



## 5 reasons why social media works for business

Too many businesses are still struggling to see the value in using social media to help their business.

5 reasons why social media is important for business:



### We know our stuff...

Customers look for helpful and interesting content on social media. Publishing great content shows how great you are and builds trust in your brand.



### Look, this is interesting...

Social media platforms encourage content sharing, so when you post great content, your contacts will share out to a much wider audience, and grow the visibility of your brand and expertise.



### Can anyone recommend...

Businesses use social media to ask their contacts for recommendations of companies that provide certain products or services. Great sales leads for you.



### Wow, you've grown...

The "youngsters" who used social media when it launched are now business decision makers. They use social media for business on a regular basis.

### I can sort that...



Customers expect quick responses, and prefer it to be via the same method they used to contact you. Providing social media as an option is a positive for your business.

