

# 7 Benefits of a Good Social Media Marketing Strategy

Social Media is an essential, powerful and cost effective marketing tool, for any business in this day and age, big or small. In an era where most people have access to internet, it is crucial that potential customers connect to your business at any time and from anywhere.

Once the visibility and awareness of your company's brand are established, there is a lot of potential to boost your sales. In using these tools and online marketing strategies, you have the opportunity to create value for your products or services, as well as directly communicate and build relationships with clients.

## 1. You get to tell your story

How you communicate to your (potential) customers in general but especially on Social Media is important. It gives you the opportunity to showcase your company's expertise and to interact with your audience on a personal level which is crucial in this digital world. Through your posts you can put your brand out there and let your customers be a part of your journey.

## 2. Cost effective

Social Media Marketing is one of the most cost efficient marketing strategies due to free advertisement in contrast to other marketing tactics. You can effectively conduct targeted market research with the objective to lead your future potential customers to your business website as well as research your competitor's marketing strategy.

## 3. Increase brand awareness

Social Media is a key factor in creating brand awareness and boosting online visibility among potential customers for them to buy into the product or services you are selling. In order to do this, you need to have a good understanding of your target audience and create relevant and consistent content which repeatedly reminds them that you exist.

## 4. Build customer relationships

Business is built on relationships and customer satisfaction plays a major role in making your business more powerful. Social Media is a good networking platform where you can interact with your customers, reply to their comments and learn from them about how you could improve your products and services. Connecting with your target audience, understanding their expectations and concerns as well as offering good customer service, attracts

more loyal customers. It is important to make sure that your audience feels heard.

## 5. Improve brand loyalty

Create an image of your brand in order to stay in your customer's minds. A business which is connected to its customers will grow continuously, not only because they trust you with the product or service, also because through Social Media they are able to connect to your brand at a much deeper level. While interacting with your potential customers you create a bond between them and your brand and you transform them to loyal and regular customers.

## 6. Increase sales

Having the right Social Media marketing strategy helps you to attract the right customers and to meet their demands. The cost of advertising on Social Media platforms is often low. This means you can gain a lot more than what you invested. Once you have established the right Social Media marketing strategy for your business, you can reach unlimited members of customers with targeted ads while reducing your advertising and marketing costs.

## 7. Learn about your competitors

Social Media helps to understand better your competitors as well as their marketing strategies. You can learn how they interact with their audience, how they provide customer service as well as learn from their mistakes. Analyze how you can do better than them on how to implement good online content post



## Social Media Marketing Seminar



## Interview With Johnson The Baker



**JOHNSON**

### How important is Social Media for your business?

Social Media is very important for my business since I do not have a physical location for a shop. I advertise most of my products online to create visibility for my business and to reach a bigger audience without having to spend a lot of money. Instagram is useful for posting pictures of my products and for pricing. Twitter is where my customers express their opinions about my products. Social Media is a good way of advertising at a low cost for a small business. That is how BPN Rwanda actually became aware of my business.

### Did you gain a lot of new customers through Social Media?

This is a big YES. When I started my business last year during the lockdown due to the Covid-19 pandemic, Social Media was the only tool I could use to attract more customers. I have gained more than 90% of my clientele through Social Media. I have never met the majority of my customers but they trust my products and services. I can confidently say that if Social Media did not exist, my business would not have grown as much as it did today.

### How do you engage with your customers?

Basically everything about advertising my business is carried out on Social Media. I follow up personally after they purchased my products as well as pick up customer calls in order to talk to them directly and get to know them better. I believe that a close customer relationship is a big advantage, and this turns them into regular and loyal customers.

### Do you have a Social Media strategy and can you describe it?

My Social Media strategy is no big secret; I make sure that I use good quality pictures for my

posts and ask my customers to give their feedback in order to attract even more customers.

I also take the timing of the posts into consideration which means I make sure to post when people finished work or school in order to get more engagement.

### How do you measure the success of your Social Media marketing efforts?

After each order I send a link to my customers for them to give their honest feedback on the service provided. I also ask them how they became aware of my business. The majority say that they heard of Johnson the Baker through Social Media ads on Instagram or Twitter. For this reason I will continue with my existing online concept. I hope to become the Amazon of Cakes.

### What is the biggest mistake you made on Social Media? What is important to avoid?

The biggest mistake was posting paid advertisement too often while not targeting the right audience. What is important while doing marketing online is firstly to use straight forward content and words by using key terms that highlight the message you want to give to your targeted audience. But most importantly, make sure to use high quality pictures!

One last word to wrap up: Social Media is a crucial part of your business marketing and if you are not taking advantage of it, you will be missing out on a fast, inexpensive and effective way to reach a big part of your potential customers. Take these steps into consideration and start engaging with your customers in order to stay competitive. You can start immediately, so what are you waiting for?

