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Kunst und Kollegen Kommunikationsagentur GmbH : Social Media - Why your business should use social media! (Professional Content Marketing) before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Media - Why your business should use social media! (Professional Content Marketing):

Why your business should use social media! We are connected 24/7 and social media has become an integral part of our life. It is changing how we communicate with each other and share information. We connect on social platforms

like Facebook, Twitter, LinkedIn, and Instagram. Even as consumers we are discussing buying decisions, sharing experiences and directly getting in contact with brands, products and services online. Businesses and marketers need to understand this shift and find the right channels to open a dialogue with their target audiences. Regardless of industry, consumers flock to social media to inform themselves, often with an actual intend of buying. They are no longer passive consumers who get besieged with newsletters, emails, banners, print and television ads, but now are actively searching information and reviews online to make an informed buying decision. Social media should be part of the overall marketing efforts no matter if you are a B2C or B2B company. It should be viewed as an additional element of an integrated marketing campaign, which can provide a great opportunity to increase awareness, generate buzz, customer loyalty and acquire potential new customers.