

## SOCIAL MEDIA 101

### Providing the tools to succeed on social media

# TOP 5 REASONS WHY SOCIAL MEDIA MATTERS

## 1 BRANDING

Your social media presence gives you an on-line personality that incorporates the most important characteristics of your brand. It increases visibility through new channels for your brand's voice, not only making you more accessible for new customers but also more familiar and recognizable to existing customers. **Brands who engage on social media channels enjoy higher loyalty from their customers.**

## 2 ENGAGEMENT

Every interaction you have on social media is an opportunity to publicly demonstrate your customer service level and improve customer relationships.

Social media can allow you to gain valuable information about your customer's interests and on-line behavior through social listening. Observing which types of content generate the most interest allows you to see which type of content you should be producing more of.

Marketing has changed entirely since the introduction of Social Media. Easy to use and increasingly effective, it allows us to connect and share content all over the world within seconds. Used by both individuals and businesses, social media is essential to any successful marketing strategy.

## 3 TRAFFIC

Every social media profile you add is another path leading back to your site, and every piece of content you syndicate on those profiles is another opportunity for a new visitor. **The more quality content you syndicate on social media, the more inbound traffic you'll generate**, and more traffic means more leads and more conversions.

## 4 SEARCH ENGINE OPTIMIZATION

Being active on social media acts as a "brand signal" to search engines indicating your brand is legitimate, credible, and trustworthy. To achieve a higher on-line ranking, a strong social media presence is almost mandatory.

## 5 CONVERSION

Each post on social media helps build a following which can lead to an opportunity for customers to convert. By interacting with your consumer base, you increase the chances of continuous interactions and the likelihood of an eventual conversion.

## GET INVOLVED NOW!

Not only is social media **BENEFICIAL** to your business, not having a presence on-line can put you at a disadvantage.

**Your Competition Is Already Involved:** Your competitors are already actively engaged on social media. The longer you wait to enhance your social media presence, the more of your prospective customers they are able to poach. Don't let your competitors reap all the benefits while you stand by.

**The Sooner you Start, the More you Benefit:** A strong social media following takes time to build. The sooner you start, the sooner you will be able to grow your audience on social media and connect with your consumer base.

**Potential Losses Are Insignificant:** You don't have much to lose by getting involved. The most popular platforms, Facebook, Instagram, and Twitter are all free to join and do not require much time to set up. Devote a few hours a week or hire a social media influencer and you will establish a social media presence in no time.

# TOOLS

## SOCIAL MEDIA 101

### Providing the tools to succeed on social media

**GO TO [www.WeAreZyloWARE.com](http://www.WeAreZyloWARE.com)**

ZyloWARE's blog offers an in-depth Social Media Kit explaining what type of content works best and why for each social media platform. We also provided examples of high quality posts and captions that can be reused!

UNCATEGORIZED

## Social Media Kit

Posted by ZYLOWARE EYEWEAR on NOVEMBER 21, 2016  
EDIT

**ZyloWARE's ultimate guide to effective social media posts**

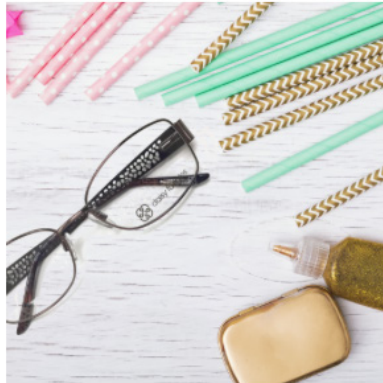
Social media is a way for companies to engage with their customers and create brand recognition. Establishing an online presence is essential to remaining relevant in this current day and age dominated by the digital world. Brand awareness, improved customer insights and even lower marketing costs are just some of the benefits that come with participating in social media. Although there are hundreds of social media platforms out there, we suggest starting with the three primary outlets - Facebook, Instagram and Twitter.

**Facebook:** With over 1 billion users worldwide, Facebook tends to appeal to adults, with 47% of its users over the age of 35. Facebook is popular among those in rural, suburban and urban areas, and those at every income level and education background. We recommend posting on Facebook at least once a day between the hours of 1pm and 4pm. Ideal post dimensions: 1200 x 630

**Twitter:** Twitter allows users to keep up with events in a real-time news feed and charges advertisers to promote their targeted messages. Of Twitter's 271 million active users in 2014, 95 million were between the ages of 18 and 29. The site is also popular with older adults - 54 million users are between the ages of 30 and 59 and 44 million over the age of 50. We recommend posting up to 15 times a day on Twitter. The following are the best times of day to post: 2am, 3am, 6am, 7am, 9am, 10am, 11am, 12pm, 1pm, 2pm, 3pm, 5pm, 6pm, 9pm and 10pm. Ideal post dimensions: 440 x 220



To help you get started, we put together a handful of posts that you can reuse:



Fun and playful, style Maya by Daisy Fuentes includes an animal print pattern cut into the temples for a fresh and trendy look. #DaisyFuentes #ZyloWARE #WeAreZyloWARE



Enjoy the stylish look of Project Runway style 114Z. This full rim frame features double coloration sly for a fun and flattering look. #ProjectRunway #ZyloWARE #WeAreZyloWARE