



*Why you
need social
media for
your business*

by **Mapplinks**

About Mapplinks

Mapplinks Digital Pvt Ltd is a full service digital agency currently based in Bangalore. We have served clients from over 20+ industries, in areas of digital marketing, branding, development and design. Our services, in specific include digital marketing, social media marketing, SEO and SEM, web design, development and analytics, content, and branding. We have a dynamic and experience team who bring a fresh and unique approach to every project while staying updated on the latest trends in our areas of expertise. For more info about our company, visit us at <http://mapplinks.com>.

Index

CHAPTER 1: EVOLUTION & CURRENT SITUATION OF SOCIAL MEDIA	Page 4
CHAPTER 2: FOR BRAND BUILDING	Page 6
CHAPTER 3: FOR MARKETING	Page 8
CHAPTER 4: FOR SALES	Page 11
CHAPTER 5: SERVICE & SUPPORT	Page 14
CHAPTER 6: FOR ADVERTISING	Page 17
CHAPTER 7: FOR COMMUNITY BUILDING	Page 19
CHAPTER 8: FOR HUMAN RESOURCE	Page 21
CHAPTER 9: FOR GETTING FEEDBACK	Page 24

Chapter 1

Evolution & Current Situation Of Social Media

Social media has fast evolved from being just a commonplace for people from across the globe to keep in touch with each other, to being a platform where brands and consumers connect with one another.

Among all social media platforms, Facebook is the most visited. As a brand, you must have probably explored Facebook as a marketing platform due to its sheer popularity. However, there is huge marketing potential still to be tapped into with Facebook, and a number of other social media platforms, which becomes evident as you dive deep into social media marketing.



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Chapter 1: Evolution & Current Situation Of Social Media

Here are some statistics you will find interesting

- Social Media has overtaken porn as the #1 activity on the web
- YouTube reaches more U.S. adults aged 18-34 than any cable network
- Every second, 2 new members join LinkedIn
- The number of tweets tweeted every second is 1,20,000.
- About 53% of Twitter users recommend products and companies on Twitter.
- Around 56% of Facebook users check Facebook on a daily basis.
- An astounding 5 million is the number of images uploaded to Instagram on a day-to-day basis.
- A blog is one of the key drivers of search engine optimization. On Google, among all the blogging platforms, which includes Blogger and Tumblr, WordPress is ranked the highest.
- Half the population of shoppers makes buying decisions based on the recommendations made on social media networks.

Further Reading

[5 Ways E-Commerce Businesses Can Use Pinterest](#)

[How to Use Google+ for More Exposure](#)

[How Big Brands Use LinkedIn for Marketing](#)

Chapter 2

For Brand Building

Social media can be used to generate buzz about your business to make people aware of your brands and your products or services. Social media is a great tool to get people to try your product or service. Once they are satisfied with what your brand offers, then social media acts as a reference tool, something like word of mouth about your brand.

Through social media, one can identify the right people to strike a conversation with. This helps brands in engaging with their audience as well as generating interest among the audience about their brands.

Through constant engagement with the audience, businesses can center conversations with the audience about their brands. This way, the audience will constantly be in touch with a brand under a particular category. Subsequently, when they need to buy certain products belonging to certain categories, they will think of your brand which they would have become used to seeing on social media.

Chapter 2: For Brand Building

Using the right marketing techniques, brands can shape conversations about their products and services in a way that benefits them. This helps promote the brand as well as ensure brand retention in people's minds.

This is a good way to connect with potential customers as well as ensure existing customers are aware of the sort of brand building exercises your business is a part of. It is also a great boost to brands and businesses which have just started off since they get to engage with their potential customers as well as interact with their existing customers.



Small businesses looking at leveraging the power of social media should never lose a chance to become a part of brand building exercise.



Further Reading

[How to Plan and Run Contests on Instagram](#)

[How to Use Interest Lists on Facebook](#)

[Effect of Facebook Cover Photos on Brand Promotions](#)

Chapter 3

For Marketing

Small businesses looking at leveraging the power of social media should never lose a chance to become a part of brand building exercise.

