

# 10 WAYS TO BOOST YOUR BUSINESS WITH SOCIAL MEDIA (PART ONE)



In order to thrive in a competitive market, it's imperative to be cognizant of how the digital world plays a part in attracting business. In fact, [43% of consumers](#) increased their social media use to discover new products in the last year. So, what are the key factors that lead consumers to click and discover these products? Below are two out of ten tips in this series to help strengthen your online presence.

## 1. Building and Maintaining Brand Awareness

Gaining brand awareness and brand recognition is one of any business' most important marketing goals. That's because consumers want to buy brands they recognize. Many shoppers even have certain degrees of brand loyalty, which leads to long-term business benefits. Thankfully, social media allows for easy and effective brand building. Social media has a benefit over traditional media because it can get your brand in front of people much more quickly and easily. Furthermore, it gets your audience looking at your brand even when they aren't thinking about your brand or product. Tip: Pay attention to your profile and cover photos. A great way to create brand recognition is to place your logo often, yet strategically. You want to make sure that it's not overwhelming or distracting. Make sure the visual elements of your brand are well represented.

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## 2. Tell Your Brand's Story

Using social media is a great way to share your brand's mission and share stories. Effective storytelling can have a great impact on your brand's image. These stories can be simple or extensive depending on what you think will be most effective. The reach of your brand's story can be thanks to the vast boundlessness of the online world. The more people connect with your story, the more people are willing to invest in your products.

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