



MONDAY MOTIVATOR

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WILL ROBERTSON / JAY McDOWELL

Will@PS-MCG.com Jay@PS-MCG.com

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Social Media Benefits Me How?

When you hear the words SOCIAL MEDIA what comes to mind? Social media is a phrase that we throw around a lot these days, often to describe what we post on sites and apps like Facebook, Twitter, Instagram, Snapchat and others.

But if we use the term to describe a site like Facebook, and also a site like Digg, plus a site like Wikipedia, and even a site like I Can Has Cheezburger, then it starts to get more confusing. Just what is social media anyway? The term is used so vaguely that it can basically be used to describe almost any website on the internet today.



Or maybe not. Some people have more of a restricted view of social media, often equating it to mean the same as social networking (a.k.a. Facebook, Twitter, etc.). Other people don't consider blogs to fall under the social media category.

In doing a little research for this edition we came across a list (one of dozens) that sum up what most of us think social media is. How many of these are you familiar with? [You can learn more about each one here:](#)

- Facebook
- YouTube
- Vine
- Swarm
- Periscope
- WhatsApp
- Twitter
- Instagram
- Snapchat
- Kik
- Medium
- Slack
- LinkedIn
- Pinterest
- Reddit
- Yik Yak
- SoundCloud
- Musical.ly
- Google+
- Tumblr
- Flickr
- Shots
- Tinder
- Peach

And if this is not enough, there are many more, some of which we had never even heard of. Welcome to the world of the Internet! It's moving faster than we can keep up with it.



We tend to think that only the young people take these apps seriously, but in fact we learned that 78 percent of U.S. Americans have a social media profile. Globally, 2.5 billion are expected to be using social media by 2018. Businesses no longer consider social media optional.

Over the past decade, Pew Research Center has documented the wide variety of ways in which Americans use social media to seek out information and interact with others. A majority of Americans now say they get news via social media, and half of the public had turned to these sites to learn about the 2016 presidential election. Americans are using social media in the context of work (whether to take a mental break on the job or to seek out employment); while also engaging in an ongoing effort to navigate the complex privacy issues that these sites bring to the forefront.



The impact on business is huge. Just this past week one of these brands went public and the market paid them well to do so. Snap Inc. came out on the New York Stock Exchange and opened at \$24, 41% above its issue price. This produced a company with a market capitalization of a staggering \$28.4 billion, according to the Wall Street Journal.

Its events like this that gets and holds the attention of a lot of main stream businesses all over the globe. So, how DOES social media benefit a business? Let's look at the top five ways:

1. Gain valuable customer insights. Social media generates a huge amount of data about your customers in real time. Every day there are over 500 million Tweets, 4.5 billion Likes on Facebook, and 95 million photos and videos uploaded to Instagram. Behind these staggering numbers is a wealth of information about your customers—who they are, what they like, and how they feel about your brand.

2. Increase brand awareness and loyalty. When you have a presence on social media, you make it easier for your customers to find and connect with you. And by connecting with your customers on social, you're more likely to increase customer retention and brand loyalty.
3. Run targeted ads with real-time results. Social ads are an inexpensive way to promote your business and distribute content. They also offer powerful targeting options so that you can reach the right audience.
4. Generate higher converting leads. Social media increases sales and customer retention through regular interaction and timely customer service. In the 2015 Sales Best Practices Study from research institute MHI Global, world-class companies rated social media as the most effective way to identify key decision makers and new business opportunities. In the State of Social Selling in 2015, nearly 75 percent of companies that engaged in selling on social media reported an increase in sales in 12 months.
5. Provide rich customer experiences. Even if you aren't on social media, most of your customers expect you to be. Over 67 percent of consumers now go to social media for customer service. They expect fast response times and 24/7 support—and companies that deliver win out.

In summary, if you want to increase website traffic and search ranking, find out what your competitors are doing, share content faster and easier or just build relationships, you benefit with a presence on social media. In our next edition of The Monday Motivator we will share with our readers how social media is having positive results for many small to medium businesses that depend on all the leverage they can get from the Internet. We will examine the impact of social media on a business along with metrics and figures that tell the story.

In the meantime if you know of any business that might benefit with a little coaching or consulting in the areas of social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email.

Will Robertson, Founder / CEO and Jay McDowell, President / MBA are doing business as Performance Strategies as of Jan. 1, 2017. Our offices are located at 1231 E. Dyer Road, Suite 215, Santa Ana, CA 92705. You can reach us 562-577-7000. Our web site is www.PS-MCG.com Our E Mail addresses: Will@PS-MCG.com and Jay@PS-MCG.com



Will Robertson, Founder / CEO



Jay McDowell, President / MBA

Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.