



Strattmont Group

4 Reasons Your Business NEEDS Social Media Management Services!

Are you interested in social media management services, but unsure of the benefits that they offer your business? You're not alone!

Social media for business is a critical aspect of the modern digital world – but many smaller companies are still not taking advantage of the benefits that a strong social media presence can offer.

This is why social media management services are so powerful – by outsourcing the management of social media platforms, smaller business can more easily compete with larger companies – and enjoy a huge variety of the benefits offered by social marketing.

So why should you choose to use social media management services? We'll give you four reasons!

1. Your Customers Are Already On Social Media

It's pretty hard to overemphasize how huge social media is, in our lives – the statistics behind social media usage are pretty astonishing.

For example, [according to a Pew Research Center study](#) on the internet and technology, 79% of all adult Americans use Facebook. Among younger consumers, the numbers are even more striking – [83.5% of all adults aged 18-49](#) use at least one social media site every single day.

The sheer amount of time spent on social media is just as shocking. The average American [spends 116 minutes a day](#) – nearly 2 hours – on social media sites.

The numbers don't lie. So if you want to create a better connection with your customers, you need to connect with them where they are – and they're on social media.



That's why social marketing is so powerful, and that's why social media management services are such a good investment.

2. Social Media Helps Boost Your SEO Profile

Social media profiles are total SEO-optimization workhorses. If you create an SEO-optimized, active social media presence, Google and other major search engines will prioritize it in search results, making it easier for customers to find your website and information about your services.

Active social media profiles are powerful SEO tools. Your profiles can help your brand stay ahead of the competition in SEO results, and lead to an overall more robust presence on all major search engines.

3. Social Media Management Services Allows Customers Connect With Your Brand

It's difficult for business owners to interact with customers regularly on social media profiles, and to continually create unique content and posts. This can lead to a scattered social media presence, and an overall low level of customer connection.

Social media management services, on the other hand, allow business owners to maintain an active social media presence – without lifting a finger. By outsourcing your social media management, you can more easily connect with customers, and maintain a strong brand presence across all major social media websites and applications.

4. Social Media Management Keeps You Ahead Of The Competition

Your competitors probably don't have a great social media presence – and that's a good thing. If you use social media management to keep your social media profiles active and create brilliant, value-added content, you can leap ahead of the competition.

When potential customers compare you to your competitors, they're going to use the internet to do so – and if your company is regularly interacting with customers, posting unique blog content, and making full use of its social media platforms, they're much more likely to choose your services.

Change Your World With Social Media Management Services



By utilizing social media for business, your company can enjoy all 4 of the aforementioned benefits – and many more.

So don't wait, and don't let your social media profiles go unused. If you invest in social media management services and social media marketing, your business is sure to enjoy increased sales, a higher level of brand awareness, and an active online presence that's more appealing to customers.