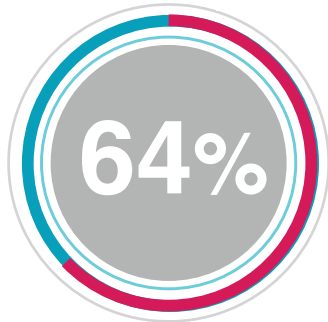


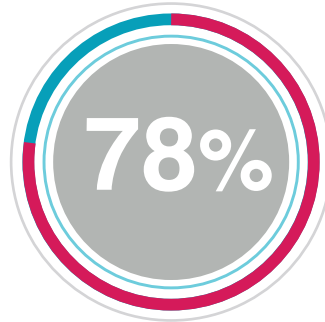
Tell Your Story and Gain Brand Exposure.

Social Media Benefits

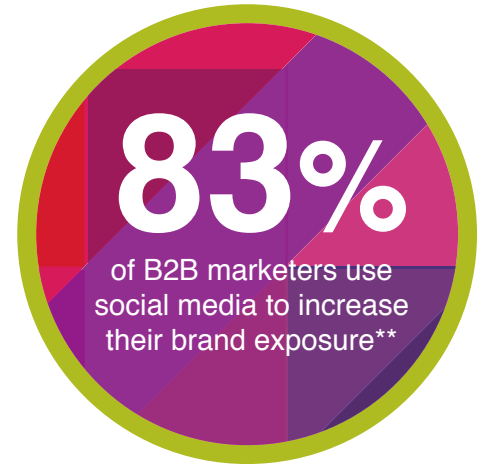


increased lead generation*

+



increased website traffic*



*Aberdeen Group **Social Media Examiner

THE RESULTS: Strategically integrating social media into your marketing mix is a measurable way to increase brand awareness, provide clients and prospects with an avenue to engage and interact, drive web traffic, and position your firm as a leader in the industry.

7 Tips For Creating Engaging Social Media

1. SPEAK THEIR LANGUAGE

If you want your audience to engage, you need to speak their language.

5. BE CONSISTENT

Be consistent in the times you post, how often you post, and how often you engage your audience.

2. WHAT'S IN IT FOR ME?

Know what motivates your audience to engage and reward that motivation.

6. MIX UP THE MEDIA

Post an assortment of content – videos, articles, photos, infographics, and more.

3. ASK QUESTIONS

Ask for their opinion or feedback!

7. BE HUMAN

Put the social back into social media – respond and interact with your audience.

4. TAILOR TO THE PLATFORM

Don't post the exact same message across all channels.

92%
of marketers indicate that social media has generated more exposure for their business.†

†Hubspot

SOCIAL MEDIA PROVIDES

60%

increase in search rankings*

Contact us today!

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