



# Why Should Businesses even Entertain Social Media?

digital business podcast range



# Social Media

Business or Pleasure?

## 1. Customer Service & Feedback

Being able to interact & obtain customers  
**feedback in real time.**

## 2. Branding & Business Exposure

Reaching out to new audiences and  
creating a **new base of customers.**



## 3. Improved SEO & Revenue Streams

Increasing traffic to your website and in turn  
**improving SEO Rankings & potential revenue streams.**

# Turning around bad experiences in real-time & improving Customer Experience.





- **Real-time Feedback is Good.**
- **Don't hide, Behind 'Walls of Support'**
- **Use it as a Positive experience.**





TARGET  
YOUR  
CUSTOMERS

- Take your Time to **understand your Goals**
- Ensure that you post **Quality Content**
- Ensure you decide on a **Consistent Theme**
- Put a Sound **Marketing Strategy** in Place
- Have a **Plan of Attack** with Social



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