



# Benefits of Social Media for Business

Simply having a web presence is not enough to effectively conduct business online. Of course you need a website but without consistent interaction with your client base, you fall to the wayside as your competitors do exactly what clients are looking for. Your clients no longer want to work to find products they want to buy; they want the products to find them. In just the short span of three years, social media has become the dominate form of communication in the world. 96% of Generation Y is on a social network. It is your business's responsibility gain the loyalty of this young customer base while this demographic is still testing different products and services.

In just 2010, businesses really began to engage their clients via social networks. 41% of business owners say that Twitter adds "great value" to their company. Facebook has over 350 million users worldwide and increased profile creations by 40% within 6 months. And 83% of all companies have Facebook pages. Are you one of those in the 83%? Being engaged in social media is not just a matter of doing what your competitors are doing. It's a matter of doing what is best for your business. Number and statistics tell a story but the real reason you need to have an online presence is to speak the language your customers are speaking and to talk with them where they're talking.

In the past, the divide between company and consumer was so great that businesses suffered tremendously by not delivering the products and services people needed or wanted. As the enterprise began to realize more and more the need for personal relationships with customers, camaraderie was developed between the two. With technological innovation, this relationship grew strong and businesses were better able to meet customer expectations. Technology has enabled international communication and interaction between clients, partners, and workers. We've made the world smaller. We've made it easier to understand one another. And we put it all in one place- social networks.

With Organica, we help our clients manage their social media image and provide them with all the tools and support they need to understand how social media is working for them. With Organica, you'll grow your business, spread your name, and increase your sales.