

## Why Use Social Media for Marketing?

In today's world, prospects are likely to look for you on the internet. If they don't find your business there, or your information is out of date, they'll find someone else to patronize.



Here are 8 reasons to use social media and related tools such as LinkedIn, Twitter and Facebook as part of your marketing toolkit.

- ▶ Differentiation
- ▶ Competitive intelligence
- ▶ Stay in front of clients/prospects
- ▶ Another set of tools/ Branding
- ▶ Fan base
- ▶ Interconnect marketing efforts
- ▶ Credibility, thought leadership, influence
- ▶ Trends
- ▶ Control
- ▶ Bonus reason: **Free!**

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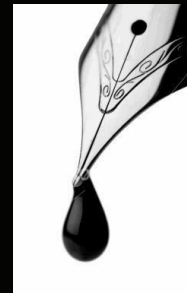
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## Black Ink Marketing

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*\* and more*