

# Why Your Business Needs a Social Media Marketer

Published May 27, 2015

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Social Media is where Marketing & Advertising are done these days. However, successful marketing on the Social Platforms is time-consuming and there is a lot more to it than just throwing up an Update, Tweet or Pin.

Maybe one of the younger employees gave it a whirl and it did not generate any results, or you have not reallocated your budget and are still attempting print advertising with no real results, or maybe you think you can't afford to start a Social Media Department or hire a Social Media Professional.

It is time to step it up and start using the Social Platforms to your advantage and grow your business – You can't afford not to!

Hiring a Social Media Professional will help take your efforts to the next level. Because it is more than just posting a photo, a professional knows how it works and can create a strategy for your business based on the goals you want to achieve. The Social Platforms also undergo changes quite frequently, Social Media Professionals know this and have the time to learn the changes and adjust campaigns to fit, so that your strategy is still meaningful and beneficial.

Social Media Managers run the marketing and advertising campaigns so you can run your business. Professionals are able to represent your business professionally and create a strategy based on your business goals and keep your costs down. In fact, outsourcing services is usually less than phone book advertising, the online service directory listings and much less than hiring a part-time or full-time employee.

Professionals understand the Social Platforms that will be most meaningful to your company. They also can curate and create content that fits your business, but will also have the potential to be shared and viewed by new potential customers.

Additionally, in contrast to traditional marketers, Social Media Marketers are also experienced in Social Media advertising and can create an advertising campaign that will work with your marketing strategy. Incorporating an advertising campaign that uses all tools available. Such as when to use mobile advertising and location-based ads based on sales goals, as well as selecting the appropriate demographics for the most effective ads and use of budget.

Social Media Marketers manage all aspects of Social Media for you and essentially become your Social Media Marketing Department – at a fraction of the cost.

In order to be successful in today's world the right combination of marketing and advertising must be used to grow a business. Successful strategies provide the right content for your audience, eye-catching graphics and specifically timed updates to the Social accounts based on strategy and audience.

The best clients are those who understand the value of Social Media and understand the need for both marketing and advertising. Business owners understand that marketing is not sales and that advertising campaigns may not generate revenue weekly – you get that it is a long-term commitment and that getting your digital footprint out into the world will only help grow your business now and in the future.

You don't need convincing – you just need someone to do it for you.

Stop wasting time trying to figure it out, or hoping that your college intern will actually transition their personal use of Social Media into revenue for your business. Hire a professional.

