedIn are some of the more popular social media websites that are frequented by your prospects and customers.

Social media websites such as these are increasingly used to get recommendations from friends and colleagues about products and services as well as learning more about the reputation and quality of the customer service of a business.

Whether you like it or not chances are your customers are potentially talking about your business on social media websites such as these. It makes sense then to ensure you are involved and engaging with your customers and prospects in order to develop a fruitful and productive relationship with them.

This does not mean you have to spend hours tweeting or posting comments on these sites every day, it does mean that you should include sites such as these in your overall marketing activities.

There are ways of making social media marketing work for you without having to spend hours in front of a computer screen. Building a community of fans around your business website is a great way of increasing the lifetime value of a customers and spreading the word about your products and services to their friends and friends of their friends!

There is a lot of confusing advice about how social media websites should be used for business purposes. It can be difficult to know where to get started and what does and doesn't work. We can answer those questions for you by tailoring a social media marketing plan (as part of your overall marketing plan) specifically to your business and unique challenges. We can then help you to implement it and automate several aspects of your social media presence so that it doesn't become an all consuming activity.

Social media marketing is a very effective way of promoting your business quickly to your target audience and it works out much cheaper than more traditional forms of advertising.

To discuss how social media marketing could work for your business give us a call on **01793 688978** or complete our contact form for a no-obligation chat.

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