

The Top Ten Reasons to Integrate and Outsource Social Media Marketing for Your Business

Top Ten Reasons You Need Social Media Marketing for Your Business:

1. Interact consistently with and connect directly with your target audience.
2. Build trust and confidence with your target audience through dialogue and sharing value-based content.
3. Utilize Social Media Networks as customer service tool.
4. You need to know who is saying what about your company/industry and where.
5. Connect and share ideas with thought leaders in your industry.
6. Earn a reputation as a market/industry expert.
7. Stay current on market/industry trends.
8. Reach a broad spectrum of current and prospective clients with significantly less investment. In 2010, 41% of marketers felt the use of Social Media reduced their overall marketing expenses*.
9. Join Niche Networks tailored to your industry or Join location-based networks.
10. **The top benefits of social media marketing:** The number-one advantage of social media marketing (by a long shot) is generating exposure for the business, indicated by 85% of all marketers, followed by increasing traffic (63%) and building new business partnerships (56%)*.

Top Ten Reasons You Should Hire a Social Media Marketing Specialist:

1. They have the skills to coach you on developing and maintaining your Social Media Strategy tied to measurable goals.
2. They can conduct market/competitor research.
3. They will you informed of trends, new tools and hot topics.
4. They will work with you to build your Social Media presence.
5. They can handle social media submission (blogs, videos, podcasts, articles).
6. They can monitor your online reputation.
7. They can provide reports that measure your Social Media success and track expected outcomes.
8. They can manage your connections/followers.
9. They can be a Company/Brand Representative (not to be confused with personal representation).
10. According to the 2010 Social Media Marketing Report 2010 published by www.socialmediaexaminer.com, 56% of marketers spend at least SIX HOURS A WEEK on their Social Media Marketing efforts and nearly ONE in THREE invest eleven hours weekly.
11. I HAD TO THROW IN JUST ONE MORE... They think Social Media Marketing is EXCITING and they are PASSIONATE about what they do.

*2010 Social Media Marketing Report written by Michael Selzner and published by www.socialmediaexaminer.com

AUTHOR BIO

Katie Bauer is a certified Social Media Marketing Specialist and the owner of Effective Virtual Assistance, located in Northern Virginia. E.V.A. partners with small businesses locally and nationally to develop and manage social media marketing success campaigns giving business owners the time they need to focus on core business and revenue generating activities. We also offer a variety of general administrative services. With a firm belief that the success of a client is our success, we are highly motivated to go above and beyond with each and every project.

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