

Why bother with social media?

- Have a strategy – making noise is not enough
- Ultimate goal is more sales – be purposeful
- Pick the right channels for your business
- Objectives
 - **Create accessibility** – who you are, build rapport, share your “voice”, your passion
 - **Drive the “right” traffic to website** – quality over quantity
 - **Listen & Learn** – look for change in your ideal customer base, do you need to adapt given the climate?



BUSINESS GROWTH VIDEO
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