

WHY SOCIAL MEDIA MATTERS TO YOUR

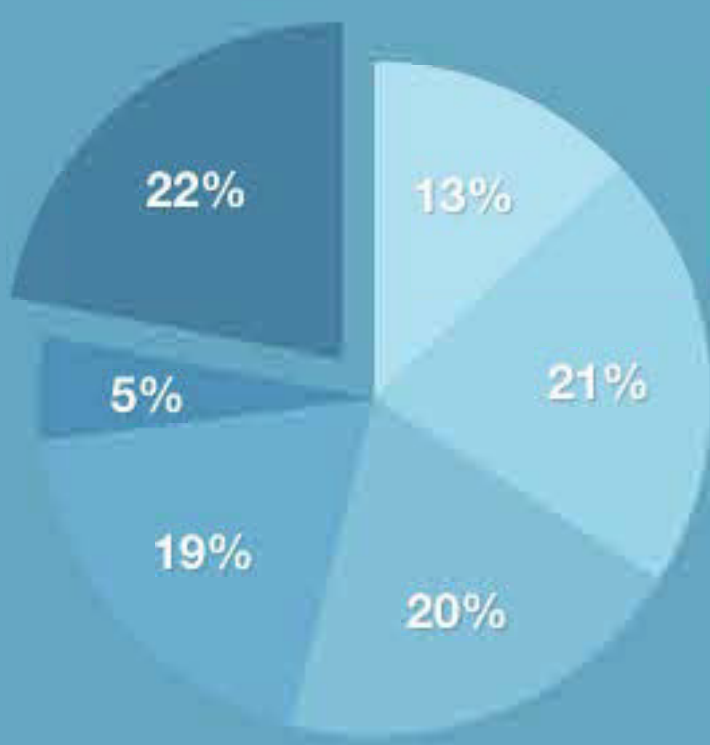
BRAND

"If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends."

Jeff Bezos, CEO at Amazon.com

YOUR CUSTOMERS SPEND TIME THERE...

Consider how Internet Users Spend Their Time:



- SOCIAL MEDIA
- MULTIMEDIA
- SEARCHES
- BROWSING
- EMAIL
- ONLINE SHOPPING

http://c_omemequahmoney.com

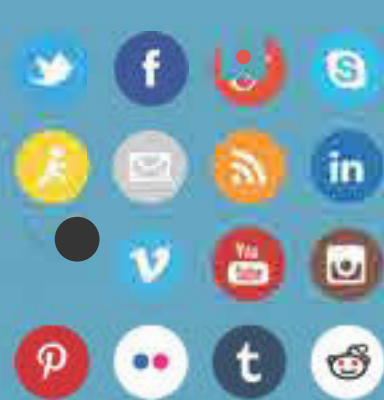
YOUR CUSTOMERS TRUST IT...

46%

Approximately 46% of online users count on social media when making a purchase decision.

Hubspot

SOCIAL MEDIA PRODUCES LEADS...



Social media produces almost double the marketing leads of trade shows, telemarketing, direct mail, or PPC.

Nieben Ratings

BECAUSE THE #'S DON'T LIE...



15% of Consumers use Social Networks to Search for Local Businesses



71% of Social Media Participants Say They are More Likely to Purchase From A Brand They Follow Online



23% of Brand Marketers are Developing Social Media Strategies



25% of Total Time Spent by Americans Online are Social Networks & Blogging



61% of Local Business Searchers are More Likely to Use A Business Witti Info on A Social Media Site



91% of Local Searchers Say They Use Facebook To Find Businesses Online

"How can you squander even one more day not taking advantage of the greatest shifts of our generation? How dare you settle for less when the world has made it so easy for you to be remarkable?"

Seth Godin, sethgodin.com

BROUGHT TO YOU BY...

