

## Is Branding in the 21<sup>st</sup> Century All About Social Engagement?

Branding has gone beyond using social media for promotions and posting content on Facebook, Instagram and Twitter, in a bid to amass a large number of followers and page likes. Branding in the 21<sup>st</sup> Century is all about Social Engagement. Brands need to be active in building relationships with their target customers by connecting with them via effective social engagement strategies.

Are you a business owner or a Digital Marketer who wants to create more brand awareness through Social Media? Then this article is for you. Keep reading to learn about the importance of using social media for driving engagement.

### 1) Increased Brand Awareness

A social media strategy will go a long way in increasing your brand awareness. Creating a social media page and getting employees, business partners and sponsors to share your posts will enable more people to interact with your content. By having people share your content, you will be introduced to a new network of individuals who may become potential customers. Increasing your brand awareness will also grow your number of followers; this in turn will affect your [page ranking in Google](#). It is important to mention that buying followers across social media sites will not improve your brands ranking, as Google has put measures in place to detect this. You will need to grow your number of followers organically, by posting rich, engaging content that resonates with your target audience and will also spark as a conversation builder.

### 2) Improved Search Engine Ranking

According to research, there is a direct relationship between [Social Media and Search Engine Optimization](#) (SEO). Social Media helps to promote your content, and SEO ensures that your digital activity improves your Search Engine Ranking. Social media and SEO work hand in hand to improve a brands organic marketing. Social links help to build your website ranking on Google. Links to your content on Facebook, Twitter, LinkedIn, Google+, etc helps search engine recognize that your website and its links are credible, with relevant keywords.

Google also considers your social media influence in ranking your website. This is determined based on the relevance of your content as it relates to your brand, how wide your audience reach is, and how valuable your audience are - if they are [social media influencers](#).

### 3) Increased Website Traffic and Higher Conversion Rates

A study by [Social Bakers](#) found a positive correlation with social media interaction and website traffic. As social media interaction increases, website traffic also increases. Social engagement exposes your content to a larger number of potential customers which in turn increases your website traffic. With increased visibility from social engagements and increased website traffic, your business has a higher opportunity to for sales conversion.

Always remember that every post, video or comment may lead people back to your company's web page. Social engagement makes your company leave a positive impression on potential customers via a humanization factor. When brands begin to interact online by sharing contents or posting statuses which spark off as conversation builders, this personifies the brand and people would rather engage in business with a brand who engages in ways to develop relationships with its customers.

Studies have also shown that social media engagement has a higher lead to close rate compared to out bound marketing. According to a report by [Social Media Examiner](#), 66% of marketers saw an increase in lead generation when using social media platforms for at least 6 hours a week. People use social media to connect with friends and family. It is worthwhile putting your brand in such an atmosphere where liking, sharing and commenting can help your brand gain traction, improve website traffic and increase your conversion rate.

#### **4) Better Customer Service and Brand Loyalty**

Social Engagement helps you create a voice for your company and brand, thus humanizing your company. Customers feel appreciated knowing they are not receiving an automated response to their questions, complaints or queries whenever they post a comment on your page. A brand that is devoted to customer satisfaction and takes out time to send personalized messages will be viewed in a positive light by its customers even when responding to complaints or negative experiences.

Interacting with customers on a one –on-one basis also increases their loyalty to your brand. Customer satisfaction and brand loyalty go hand in hand, thus making it important to constantly engage with customers and develop a bond with them. [Millennials](#) are known to be the most loyal customers towards their brands. According to [research](#), 62% of millennials are more loyal to brands that directly engage with them via social media platforms.

Long term use of social engagement strategies via social media will eventually result in brand loyalty and possibly brand championing from the consumer.