



## 7 Reasons Why the Time for Social Media Is Now!

One in a Series of Whitepapers  
**Healthcare Marketing That *Clicks!***

*Whitehead*  
Agency Group  
Health & Wellness Marketing



#### **4. Branding – Identify Your Core**

Branding connects viewers to your company's identity and vision. What is your brand's unique selling point? Is it your value, compassion or special expertise? What makes your brand better than your competition's?

Building a brand online requires sharing content that answers all of these questions. Your social media strategy must identify with who you are as a business and how you provide invaluable service to your community. The content you share must align itself with your individual brand, while presenting a unique viewpoint on the industry. Sharing generic content that's been rehashed again and again isn't going to bring the leads you want. It's important to develop your brand through catered content that speaks directly to your company's branded identity.

Making a lasting impression is about providing content that resonates with your audience. If you are the best in your field but you haven't made that clear through your published content, you could be giving away new business to your competitors. Fostering a solid social media following is a devoted process, but your business' social media pages make up the prime space to make a lasting impression on a potential customer.

#### **5. Branding – Cohesive Planning for Multiple Platforms**

Each social media platform comes with a distinct repertoire of features and customizations, so it's integral to adapt your content to each platform's abilities. For example, the photo sharing app Instagram is best suited for sharing visual content, thereby rendering written content or links ineffective for this outlet. Segmenting your content according to the best practice for each platform will ensure you're reaching the biggest audience and making a worthwhile impression for your business.

That being said, all channels should maintain a sense of cohesion. If your business' social pages look and feel entirely different, it'll ultimately confuse your customers and reflect poorly on your brand. Individuate your shareable content by including links, visuals or multimedia content, but make sure it translates tangibly through multiple channels. One way to do this is to streamline your messages by linking your social media accounts. This ensures your followers are being notified on every level — Your Facebook followers should know when you've shared an article via Twitter, posted a new blog or shared a photo on Instagram. A multi-channel strategy will direct your web traffic through the various accounts connected to your business and help recruit new followers.

Another thing to keep in mind is the specific differences with the size, shape and resolution requirements of images on different platforms. A Facebook profile image has different dimensions than that of a cover photo, Instagram post or Twitter avatar. When uploading your company logo or other related marketing material, ensure that it displays properly according to the dimensions encoded.

Developing a cohesive strategy with segmented forms of content may require investing more time and resources into your social media plan, but it will improve the overall user experience and boost your conversion rate. Making a good impression through social media isn't always easy or predictable, but keeping each platform's best practice in mind will ensure you are reaching your maximum potential for building rapport with your followers and targeting new business.

## 6. Converting New Business

When a brand builds a solid online following, it gains access to a boundless audience of people. Whether your followers consist of new customers, prospects, affiliates or even just casual browsers, your social media pages are excellent opportunities to invite new business. The content you post is your chance to inform your clients about your brand. In turn, it's their chance to get to know who you are. Make an impression that counts.

There are many ways to invite new business via social media. Encourage engagement with your followers by posting promotional material, special offers or product launches. Make your followers feel like a part of an exclusive community, and then they'll have more of a reason to engage with your content.

Careful consideration should be taken when deciding what content to share. Social media reminds consumers that there are real people working behind brands. A successful poster will incorporate content that resonates with viewers and helps them identify with the core image of your brand. Establishing these connections builds brand awareness and positive recognition online. An unsuccessful poster can illicit negative responses and ultimately harm your public image. Understanding your audience thoroughly is key to executing an effective content marketing strategy.

## 7. Your Time Is Valuable

Your time is better spent building your business and dealing with your clients, not generating new Twitter followers. At Whitehead Agency Group, we understand the business you're in and the market potential for social media. We'll craft a personalized and highly effective strategy that uses proven marketing methods with the latest digital strategies to turn impressions into leads. With our team of social media experts, you can watch as your audience starts to grow and your business flourishes online.

***With over 20 years of expertise in marketing campaigns, Whitehead Agency Group has been managing highly engaged online communities for scores of brands. Contact us today to see how we can help you.***