Engaging the audience on social media also helps brands communicate their brand identity. This goes a long way in ensuring your brand's etched in people's minds. When a brand's logo is imprinted in people's minds, then it is easy for them to associate certain brands with certain products.

With so many social media platforms available these days, it becomes extremely convenient for businesses to incorporate brand building exercises on these platforms.

Social media networks are currently the most preferred platforms to market businesses. With the low cost of marketing on social media and higher ROI, it is convenient for brands to be marketed on these platforms. The primary aim of some businesses with social media presence would be to drive more traffic to their websites through the content posted on their social media pages. This essentially involves posting engaging content on their social media pages so

Chapter 3: For Marketing

that their fans will go through these posts and subsequently land up on the website, thereby generating more traffic to the website.

Through social media marketing, one's sense of brand loyalty can be increased. Also, brands which enjoy higher engagement rates on social media generally have customers with a greater sense of brand loyalty. This ensures that these brands have repeat customers and can also ensure there are customers spreading the word about their business and their products and services.

Another very important aspect to be noted is the fact that SEO of



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businesses get a boost through social media posts. Through the different content that is posted on various brands' social media pages which includes links to different sections of their websites, links to their company blogs, mentions about their brand, etc, there is an organic boost of SEO. This plays a great role in improving the SEO ranking of these brands.

Marketing on social media networks and platforms also greatly helps in converting leads to prospects, and ultimately to paying customers. This happens organically without the need to spend resources. Organic boosting of a brand's ranking is always better than paid marketing.

Chapter 3: For Marketing

With the advances in technology every day, various tools are available in the market which helps businesses use social media platforms for marketing more easily. Tools like Hootsuite and others make putting up posts on different social media platforms simpler and more convenient since you can access most social media networks on the same platform through these tools. Apart from tools like Hootsuite, there are also dedicated tools for different social media platforms which helps you understand the analytics related to your business accounts on different social media networks.

An example of social media marketing would be NASA's cross platform marketing campaign. NASA asked people across the globe to take part in the Global Selfie, in honor of Earth Day. All that people had to do was take a photo featuring their environment which would then be compiled by NASA into a global mosaic. A cross platform campaign, NASA compiled the photos posted on Twitter, Instagram, Facebook, Google+, and Flickr; with the hashtag #GlobalSelfie. NASA also had a dedicated #GlobalSelfie event page on Facebook, a #GlobalSelfieFlickr and a #GlobalSelfie event page on Google+.

Further Reading

[Deciding between In-house and Outsourcing Digital Marketing of your business?](#)

[6 Factors Affecting SEO Ranking of Your Website](#)

[What Every Marketer Needs to Know About Facebook Reviews](#)

[5 Content Marketing Tips to Improve SEO](#)

Chapter 4

For Sales

With the high levels of interactivity social media offers to its users, both individuals and businesses alike, there is a process of trust building that takes place, akin to processes of trust building that take place over face-to-face interactions. This leads to many buying decisions being made through the numerous conversations that take place on social media, among consumers themselves, as also between brands and consumers. These buying decisions are influenced, to a large extent, by the social media interactions consumers have with various brands and the takeaway from these conversations. So, businesses looking at leveraging the power of social media to get more consumers should ideally look at a comprehensive and interactive social media strategy.

Social media, being a free platform, serves as a cost effective channel. Brands need to look at most cost-effective solutions and leverage the maximum from that. It is always good to gain maximum results investing minimum resources.

Chapter 4: For Sales

Social media has a lot of advantages in terms of sales and lead generation for most businesses. The reach of social media is far and wide, thereby making it



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possible for businesses to acquire and generate leads from absolutely any part of the globe. This also makes it possible for businesses to interact with people from all over as well as establish connections.

Social media is also a platform used extensively by business owners to exchange notes about different industries and industry best practices. This helps

business owners understand the various approaches that can be used to generate leads and sales for their respective businesses.

From leads to closures, the entire sales funnel can be viewed as activity on social media.

