

YOU SHOULD TWEET THAT

Social Media is the marmite of the Internet but whether you love it or hate it, now is the time to accept that as a business you have to use it.

1 Learn about your audience

For any company the key to success is knowing your target audience, and with social media at everyones fingertips it is now easier than ever. Not only can you be updated on what makes your clients tick through your news-feed, but through sites like Hootsuite you can begin to collect relevant data from your specified target audience. Hootsuite can collaborate activity across social media platforms to learn not only the age and gender of your audience but also language that is dominant amongst them. This gives you huge potential as a company to begin tailoring your product offers and campaigns more specifically, and ultimately providing you with a better return on investment.

2 Increase website traffic

Perfect your company website? Using social media will only boost your traffic, with people now not only coming to you from a Google search but now through every social media platform you join too. With increasing traffic also comes increasing viability, the more social media shares you receive, the higher your Google search ranking will be. Win, win.

3 Find new customers

It can be as easy as using the right hashtag, or posting on an existing client's wall, every time you use social media you are promoting your business. Not only will people stumble across your posts, you can also easily search for relevant people in your area or even have a sneaky look at your competitors followers to make them your own.

4 Share content

People want evidence of your produce, and the easiest way to give that evidence is with social media. If you get into the habit of sharing every piece of new work you do and connecting with existing clients you will quickly build up a public portfolio without any hassle for everybody to see.

5 Receive instant feedback

My favourite part of social media is the ability to go straight to your target audience for feedback without even having to leave your desk. If you have a new idea or concept, post it, people will tell you what they think on social media, its that simple!

6 Grow your relationship with customers

Whether your client is a single individual or a whole corporation, social media allows you to create an instant direct dialogue with them. This kind of social media dialogue between brands and customers is the closest thing to talking to them in person (if not better) and it is most definitely something that traditional advertising will never achieve.

7 Increase brand awareness

With little or no cost, social media has allowed companies to increase brand awareness with ease. Any new campaign or project can be posted in seconds for the world to see. And, with the potential of sharing, your brand really can be seen by anyone, anywhere - much more efficient than a single poster in a shop window.

Can we help?



About us

Iguana is a full service agency that thinks big. We add value by thinking more broadly, planning more strategically and implementing more cost effectively to make your marketing investment work harder and your brand shine brighter.

Our approach

We start by getting to know you and your brand and understanding exactly what you need from your marketing. Once we understand, we start adding - the insights, ideas, opportunities and solutions that will ensure your investment works harder, your brand shine brighter. It's a fluid process, but one that concentrates wholeheartedly on what's best, most effective and most cost-efficient for you, the client. The emphasis is firmly placed on 'What you need' as opposed to 'What we do.'

Get in touch

If you've got this far, chances are you have a project coming up.

So how about a chat?

We'll supply the comfy sofa and a cup of coffee. All you have to do is tell us what you need. You'll be talking to the people who will personally create your work so you'll know the right people are listening.

**Listening, understanding, creating and delivering.
That's what we're about.**

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WE MAKE YOU SHINE BRIGHTER

