



Idaho SEO Company Explains Importance Of Social Media Marketing

April 01, 2020

April 01, 2020 - PRESSADVANTAGE -

Boise, Idaho based digital marketing company CrossCadence LLC is reaching out to the wider community to explain the importance of social media marketing. The company is one of the leading search engine marketing firms in Idaho, and they are dedicated to helping their clients make the most out of their online presence.

Brad Schweitzer, a representative for CrossCadence LLC, says, "Just look at your own brand, your competitor's brand and any other market you follow and think about what you see? Chances are that you will notice, in this digital age, there are a lot of people, all potential customers of yours, on various community-driven websites. These social media platforms are an essential element of online branding, and any company that wants to find success in the modern world needs to take advantage of social media marketing."

CrossCadence LLC explains that social media marketing can be a cost-effective method for businesses to increase their channels to share and syndicate their content. This means that each business has the opportunity to not only share but be shared as well. The company points out that all it takes is one customer

sharing a company's content or page to get leads. This is due to the fact that a single share is sometimes all it takes for a whole new audience to have the chance of stumbling across a company's name while scrolling through their feeds.

Further, the company explains that social media marketing allows businesses to become more accessible. Even if a business has a website and can be searched, a presence on a social media platform makes it much easier for customers to find their favorite companies. Schweitzer says, "Think of your social media presence as an extension of you. What I mean by that is, if someone searches for your business by name or product and they find your Facebook page, it allows them to connect with you directly instead of going through any official channels. It humanizes you, makes it easier for people to recognize you and, in so doing, builds your brand awareness."

The Idaho SEO experts explain that clean, optimized and active social accounts (Influencer Marketing) act like additional doorways to a business. These doorways are where new customers may enter, existing customers with questions might come to and a business' market buzz both starts and grows.

Schweitzer says, "The level of sophistication of today's social media platforms is growing exponentially and, with it, the potential power of social media! Users are spending countless hours talking about the smallest detail and sharing every experience with friends and family. This is the current state of word-of-mouth advertising. At CrossCadence LLC, we identify the relevant social media channels for your market, optimize them for search and customer interaction and help you build them with raving fans. We leverage Retargeting and Smart Content Marketing to promote Positive Peer Customer Reviews, and your brand benefits! We love this stuff, and we love getting our clients results!"

CrossCadence LLC is built with certified marketing specialists who generate results for people serious about business. The company has built an experienced team of SEO specialists, web optimizers, social media experts, conversion champions and, in the company's own words, internet geeks. By using trusted and reliable methods, they are able to produce predictable and long lasting results. Through continuous testing and analysis, the company can prove their methods work before they apply them on their clients' sites.

Schweitzer adds, "Our clients are much more to us than customers, they are our business partners. That's how we've always approached it. At the core of our marketing process, we focus on active listening, forward-thinking solutions and taking action that helps your business grow. We don't focus on just increasing our clients' rankings; instead our focus is on producing real results—more traffic, more leads, more sales and positive brand awareness."

Those who wish to learn more about CrossCadence LLC and the various services they provide can find more information on the company's website. Additionally, the company encourages interested parties to get in touch with Brad Schweitzer directly via email or phone. The company can also be reached through the contact form on their website. In addition, CrossCadence LLC maintains a presence on Facebook where they frequently post updates, share associated media and communicate with their customers.

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For more information about CrossCadence LLC, contact the company here: CrossCadence LLC Brad Schweitzer 5037266143 brad@crosscadence.com 19135 N. Glenisla Ave Boise, ID 83714

CrossCadence LLC

CrossCadence Online Marketing is a leading search engine marketing firm created to promote your online presence.

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