For example, Facebook ads introduced conversion tracking making it as popular as Google adwords amongst businesses looking for inbound leads through online ad campaigns. The advantage is the detailed tracking available in Facebook where a business can define the exact target audience.

Most social media networks are useful to generate leads for your business.

Facebook has a number of groups where different requirements are posted by other business owners and potential customers. Social media marketing helps track such posts and respond if you provide services or products others are looking for. Sometimes, it is not even necessary for you to pitch your offering directly but make your presence known through comments giving tips, on others' posts.

Chapter 4: For Sales

It would be good to understand how to carry out sales on social media by observing the manner in which Starbucks strikes up a conversation with a customer or a potential customer by observing Starbucks mentions on Twitter, keenly. They do not directly pitch asking people to buy coffees at Starbucks. Instead, what they do is to engage in a conversation with a person when they tweet saying they are near Starbucks or are in Starbucks. For example, if a student tweets saying they are studying for an exam, in Starbucks, then Starbucks responds with an all the best wish, thereby striking a conversation with the person, rather than directly pitching. While some sales activities take place in a subtle manner as mentioned above, many other businesses carry out direct sales pitches on social media.

Further Reading

[How to track conversions from Facebook Ads](#)

[5 Ways to Use Twitter Lists for Business](#)

Chapter 5

Service & Support

These days, it is common for customers to look for customer support on social media, instead of the good old telephone calls or even email support. For this reason, it is essential for your business to have an active and running social media platform, equipped to address customers' queries in the right manner. This not only projects an active and running business, but also increases the chances of your existing customers turning into repeat customers as well as increasing your potential customer base.

Due to the fact that social media is more interactive and faster than emails, customers prefer brands extending the customer services and customer support systems on social media over emails. Moreover, social media being a public platform, it is there for all to see, the way brands interact and engage with customers. This helps strengthen the trust and bond between the customers and the brands. Also, there is a personal touch when customers are addressed by brands and businesses individually on social media. This when seen by potential customers works as a positive point for the brand. Any sort of valuable interaction that takes place, on

Chapter 5: Service & Support

social media, between a customer and the brand works in the business's favour. An active social media page of a brand always helps attach a certain amount of legitimacy to the brand.

Social media helps build and cultivate relationships like no other can. Ultimately, for any brand, social media is mostly about building lasting relationships with current customers and forging new relationships with potential customers while ensuring a steady stream of new customers.

Social media plays a crucial role in crisis management as well as reputation

management, especially when business owners have to deal with

unsatisfied customers, reply to customers' appreciation, and queries of customers regarding your products or services.

Prompt responses to such posts on social media pages earns your business extra brownie points for being responsive to customers' queries, needs, and requirements. This leads to such prompt actions being noticed by others on the same forum who in turn list your business as one which is prompt and responsible. This increases the chances of them approaching you for their needs in your industry. If they experience the same treatment, then they are bound to pass on some nice words about your business to their contacts and acquaintances who will then trust you with their requirements of a similar nature.

When such a chain of customers is created, there are higher chances of them becoming repeat customers. These customers will eventually become brand advocates for your business. Brand



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Chapter 5: Service & Support

advocates are essentially your regular customers, who, over a period of repeated buying your brand's products and making use of your services, realize that what they get is value for money and will end up advocating your brand to others on different social media platforms. Brand advocates play an especially important role in crisis management for your business, probably, when your business is going through a rough patch.

Although it is good to have your customers themselves as your brand advocates, it is also important to understand the reasons behind them becoming your brand advocates in the first place. Such brand advocates have a variety of reasons to advocate your brand and business on different social media platforms. This would include anything from just being brand advocates for the sheer love of your business.

A good example of a brand turning to social media to provide customer assistance and support would be Nike which has a dedicated Twitter handle, @NikeSupport dealing with customer assistance and customer support. With a large follower base of 151K and having a Tweet count of 360K, Nike has managed to attend to thousands of customers' queries and assist them solely through Twitter. This is one example where responsiveness and timely responses have helped Nike garner a huge number of followers while their regular Twitter account has less than half this number of followers. This goes on to show how important a role social media plays as a medium through which customers' concerns can be addressed.

