

## Why should businesses even entertain the social channels?

**Stuart:** Why should business even entertain the idea of having social media? Using social media? How does it benefit business?

**David:** This has been an age-old question really, right back from when Facebook, Twitter, etc. were around. Is social media a business tool or should it just be left for the devices of the social world? In the actual fact, that argument is still prevalent in today's marketplace.

**Stuart:** A lot of business is all quite reluctant, aren't they?

**David:** They are, yes and for the ones that have jumped on and actually using it in anger, and believe me that there's some big players now using social media, they're just now starting to understand how it works and they're actually being able to use social media to benefit them, in terms of actually promoting their brand and ultimately converting business through it. Yes, you know, there are a lot of business using it, but like you say, a lot of businesses are reluctant to use it and quite rightly so.

**Stuart:** As I said, there can be pitfalls particular in starting out, are there things to avoid?

**David:** Funnily enough, the pitfalls are actually now what business is harnessing and using to make them stronger. For example, people that are complaining about products. People that have got bit of a bugbear and might want to air their views on Twitter.

**Stuart:** Well surely that is a big concern for business.

**David:** Well, it is, yeah, but businesses are now being able to turn that back around and, you know, they've been many scenarios where businesses have actually responded in such a detailed and honorable way that they've actually won business and won respect and won, ultimately, followers and fans from it. This whole era of being able to air your views of a business on social media is actually now being used in a positive way.

**Stuart:** I assume people are doing that anyway, so you've got to react to that as a business.

**David:** Yes, you do. The thing is, the businesses that are reluctant to use social media, funny enough, are stuck in the mindset that if it's not seen, then no one knows about it and it can just be pushed under the carpet. In actual fact, what people enjoy now from social media is the ability to be able to interact and talk to businesses in real time but also to get feedback in real time and I think that's a really important factor when you're running a business is not too hide behind walls of support and telephone options. People want to be able to feel like they can get in contact with you and no matter how big you are.

**Stuart:** It really isn't just a social tool?

**David:** No. I mean, obviously, that's where it spawned from. It was used as a social tool. It was used for social purposes but now for many, many reasons it's becoming a very powerful business tool with the introduction of advertising on social media channels. It's allowed businesses to tap into this as a way to target their markets more effectively.

**Stuart:** There are big benefits to business on social media?

**David:** Yes. They're very big benefits. Now, don't be under any illusion as a business, though, you don't immediately gain benefits from social media in the way that you would doing pay-per-click, for example. Social media, you have to take your time. You have to understand some of the material you're posting. You have to understand the whole theme and picture of what you're putting out there and be willing to actually see it through and have a medium to long-term strategy as to how you're going to use social media for the better.

**Stuart:** David, I think we've got some great infographics around how long different marketing channels from social media to pay-per-click to some of the stuff that's posted on forums and many of the other digital mediums for marketing. Perhaps, we'll try and tag that at the end of this podcast.

**David:** Yes. Definitely. We've got some really good material that we've presented before to businesses to help them out in infographic and presentation form. Definitely, we'll be appending that's really useful content to this podcast.

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