

Buzzoid Encourages Small Businesses to step Up Social Media Marketing Efforts

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Buzzoid, a social media marketing company, is encouraging startup businesses to increase their social media efforts in order to succeed. The announcement follows a recent study that indicated small and medium businesses had become reluctant in marketing themselves online for lack of immediate results.

"We want to tell every small business out there that social media can be great a marketing tool as it is to the big brands. Most of the small business only need to learn what their online customers love to hear about, and they could soon see the result their effort," Hale Kelly, the company's founder said.

According to the Buzzoid founder, "Social media is no longer the "temporary fad" some people thought it would be. Social platforms have instead evolved to be some of the greatest tools businesses can tap on." Kelly for instance cites a Hubspot.com study that showed that up to 80% of business owners feel that social media marketing helped their businesses grow. She further notes that numerous other studies have indicated a brand's recognition increases drastically with every social media efforts done. Another report by a Texas based University also noted that social media marketing helps in promoting brand loyalty. According to this study, more than half of Americans are loyal to brands that have a huge social media presence.

"There are enough reasons to make anyone believe every business, small or big can benefit from social media marketing. Studies by hubspot.com and Universities from Texas have also documented ways social media improve the revenues and public relations of every business," Kelly said.

According to another article published by Buzzoid, increased social media presence also gave companies more opportunities to benefit from. The need for customers to experience the humane sides of their brands meant that businesses could "buy" goodwill and trust from their customers. The article also noted that social media marketing gave room for faster communications between the company and their customers. And as the company's spokesperson, Karen Hawkins noted, social media presence also lowered business's operating costs to a great extent.

?If you are not there to ?buy? goodwill and trust from your customers, you can use social media to share information fast. Platforms such as twitter also help you do polls and engage with your customers without spending much time. And again, being on social media is cool. It makes your business look trendy and worth associating with.? Hawkins noted.

In their own way, buzzoid.com helps businesses and individuals add popularity or engagement in their social media accounts. The company is especially good at helping people gain Instagram followers or likes by following the right marketing strategy. Hawkins however emphasizes that the biggest efforts towards helping the business succeed through social media should come from the business.

?While we at buzzoid can help you start off on getting Instagram likes by developing the right marketing strategy, you will need to put in efforts in making people engage with your content. People will want to interact with you often, and you will have to commit yourself towards that for the success of your business,? Hawkins noted.

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