Further Reading

10 Mistakes Brands Should Avoid on Facebook

Chapter 6

For Advertising

Social media is a great platform for businesses to advertise. A number of options are available for businesses to advertise on social media. On social media, it is easy to identify your target audience and advertise to only that segment. This is not possible through traditional offline advertising channels.

While posting advertisements on social media, businesses can select their target audience. This ensures that the message is seen by the right set of people and there is an impact created through the advertisement.

The advantage of businesses using social media is the low cost options available. This makes advertising on social media affordable even for small businesses which would have otherwise been unable to advertise through traditional advertising channels due to the high cost involved. Also, the feature of being able to screen advertisements mainly to your target audience enhances the level of targeting and audience segmentation possible.

Chapter 6: For Advertising

The growth in social media advertising simply implies that you as a business should advertise on social media networks, where the reach of your advertisement would be higher and the chances of the right set of people viewing the advertisement are also more. Choosing the right social media platform on which to advertise your business is a task that has to be decided based on the type of business as well as the goals you have in mind with respect to the advertisement.

Facebook and Twitter are pretty popular platforms for businesses to advertise on. Facebook has a dedicated section of the page for display of advertisements. Facebook ads are displayed on the right side of the webpage.



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Normally, B2B advertising takes place on Twitter while most B2C advertising takes place via Facebook. Advertising on these social media networks doesn't necessarily mean an advertisement is placed. Instead, advertising on social media is also about sponsored posts, sponsored updates, and others.

Many businesses also make use of Google Ads to advertise since that is another way of reaching out to a large number of people at once. Here, a concept called remarketing is also made use of, so as to target those people who are looking for products or services you specialize in. Here, the ads of your business get shown based on the viewer's browsing patterns in general.

Further Reading

[What is Remarketing](#)

Chapter 7

For Community Building

Social media offers a great platform for businesses to engage in community building. Due to the vast number of social media users, it becomes easier for businesses to connect with other businesses as well as others. Especially if there are common topics to discuss, community building works very well on social media. This is especially true for Non-Government Organizations (NGOs) as well as businesses to carry out CSR activities. Any sort of communication regarding CSR activities carried out by businesses can be done via social media. This helps in getting across the message to a large number of people easily and is more effective than communicating to people individually. Sometimes, it is good to communicate to people, about the CSR activities your business is undertaking. This helps people make sense of the kinds of causes and organizations you support. On social media, it is also good to engage your audience with discussions pertaining to the causes you support as well as other CSR related topics. This increases your page's engagement levels as well as brands your business as a socially responsible and sensitive company. For example, when a company organizes a blood donation drive, it is good to

Chapter 7: For Community Building



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inform people through social media so that others who might be interested in donating blood can join the drive.

For Non-Government Organizations, social media works like a charm. This is because they can reach out to a large number of people at once and communicate messages. For NGOs, community building is a crucial step toward making more people aware of their work.

Greenpeace utilizes social media heavily in order to reach out to people so as to create awareness about various environment based issues plaguing the world as a whole. This enables all pro-environment people to gather on a common platform and voice their opinions. They also create videos which are uploaded on YouTube, thereby giving a visual perspective to the entire cause. This gets more visibility thereby ensuring more people become acquainted with the numerous environmental issues affecting not just the environment around us, but also most living beings.

Chapter 8

For Human Resource

Human Resource management is another area which makes extensive use of social media networking. Many social media platforms are also treated as talent sourcing portals. Many job openings are posted by the HR personnel on social media since the reach of social media is far and wide.

When using social media for HR purposes, it is important to understand the advantages and pitfalls of various social media so as to be able to leverage the maximum benefits from each social media platform.

Human Resource Management personnel use social media tools for various HR processes such as talent sourcing, screening, and filtering. Social media platforms work very well as job search as well as talent search portals since there are an extremely large number of social media users, of whom, many will be on the lookout for that perfect job every other day. In such instances, it helps if employers put up job listings.

