



Reasons to Embrace SMO

**SMO** SOCIAL MEDIA OPTIMISATION

Reasons to Embrace SMO

Social Media Optimisation (SMO) is a growing service for any business looking to benefit from everything Social Media has to offer, which in case you did not know; is quite a lot! Let's try and break down exactly why your business can benefit from 'becoming social'.

Don't Get Left Behind

It seems like the world and his second cousin are creating social profiles; whether on Facebook, Twitter, LinkedIn and more recently Google+, every company, organisation and group have their own profile on several, if not all, of the social mediums. As more and more people spend time online, especially engaged in Social Networks; there grows a potential for businesses to get in to the social lives of their clients and customers.

Make a Connection

Having a Facebook or Twitter page is only the tip of the Social Media Iceberg. The real benefits of Social Media come from making an instant and memorable connection with your "Friends" & "followers" (or, Clients and Customers). By using these sites you can update your existing and potential customers, with all the latest news relevant to your Brand/Company. Through creating Shareable content, you can engage potential clients and best make use of social as a free medium. Social is soon becoming what E-Mail marketing was to the 90's, however you are instead given the opportunity to interact outside of the usual office hours and given a channel in to the personal and social lives of your customers.

Using Social Media Correctly

Utilising Social Media in the right way is key to making your business accessible, friendly and successful. Research has shown 51% OF Facebook users and 64% of Twitter users are more likely to purchase a product from a brand they follow or like; these figures continually rising every year. The trick to an effective social campaign is to keep things natural. Like most of online marketing, content is king, so invest your time and effort in creating natural posts and tweets with personality and interest and the rewards will be there to reap.

The Benefits of On & Off Topic Content

Keeping your followers and friends up to date with the latest information regarding your business is important however it's also vitally important to understand ways to output "off topic" content. For example the barista who serves your morning coffee doesn't speak about coffee making 24/7. Understanding the benefits and balance of relevant **on** and **off** topic content is key to having good SMO.

SMO & SEO Together Hand-in-Hand

As you've probably gathered by now having good SMO is important but to benefit the most from Digital Marketing and for the most all-encompassing online presence; SMO goes hand in hand with SEO (Search Engine Optimisation). The whole purpose of having good SMO is to make it easier and more accessible for everybody to connect with your brand. By having good SMO & SEO working together, hand-in-hand, you are maximising your reach to all potential online clients and ensuring your brand is consistently powerful.





How We Can Brandfluent Digital Build Your Online Profile

The first step is to ensure you are interacting on all levels of Social Media including Facebook, Twitter, LinkedIn, Google+ and more. The next step is to assess the correct strategies for reaching out through social media and keeping people involved using Social only offers and enticements to redirect people to your social pages and website.

Staying On Top of Your Content Output

Here at BFD we are content specialists and we spend a lot of time looking at competitors in different fields to determine what works and what doesn't work in terms of content output and interaction

The Cold, Hard Facts

Below are some facts on the benefits of SMO from leading online Media Research:

Small Businesses on Social Media

- 27% - Use Facebook regularly
- 18% - Use LinkedIn
- 8% - Blog
- 7% - Use Twitter

All these figures set to rise exponentially

Social Media Adoption

- 75% - Have a company page on a social network
- 61% - Use social media to attract new customers
- 45% - Expect their Social media activities to be profitable within the next 12 months

Users more likely to buy brands they follow or are a fan off

- 64% Twitter
- 51% Facebook