

3 WAYS TO BOOST YOUR SALES VIA SOCIAL MEDIA



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Social Media isn't just about posting the odd few graphics and calling it a day. According to a study by the Aberdeen Group, companies that actively engage in "social selling" – or use social media to look for business opportunities – achieve a 16% gain in year-on-year revenue. Here are 3 ways you can boost sales using your favourite social media platform.

1. Respond comments and queries promptly

Keeping in touch with your followers help more people to interact with your page, attracting more engagement. The better the buzz, the most chances you will have that a follow will turn into a customer.

2. Have someone on your team who can interpret online customer engagement metrics

Statistics help you improve on your promotion strategy and lets you know what works or what doesn't. More importantly, they tell you how you can cater your posts towards people who are already interested in your brand.

3. Coordinate with other stake holders in a timely manner

Once you have data on hand, stakeholders must then decide how and when to place digital ad dollars for maximum impact.

SQ Conversa helps you with managing all the above. It currently supports 10 channels, allowing clients to chose how they prefer to communicate with the businesses. Its unique dashboards also collate valuable information such as website traffic and online customer engagement metrics for key decision makers to take necessary action.

Convert follows into sales now.

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