

Why use Social Media?



Connect & Share

Over the past decade social media has become a global phenomenon, with people communicating and connecting with each other via various platforms such as, Facebook, Twitter, YouTube and LinkedIn.

We're hearing more and more over the past months about the importance of social media being implemented into your site. So what is the importance of using Social media as a marketing tool?

Social media are real-time, global and interactive communication tools allowing people to broadcast their views, messages, images and events to the masses. With so many people participating in social media there is a huge opportunity for businesses to communicate with the consumer. Facebook, the largest and most popular social network currently has over 500 million members, or for a growing business, 500 million potential customers, whom on average 50% of users logon on any given day.

Social media are low-cost and no-barriers-to-entry platforms that can allow businesses to interact with internal and external contacts on a regular basis. With millions of potential customers and investors available at the click of a button it can be tempting to spam them with your product or service.

Although shameless self promotion is fine in small doses, the most effective social media campaigns often consist of engagement, collaboration and a willingness to learn. Listen to what customers are saying about your products and respond to all comments whether positive or negative. This not only improves the image of the company's customer service but can also open your eyes to what customers really think of the brand and products. This can lead to collaboration between the business and its customers, helping to achieve an improved product or service that the consumer is happy with.

Through regular and meaningful conversation with customers, prospects, industry leaders and investors, social media can be extremely fulfilling and effective in helping your business to grow.

Noesis can provide visual social media pages in particular Facebook which engage potential customers showcasing your services, product or company driving equity to both your brand and web site.



500
Million active users.



700
Billion minutes spent on
Facebook every month
globally.







Get in touch!

For further information on how Noesis can help with your social media needs please contact us or visit our web site

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