



Why Should I Hire Someone to Handle My Social Marketing?

Just about every business has a place on the social sphere. Whether it's a retail business on Pinterest or a night spot on Twitter - there is something for everyone. Handling social marketing to promote those businesses on that platform is something else. Most business owners try and slack off because of lack of time. Some just have no clue where to start. So, "Why should you hire someone to handle your social marketing?"

For businesses today, you need to have someone experienced handling your social marketing. Things change so fast and often without notice, it's hard for business owners to keep up. I'm going to cut right to it. Here are four reasons you should hire someone...

- This is one person who is dedicated to expanding your brand online.
 - Your SMM (social marketing manager) will be the one who seeks out new followers and fans. Your SMM will be your business' cheerleader.
- You will have someone to respond and engage with your customers/clients for you.
 - Around 85-90% of posts on business' Facebook pages are not responded to. Your SMM will respond to each post, tweet or Google+ share. People want to be acknowledged. With a SMM, they will be and a relationship will be built. Social media is called SOCIAL media, right?
- They take the think-work over for you.
 - Ahh, they work so you don't have to think! SMMs create exciting content that prompts response. With some direction from the business owner or not, they will shoulder the majority the work for you. I see it as a partnership, so do expect to participate in some manner.

and most importantly...

- They free up your time to do what you love to do - run your business!
 - What business owner wouldn't want more time to help run their business? With a SMM, they do exactly that. You won't get stuck on Pinterest for 3 hours looking at home decor or recipes (oh come, you know you do!) while you're supposed to be entering yesterday's sales!

Sounds good, doesn't it? The internet is crawling with social marketing professionals, but I suggest you do your homework first. Look for someone with experience and has a good following on all the social platforms. When investing money in this, you want to make sure they are qualified and are reputable. Your business depends on it.