

The information highway is changing at warp speed and in the process changing the game for business marketing in the 21<sup>st</sup>-century. Social media puts products and services at potential clients' fingertips within nanoseconds.

Social media marketing (SMM) is a new and exploding frontier in the areas of marketing and brand building. It has seemingly come out of nowhere in the twenty-first century. Marketing agencies and businesses alike have a close eye on trends in social media and online communities.

SMM focuses on creating and sharing content on social media networks to create business brands and further market a company's products and services to potential clients. Tactics include strategically placing images, creative and informative videos and utilizing product-specific hashtags to increase visibility worldwide on social media networks.

An SMM strategy is vital to your business's success in the digital age. An effective SMM strategy can help your marketing team advertise your products and services, inform clientele about company events, sales and result in increased customer engagement without ever leaving the comforts of their own home.

On the backside SMM allows your team to analyze results, study customer feedback and compete with others within your industry. It also allows you to have real-time adjustments to your marketing campaigns through various social media platforms.



- **Facebook Ads-** With its nearly 2.5 billion users, Facebook ads will get your products and services trending in a matter of moments, instead of months or years.
- **Twitter Advertising-** with its 330 million monthly users, Twitter has an unparalleled advantage over other platforms due to the focus of its social media message. Potential clients can quickly search for products and get feedback from other users without spending too much time online.
- **Instagram marketing Campaigns-** While Instagram currently has about 120 million users Worldwide is a launching pad for many of the hottest products and biggest brands in the world. Especially thanks to the rise of Instagram influencers. Regardless of celebrity status, influencers increase a brand's marketability.

These are only a few ways social media marketing can take your product and brand worldwide. Our team at Digital Envy can help you take your business to the world.

# DIGITAL ENVY

## Worldwide?

Although the medium of social media marketing is new, pursuing a worldwide market isn't. For years businesses have used the resources of print, radio, and television to market their products to the global economy. For businesses to survive in a fragile and fickle world economy, they must maximize their marketing reach to every potential customer.

Any successful marketing strategy involves reaching the maximum potential clients via a catchy marketing plan, not just the local community. Canada is fortunate enough to be home to many of the top technology and gaming hubs in the world.



Many of the top technology companies are seeking more creators from Vancouver's global talent pool and foregoing Silicon Valley's aged and limited offerings. The pulse of global marketing is strong in Canada's diverse and highly connected population with its online community. Numbers are everything in marketing and for Canada, the numbers don't lie.

1. Facebook- 77% population usage.
2. LinkedIn- 35% usage, especially in professional fields.
3. Instagram- 35% usage.
4. Twitter- 26% usage.
5. Snapchat- 19%.

By studying social media's algorithms and community chats it is possible to break down each network's age-specific usage and further focus specific marketing strategies for a company's products and services.

Eighty-eight percent of Canadian millennials use Facebook weekly, followed by 83% of Gen Xers and 79% of baby boomers. With generation-specific numbers like these, it is easier for businesses to focus their social media marketing campaigns on the right network for them.



Of course one of the benefits of social media marketing is its broadcast range is unlimited, allowing businesses to market their products and services well beyond their native country.

The reach of social media marketing is undeniable. Once you learn to harness the power of social media, a marketing team can spread your campaign through the various outlets online to your potential customers around the globe to specific client groups.

### **Teamwork!**

A community is an entity of different people working together for a common purpose. The social media community is a close and sharing tribe seeking out common goods that are mutually beneficial to community members worldwide.



It doesn't take long before word-of-mouth spreads on social media. Furthermore, hashtags increase product visibility worldwide on the Internet; and before long products

or information may be trending in the online population. Social media marketing gives companies more bang for their buck in addition to reaching a worldwide audience.

- Affordability
- Digital analysis
- Direct customer engagement
- Fluid and customizable

Together with your in-house marketing team, SMM and the Internet you can build buzz about your products or services within the online community to a worldwide audience.

The flood of Social Media has engulfed the globe in a community small enough for every voice to be heard. So why not yours? By making a splash in Canada's tech-rich online community, your reach can go worldwide.

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