



## Why Social Light may make sense for your business.....

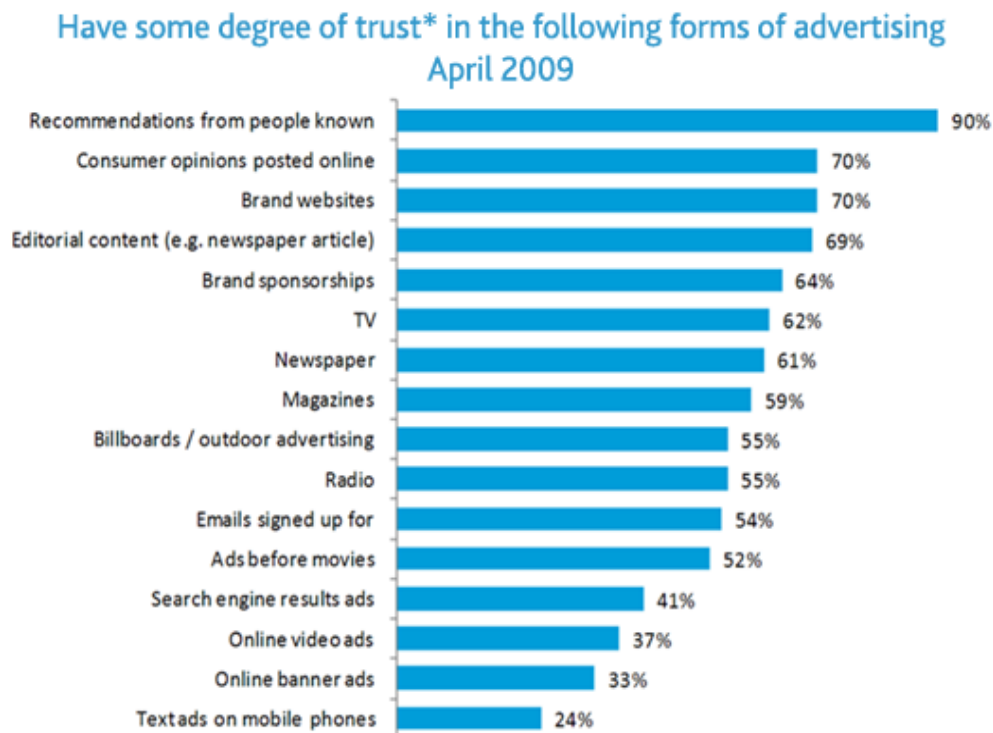
If you're a business that offers services, then you already understand the power of word of mouth – both good and bad.

Traditionally, the biggest problem is that happy clients rarely bother saying so, but an unhappy client can be brutal – using every possible opportunity to bad-mouth your business.

When it comes to the Internet, those unhappy people can say what they want, safely hiding behind their keyboard and screen and you have limited means of redressing the balance, or making it right, unless you know how to engage them as skilfully as you might face to face.

You've heard about Trip Advisor....? [TripAdvisor ruined our business, say B&B owners](#)

The reality, however, is that you DO have the ability to gain large numbers of great reviews and, as the graphic below shows, the power of a recommendation beats all other forms of advertising:



Source: The Nielsen Company

\*E.g. 90 percent of respondents trusted "completely" or "somewhat" recommendations from people they know

The challenge is catching people while they are still motivated to say something good and harnessing these great reviews in the moment in a way that can be captured, published and shared wherever you wish to share them, forever – what is that worth to your business?

At Social Light we understand the challenges of running a small business –we do it too!

We also understand that customer satisfaction often goes down when you take your eye off the ball and start doing things outside of your core skills – That’s why we recognise that few of our staff do the job as well as we do and we all pay a small fortune to lawyers, plumbers, accountants, mechanics, etc., because we can’t do what they do and, even if we can do it, we don’t have time to do that **and** run our businesses, unless we do it *in addition to* our day job!

“What would one (or more) extra good customer per week be worth to your business?”

- If you’re a restaurant, maybe £100? – starter, main, dessert, coffees, wine and liqueurs.
- For a plumber, mechanic or carpenter - the same, plus materials – maybe a LOT more!

But the investment in time and/or money needed to find an extra client might be significantly more than £100 – to run a good Social Media campaign demands at least 8 hours/week to plan, build and get it moving and then about the same to nurture and grow your presence.

If you’re fortunate enough to be very successful, then it can take even more time to maintain it. BUT, the return you’re getting on that time investment means you can’t ignore it, whilst your increased business activity dictates that you have less time to invest. . . . a dilemma!!

If you’re not successful initially, because you don’t understand how to do it effectively, then you’ve now flagged to your competition that you mean business (meaning they’re out there too, if they weren’t already!), but you’ve also given any unhappy clients or malicious people a platform in which to say what they want unchecked, because you’re not monitoring or handling it properly – the worst of all worlds! You’ve just given your competition and anyone with a grievance a big, heavy stick to beat you with – if they weren’t already!

So, what are the main benefits of Social Media?

<b>Soft Benefits</b>	<b>Tangible Benefits</b>
<ul style="list-style-type: none"><li>• Reputation management</li><li>• Customer Relationships</li><li>• Loyalty</li><li>• Dialogue</li><li>• Feedback</li><li>• Word of mouth</li><li>• Perception</li><li>• Soft marketing</li><li>• Brand Awareness</li><li>• Engagement</li></ul>	<ul style="list-style-type: none"><li>• “Findability”</li><li>• Reputation</li><li>• Increased Footfall</li><li>• Positive Recommendations</li><li>• Increased Profit</li><li>• Slack-time Promotion</li><li>• Genuine Feedback</li><li>• Short-notice Promotions</li><li>• Social Media has longevity</li><li>• Measurable Results</li></ul>

In summary:

- If your competitors aren’t already doing it, they will be soon.
- Unhappy clients are already out there telling people their version of events and you have no knowledge and/or no right of reply.
- You’re missing a huge opportunity to promote your business with measurable results
- Traditional advertising is static and passive (the customer must go to it), Social Media actively engages people where they are.
- Investment in Social Media has longevity and repays itself many times over.