

## 4 Reasons being Active on Social Media is Important for your Business

A lot of businesses don't understand the importance of social media and how beneficial it can be. Whether you're a B2B or B2C company, there's a platform for you to utilise and grow the exposure of your brand.

At HML we have come to terms with the ever-changing world of social media. Every member of staff has their own HML LinkedIn profile which they use to connect with potential prospects, people they've met at networking events or spoken to on the phone. We create a LinkedIn profile for relevant members of the team to allow us to connect and directly contact those who can't be reached in the traditional way. We also use a variety of social media platforms to promote our own business as well as our clients.



Whether you like it or not, social media is now one of the most important tools available for businesses. Below are just a few reasons we believe your company should use the relevant platforms for your business:

1. **It creates brand exposure.** Whether you're a small business looking to break into the marketplace and make a name for yourself, or you're an existing company looking to expand and expose your company to a wider range of people, then social media is the way forward for you. If you regularly post updates, connect with local people and businesses, your following will increase, causing your brand to be more recognisable.
2. **It's a brilliant way of creating relationships and trust** with companies that could look to use your product or service in the future. There are many ways of creating that relationship with someone online, it can be as simple as liking/sharing their posts, or regularly responding to their posts and interacting with them. If you have that online relationship with them, and there's a time they require the service or item you're selling, then you will be the first company they go to.
3. **It helps massively with SEO (Search Engine Optimisation)** and can increase your business' place on search engines. For example, if you were to search Hayward Miller Ltd on Google, the social media platforms will appear on the first page which are often clicked on and analysed when people decide

whether they want to do business with us. Being at the top of search engine results when people search for keywords relating to your business is very important. People tend to have more trust in those on the first page of results.

4. **It's completely free to sign up and use.** Unless you're looking to pay for advertisements for faster growth, it is a completely free tool that will organically create brand awareness. A lot of people decide to use promotional adverts like Google AdWords, Twitter Ads or Facebook Ads to increase their followers and create more business.

Although Hayward Miller is not a social media company per se, we can still offer you assistance and guide you in the right direction if you need support. Simply give us a call on 01842 768370 and ask to speak to Alex, our Head of Marketing.