

Social Media: Adding Value to Your Business



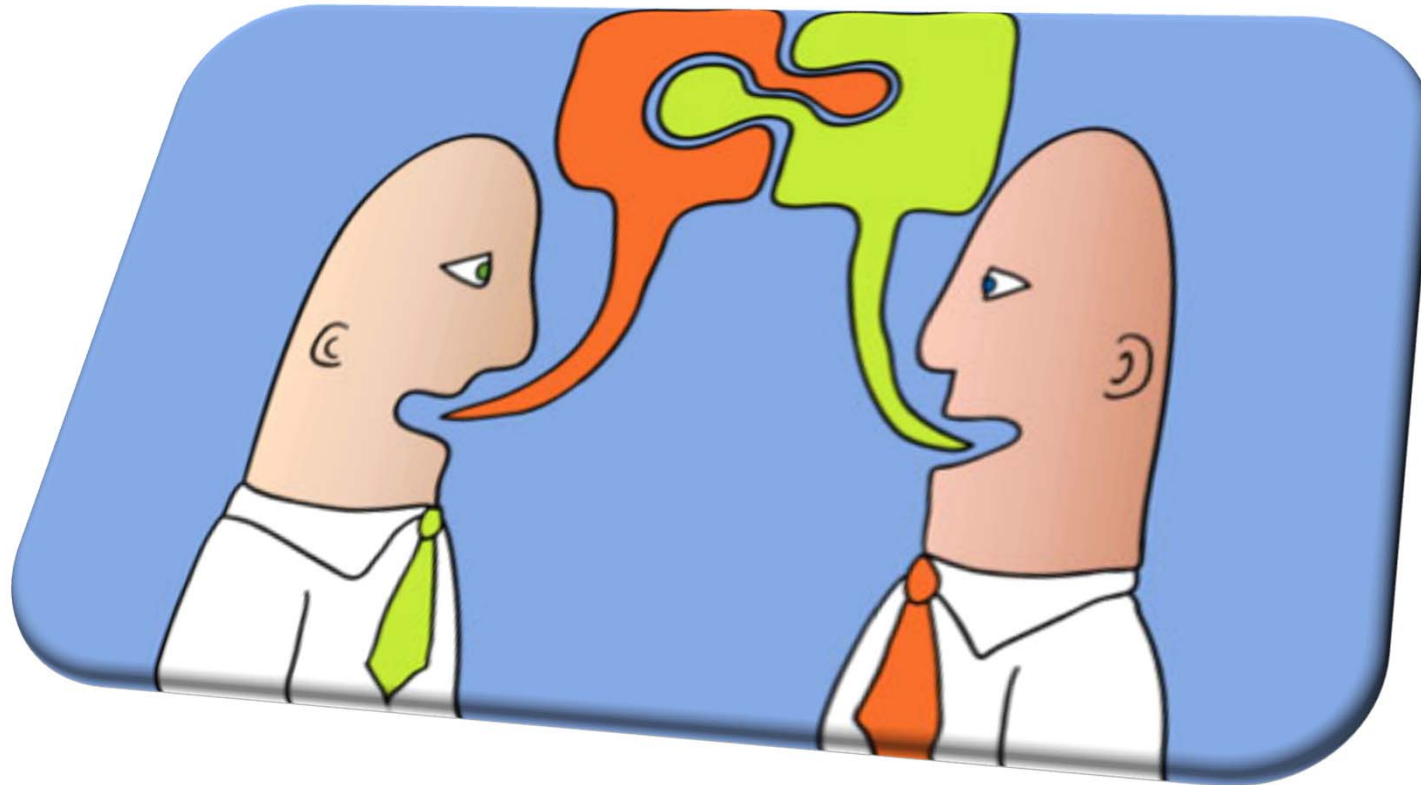
Becky Reid
Marketing Manager
Fire Industry Association

Audience Response Question

Why are **you** using social media in your business?

- It's an integral part of our marketing strategy
- We want to engage with our customers more
- Everyone else is doing it
- We're not using social media

Why 'Do' Social Media?



What Should I be Talking About?



Which Platforms to Use?



Audience Response Question

What **value** are you getting from your social media activity?

- We monitor our social media ROI and know the value it brings the business
- We *think* our customers are more engaged with us but we're not sure
- How can you measure value of social media?

Measuring It



Other Tips

- Social media champion
- Staff guidelines
- Integrate!

Any Questions?

@thebexter01

07870 636487

Straighttalkingmarketer.wordpress.com

breid@fia.uk.com