

A recent [Pew Internet study](#), found that social media users are highly engaged.



According to the article, "Social media users are not casual. They're not likely to log in, check the front page without scrolling and leave. They want to engage, to share and to connect. If something is an integral part of the daily lives of your target audience, you should be active on it for best results."

This post provides the top four social media marketing benefits for any brand.

1. **Increased brand recognition and brand loyalty.** More and more people are seeking social media posts for brand engagement. From accountants to consumer goods, the masses look to various social media platforms to provide insight into the brand; the types of services it offers, and more.
2. **More opportunities for and higher conversion rates.** Each social media engagement helps a brand to increase its SEO and overall exposure online, but the marketing aspect also allows people to convert more easily. So rather than spreading the marketing effort thinly, you can focus on a major platform where your target audience reside, and reach them more efficiently.
3. **Increased inbound traffic and decreased marketing costs.** Providing people with downloadable and shareable content helps to increase your inbound marketing efforts. With inbound marketing efforts, you have the ability to increase email lists, target visitor's entry into the sales funnel, and decrease marketing dollars by targeting content to specific types of audience members.
4. **Amplified search engine rankings and customer insights.** Using social media marketing efforts helps to increase search rankings. The more you do online, and especially in social media, positively impacts your search rankings. The increased SEO also helps you to define your customers' behavior more effectively. You can see what time of day they interact with content (visiting); what they do with it (sharing); and how they feel about it (commenting). These three metrics provide you with a bulls-eye

time frame and day of week to target important messaging that you know will reach your audience.

**"73% of all adults that are online use a social networking site of some sort."
- Mashbout**

Your Turn

How else have you seen social media marketing improve your brand's online exposure and your customers' experience?