



How long would it take the average Business
to get ROI on their Social Media Marketing?

digital business podcast



What factors effect gaining an ROI on your Social Media:

1. The **Effort** the company is prepared to invest.
2. How well planned the **Social Media Strategy** is.
3. To ensure **Effective Analysis & Tracking** is in place.
4. Time invested to **Nurture the Fans**.

MORE EFFORT = QUICKER ROI

To make huge gains, you will need to inject more effort.

Less Effort



Slow ROI

More Effort

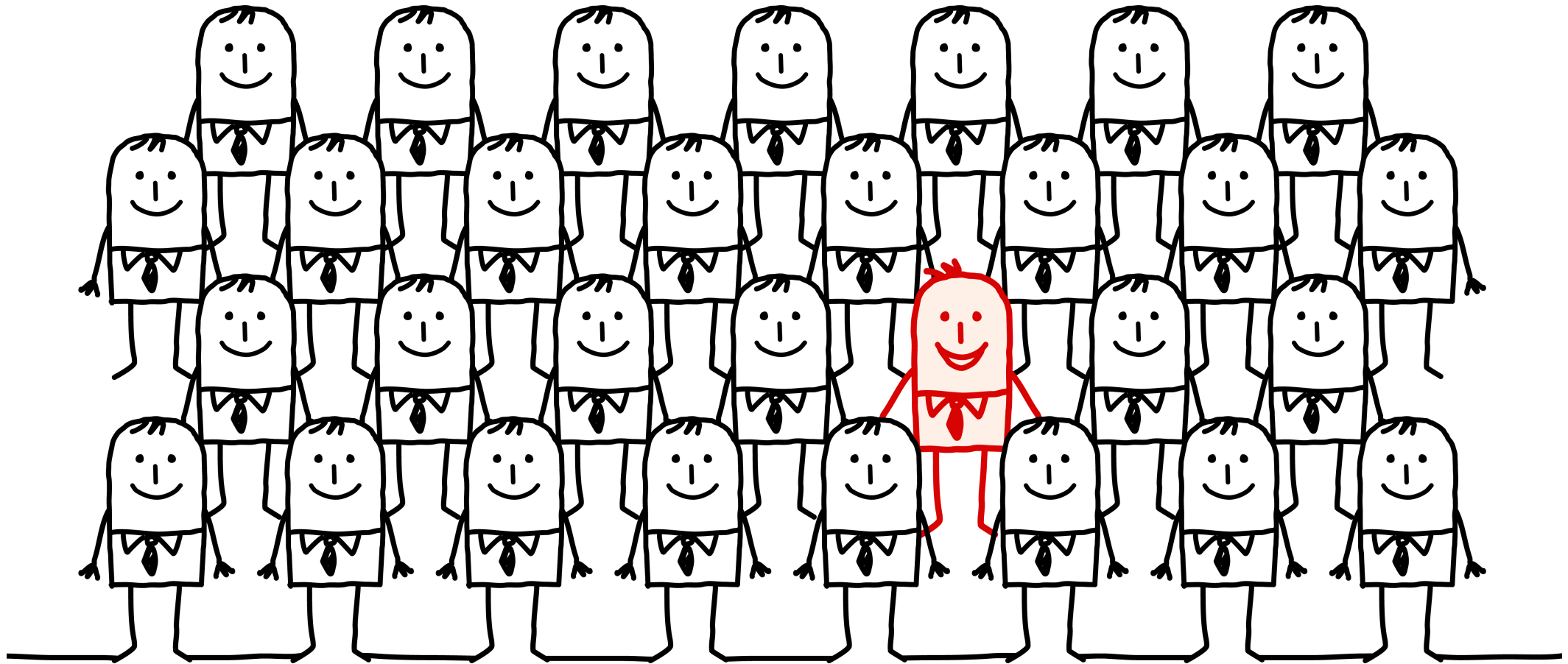


Quick ROI

Utilize Other Tools

1. Paid Advertising
2. Boost Posts
3. Cross-Platform Tools
4. Free Analytics





Use the **POWER** of Social Media's Data

Fast Tracking ROI

1. Increase Effort
2. Use Paid Advertising
3. Use Good Material
4. Introduce Incentives
5. Utilise Infographics
6. Free is the magic word!



Build Relationships before the Hard-Sell





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