**How Social Media Increase Your Sales**

Social media today has become one of the biggest tools used by brands to connect with their targeted user base and their potential customers. As a matter of fact, more than 90% of the people on social media follow brands they want to associate with.

We have always known that getting to know your prospect and building a strong relationship is an integral part of the sales process and it turns out that social media can help you accomplish this quickly and easily.

**How Social Media Can Help Your Business Increase its sales - When you do it the right way!!**

It has been analyzed that a big chunk of customers or online visitors is tech savvy. They are always keen to stay updated with the latest happening of the world, offerings of the brand, and are looking forward to getting a technological ambiance for their future generation. Now, in-return they also want good customer support system for their grievances and feedbacks. This, in turn, will make your business website’s social media presence critical, big or small, local, international or of any industry.

Now, we have some interesting reasons why social media marketing is highly essential for businesses and brands in 2018:

* Approximately 75 % of people buy a product after they see it in their social media feeds.
* Sometimes people are more likely to purchase from the brand to which they are already following on Facebook, Twitter or any other social platform. Almost 57 percent of people are found to be loyal to the brand they follow.
* In the present times, social media marketing has above 100% leads-closing rate as compared to any other form of outbound marketing

**With Popularity, Branding Bring Huge ROI**

**Social Presence in the market is highly rewarding and** fruitful, but only if businesses don’t forget that no social media channel is a broadcast platform; it’s a conversation medium. However, as we have observed some brands take the social media interaction a bit too far by bombarding their users with irrelevant content and also spam them with continuous emails.

* **Interact with your Potential Customers**: It's always better to engage with your customers by knowing their likes-dislikes, choices rather than just posting updates on your social media profile for your user base.
* **Social Media requires serious attention**: You are on Social media for a serious business, don’t repeat mistakes of failed online businesses.

**Key Points To Consider While Promoting Your Business**:

* If you already have an online business or looking forward to having one then, you should incorporate a social media strategy in order to increase sales.
* A vast majority of people today make their purchases after seeing the product or service on social media.
* This is also one of the best ways to retain your customers' loyalty. If an internet user becomes your follower on social media, they are more likely to remain your customers and will come back to you.
* Social media gives you a platform to not just for promoting your brand but to engage with your audience and start a conversation.
* Two most important factors to consider are response rate and response time on social media are crucial when it comes to converting a follower into the customer.
* You need to balance your social media strategy by equally dividing your promotional messages and replies.

**Working on Overall Marketing Strategy**

With social media platforms and today’s advancements, setting an overall marketing strategy can help support your social media marketing campaign, which will help you get a better return on investment. Get some of the amazing online marketing tools that you may want to use:

· SEO: Search Engine Optimization and Marketing

· Email Marketing

· Influencer Marketing or Affiliate setup

· Content Marketing

**Engage in a conversation - Interact With Your Audience**

In today’s world, social media advertising is completely taking over other forms of advertising. Followers are continuously looking something new and they need to be fed with fresh content regularly to keep your brand alive on social media.

One of the most popular ways is to seek out and share popular videos, images, and news to post to your pages. Diversifying the content to arouse interest can help you get a different level on your customers’ cart. More than 45% of Facebook users and 36% of Twitter users normally do not interact, but they are paying attention to the conversation. It is often observed that the position your company as an interactive brand among your potential customers’ to win more sales.

**Conclusion**

These days Online Brands and Online Businesses need to understand that their targeted audience is not only interested in overtly promotional content but also want to reach out to a ‘name’ (a big name in their eyes) that they have known for a product or a service.

A proactive social media approach will strengthen your marketing strategy and with the best practices, you can easily entice your social media followers to buy because of your social media posts.