New Blog Post from WhiteHat SEO Discusses Social Media Effect On Sales

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London, UK, NOV 2, 2015 ? In keeping with their mission to educate website owners, White Hat SEO (www.whitehat-seo.co.uk) has just published a new blog post entitled 'Anatomy of a Social Buyer: Use Social Media Optimization to Understand Your Customer & Get Sales.'

Social media optimization is fast becoming a known business necessity, according to the article. Most owners don?t understand yet that for their business ventures to withstand competition, their businesses need to be on Facebook, Twitter, and other social networks by updating fan pages, uploading photos, and interacting with their audience. The article addresses whether these techniques convert to sales as it is not likes, retweets, or repins that keep a business going.

The article notes that ?83% of marketers surveyed by Social Media Examiner consider social media as important for their business. The same source found that 59% or marketers are using social media for 6 hours or more each week.?

?43% of social users actually do buy the purchases happened after conducting some form of social action on

the item,? states Clwyd Probert, author of the article and founder of WhiteHat SEO. ?Like sharing and favouriting. Global research provider Vision Critical shows that when broken down by site, Facebook appears to be the best platform to drive sales as 38% of its users have purchased an item after liking and sharing it. Pinterest ranks second with 29% of users saying they have purchased an item. Twitter was third with 22%. Social sites can drive both online and offline sales.?

The article states that ?social-inspired purchases by users fall mostly under technology and electronics, with the category accounting for 34% of sales driven by Twitter and 25% by Facebook. As for Pinterest, the top category was food and drink (24%).?

?The idea is to analyze which site best suits your target market?s profile and then start your social media optimization campaign in that network,? stated Probert. ?This strategy not only gives your marketing direction some focus, it also maximizes your resources.?

Whitehat SEO Ltd. draws from established systems in delivering services, as well as keeping up with recent trends and developments in the industry. They personalise their approach to SEO projects allowing them to provide guidance, clarity and the opportunity to move their clients far ahead of competitors not making full use of the latest technology by using analytics to deliver marketing services to the business sector.

To read the article, visit www.whitehat-seo.co.uk.

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Whitehat SEO Ltd

Our company Whitehat is a full service agency with a team of experienced experts with knowledge of every aspect on online marketing: SEO (both local, national and international), reputation marketing and management, social media, PPC and web design.

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