

The Guide

powered by 

to January Social Media

Awareness Days

**Whole
month**

Dry January
Walk Your Dog Month
Veganuary

16th

Blue Monday

21st

Race Against Dementia
Day

25th

Burns Night

**23rd -
29th**

Cervical Cancer
Prevention Week

Top Tips



Engaging with your audience

Social media has been bridging the gap between businesses and their audiences for some time, and in recent years the number of businesses who are engaging directly with their audiences through social media has been steadily increasing. In this month's social media guide, we will look at some of the benefits that come from engaging with your audience through social media.

Encourages potential customers to make a purchase

Businesses that interact with their audiences often report an increase in sales. A recent study found that **78% of customers** are more willing to make a purchase from a business that interacts with their audience.

By engaging with their potential audience, businesses can demonstrate that they take their customer care seriously, which may give them the edge over their competitors; **77% of customers** report that they would choose a brand that engages with their customers through social media over one that doesn't.

Brand awareness and positive reputation

Engaging with audiences has helped many businesses garner positive reputations, which can help contribute to a positive brand image. This in turn can help raise brand awareness; **76% of customers** are more likely to recommend a business as a result of positive social media interactions.

The social media platform TikTok is an excellent example of this; numerous businesses, including Ryanair, Nandos and Levis can be seen to be not only creating a new style of content, but they are heavily engaged with their audience.

Manage complaints and identify issues

If customers identify an issue with the products or services a business is providing, they often take to social media to talk about it.

By being ready to respond to queries and issues quickly and efficiently, businesses can not only show willingness to deal with complaints and protect their brand image, but can also identify where there are gaps in their services and can work towards correcting them.

Need some tips on how to start engaging with your audience through social media? Get in touch to speak to one of our experts.

#trending

Explore the top industry-related topics being searched for on Google

school swimming



resistance training



blood sugar



exercise for mental health

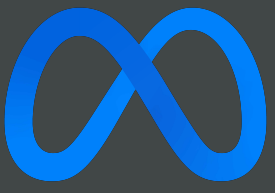


home workout



treadmill workout





Meta hosts youth safety summit

Back in December of 2022, Meta hosted a summit to discuss youth safety online. Some of the take-homes from this event include a call for the introduction of a global moderation system, as well as the need for social media platforms to take responsibility when dealing with age-appropriate content for young people.



TikTok Shop rolling out into US

TikTok is continuing to roll out the TikTok Shop across the globe, having recently moving into the US late last year. TikTok Shop is a new shopping feature which enables brands and creators to showcase and sell products directly on TikTok through in-feed videos, livestreams and the product showcase tab.

See you next month!