

# Why Does Social Media Matter?

Social Media is an inexpensive way to build credibility and increase awareness of you and your business. It offers networking opportunities inexpensive advertising!  
It requires time and work - but it also works!

## REASON 1

### INCREASE AWARENESS

Interacting and building relationships helps increase brand awareness. Just like it does in the physical world. The word and connections spread.

## REASON 2

### MORE INBOUND TRAFFIC

Directing Social Media Traffic to your website creates larger groups of interested people visiting your site. More select interest to your site - more warm interest to your message.

## REASON 3

### IMPROVE SEO RANKINGS

More following and more sharing will help increase your interest. Provide interesting content - your connections will begin to snowball. These connections will link back to your site which increases SEO.

## REASON 4

### HIGHER CONVERSION RATES

As you increase visibility - you have the opportunity to increase traffic to your service. Developing relationships helps develop conversion with people who are already familiar with you.

## REASON 5

### BUILD LOYAL CUSTOMER BASE

Engage well with your client base and you will develop a relationship that will build loyalty. You're making friends that want to use their friends for their products and services.

## REASON 6

### BRAND AUTHORITY

When you share your smarts it proves your credibility and your expertise. People want to know what you know - share it! They will in turn share it!

I'd love to share more great tips and info with you!  
Have a question? Touch base with me on Facebook:  
<https://www.facebook.com/VoiyooSocialMedia/>

