

An overhead photograph of a business meeting around a white table. Several people in white shirts are gathered, looking at documents, a laptop, and a tablet. The scene is brightly lit, and the focus is on the collaborative work environment.

Reach Out and Engage: The Power of Social Media

Provided by: Crendon Insurance Brokers Ltd

To say that social media is a growing trend for business would be an understatement. You have likely heard of Facebook, Twitter, LinkedIn and other social media platforms, and perhaps you use them in your personal life. Social media platforms have developed into powerful tools for business, and they can be used to great advantage or neglected at your peril.

No Boundaries

Social media influences business and how people communicate about your business. Word of mouth knows no barriers with social networks—the possibilities for spreading content, ideas and opinions are nearly endless.

Social media creates influence and scale in a way traditional media simply cannot, for a fraction of the cost. The impact of social media is unlimited.

Already There

Even if you're not present on social media platforms, people are most likely already talking about your organisation on social media. You need to be part of that conversation.

- If they're saying good things, you're missing opportunities to highlight and share the positive feedback.

- If they're sharing negative comments, you want to address it in a timely manner, controlling potential damage to your reputation.
- You have new opportunities to connect with current and prospective customers and clients.

The Marketing Impact

Social media is not just a channel of communication with individual customers; it also plays a role in marketing. Marketing is no longer about pushing information at people, but about having a conversation.

People want to participate, to have a voice and to know that their opinions are heard. To market effectively, two-way communication through social media should be a part of your strategy.

Social media marketing helps you reach a wider audience—people want to watch videos and read interesting information that they can share on Facebook or Twitter.

Your Competitors

A social media presence will give you the critical advantage of tracking your competitors. You can follow your competitors' social media marketing campaigns and note what issues they are

Social media creates influence and scale in a way traditional media simply cannot—for a fraction of the cost.



**Crendon
Insurance
Brokers**

Reach Out and Engage: The Power of Social Media

dealing with, including positive or negative feedback from their customers.

If your competitors already have an established social media presence, you don't want to be left behind. With a growing number of people using social media, you don't want to miss making a sale because it was easier for customers to find a competitor.

Recruitment Tool

Recruiting is another area where social media can be incredibly beneficial for your company. Many of today's job seekers have expanded beyond traditional job boards and career fairs. Social media is used as a tool to find job opportunities.

Incorporating social media into your recruiting strategy allows you to draw from a unique pool of candidates, increasing your odds of finding the best fit.

Internal Communication

Employee communication is another area that can be expanded or improved through social media usage. Social media is a great way to enhance your employee communication strategy with minimal added cost. For example:

- Connect with employees on social media sites, such as Facebook, LinkedIn and Twitter, to expand your reach beyond the usual email, noticeboards and newsletters.
- Share health and wellness tips to help employees and their families live healthier lifestyles, boosting your wellness programme initiatives.
- Provide important information and updates in a quick, accessible manner.

Entering the World of Social Media

Producing great content to be shared is the basis of social media engagement, especially when used for marketing campaigns. However, quality content for social media posts and blog articles can be difficult to consistently create, and presenting that valuable information in an interesting or entertaining manner might be a challenge.

To attract readers and encourage sharing and engagement with your business, you have to present fresh ideas in a well-written, concise format. You need to:

- Find a good source of ideas and information.
- Write your articles and tweets (for Twitter) ahead of time so you can always stick to your posting schedule—for most social media platforms, you should be posting content weekly, daily or even hourly.
- Acquire the know-how to navigate the intricacies of a virtual world.
- Familiarise yourself with how each platform works, and start slowly. Begin with one, such as Facebook or Twitter, and then gradually expand your presence as you gain experience and expertise.
- Devote sufficient time to monitoring your social media accounts for comments and feedback that should be addressed straight away.

If you are interested in beginning, expanding or improving your social media presence, contact Crendon Insurance Brokers Ltd for resources to take you from social media beginner to expert. We can also be a great resource for a steady flow of timely, well-written content.

Producing great content to be shared is the basis of social media engagement, especially when used for marketing campaigns.

Crendon Insurance Brokers Ltd

11 Greenfield Crescent

Birmingham, West Midlands,
B15 3AU

0121 454 5100

www.crendoninsurance.co.uk