

## SOCIAL MEDIA

It's no secret in today's world that social media is a very important business tool. Facebook, Twitter, Instagram, and other social media platforms have the power to spread brand awareness like digital wildfire, whether in Virginia Beach or anywhere else. It's entirely probable that you have an existing Facebook page, or perhaps more than one social media platform—but are you using them to their fullest extent?

Many of our clients don't have social media when they first come to us, or they have pages so inactive that they're gathering digital dust bunnies. These same clients know they should be doing more with their Virginia Beach social media pages but haven't the foggiest idea how to go about it.

“Sure, we have a Facebook page, but we only use it to announce sales,” “We set up a Twitter page, but we forget about it most of the time,” “How would Instagram benefit us?” are just some of the remarks we hear these same clients say all the time. Thankfully our team asks the right questions to start crafting a comprehensive social media strategy for Virginia Beach businesses.

Ask yourself the following when mulling over your social media strategy:

- Do my social media habits seem to help my SEO tactics?
- Have I experienced greater brand recognition through my social media pages?
- How are my competitors utilizing their social media options?
- Do I regularly respond to feedback—both positive and negative?
- Do I know anything about creating and ranking a YouTube channel for my business?
- What are my plans for my social media community?
- Do I have any clue how to create engaging social media content?
- Does my company interact with its social media pages? How often?
- Have customers found my business because of my social media pages?
- Do I provide updates regularly?
- What do I offer my clients through social media?
- Does my brand voice come across on my social media platforms?
- Is the content I put on all my social media pages the same?

Contacting us to discuss what you require from social media is a way to get all of these questions answered. We'll also alleviate any concerns you have about your current

social media strategy, and create the welcoming atmosphere sure to attract current and potential customers alike.

It's our job to put the right social media practices to work for your business—after all, you have enough to do! Allow our Virginia Beach social media experts to relieve you from this often-stressful aspect of marketing and spread brand awareness so customers know who to trust and rely on.

Don't let the competition steal your target audience because of their effective social media campaigns. Put your social media needs in our capable hands and know we'll do everything possible to create lively communities filled with engaging posts consumers want. It's part of what we do. And we do it very, very well.

Let's work on your social media strategy together. Contact us today to learn more about what our Virginia Beach social media team can do for you.