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Social media is also used for other HR processes like communicating messages to a company's employees as well as to other companies and users of social media. Human Resource Management also makes use of social media platforms to engage with their company's audience, through different forms of interactions like Q&A sessions, webinars, contests, and a host of others.

Chapter 8: For Human Resource

Social media is thus an essential part of any Human Resource Management process. Irrespective of the size of a company, social media plays a crucial role in human resource processes. Social media has totally revamped the way human resource management department works.

Apart from recruiting new employees via social media, many Human Resource departments also ensure individual employees' efforts are recognized publicly, on social media. This really boosts the employees' morale while also portraying the company as one that recognizes the employees' efforts. This is a great way for people who wish to work in these companies to understand the company culture as well as see the reward systems in place in these companies. From a HR point of view, showcasing regular user engagement is an additional boost to the company. It portrays the company as being interactive.

WhatsApp is also being increasingly used within companies so as to keep in touch with employees from departments.

The Marriott group of hotels seems to be using social media for their Human Resource Management activities very optimally. They have a massive 1.2 million fans on their Careers page on Facebook. This page is constantly engaging with their fans while also posting content once or twice a day. The significant feature about the Marriott Careers Page on Facebook is the fact that every comment is replied to, by the page administrators. Also, individual contributions of various employees of Marriott are posted which acts as a morale boost for the employees as well as projects the business as one oriented toward recognizing the contributions of their employees.

Further Reading

[10 Tips on How to Get the Most Out of Your LinkedIn Profile](#)

Chapter 9

For Getting Feedback

Social media is also used extensively by businesses to get feedback about their business as well as products/services. It also serves as a platform for social listening which helps businesses gain insight about potential features that can be added to their products/services. Not just potential features, but, business owners are able to gain insight about their customers' likes/dislikes with respect to the existing features of their current products/services. Along with collecting feedback about products/services, businesses also use social media to analyse feedback about competitors' products and services based on the comments of the customers.

Post product launches, customers generally turn to social media to voice their opinions, appreciation, and/or displeasure about products. This is a great way for businesses to understand where they have made the right moves and how they can improvise on the product in future versions of the same.

While businesses can directly follow what customers are saying about their products/services, sometimes the volume becomes too much to manually handle. In such instances, tools like

Chapter 9: Getting Feedback



Social media serves as a platform for social listening which helps businesses gain insight about potential features that can be added to their products/services.



Klout, TweetReach, Social Mention, Hootsuite, and others come in handy. These will help businesses to keep track of mentions made about their brands or products by customers in an easy to understand and interpret manner.

User generated content campaigns on social media are quite a trend now. This essentially means existing customers showing potential customers how useful a brand's product is, or how well it can be customized as per the taste of the customer.

An example of garnering feedback from customers via social media would be Dominos. Dominos had maintained the same recipe for their pizzas from the time of inception until recently. They went in for a recipe revamp ever since they started getting negative feedback about the lack of variety in their recipes. This made them create a website (pizzaturnaround.com) which featured videos of Dominos employees explaining in detail the whole recipe revamp process, including the criticism received for the earlier recipe as well as how the new recipe was being received by the people. The website also featured a live stream of tweets from people expressing their views about the new recipe using the hashtag #newpizza.

Further Reading

5 Ways Social Media Listening Helps in Product Development

Chapter 10

Conclusion

Social media is a great platform to carry out various aspects of running a business, provided each social media network is used in the right manner. Social media is like an ocean where individual water drops do not make much of a difference to the total volume. Social media platforms when used collectively make the greatest impact on your business. How best to make use of use social media is something you should understand by looking at your business and the sort of platforms that will ultimately benefit your business.

A lot of good things take place on social media. Through various social media platforms, new customers come in, a build-up of trust in potential customers takes place simultaneously ensuring existing customers are happy and there is an increasing number of repeat customers.

Further Reading

Essential Components of a Social Media Strategy

A book by

Mapplinks

www.mapplinks.com

www.mapplinks.com/blog/

www.facebook.com/mapplinks

www.twitter.com/mapplinks