

ALPHA

# HOW SOCIAL MEDIA CAN WORK FOR YOUR BUSINESS



And how Alpha Copywriting can get you started

## BE THERE!

43%

Internet users use social media when researching things to buy



If your company is not on social media, then your customers will go to a competitor who is.

## CREATE A STRATEGY THAT WORKS



Create a calendar with regular hygiene posts and hero "event" campaigns, reflecting your target audience's interests and cultural norms.

Alpha's multilingual social media experts will look into **analytics** and come up with a **strategy that works**.

## BE A RELIABLE PRESENCE

Users want to be **entertained, informed** or **solve their problems**. Alpha can help you use all three types of content to build your reputation positively and efficiently.



## JOIN THE CONVERSATION

Whatever your sector, it will have a community on social media. Alpha can help you **engage** with users to **build relationships** and **demonstrate your expertise**.



Talk to Alpha and get social today!

LEARN MORE ABOUT OUR SERVICES [HERE!](#)

ALPHA