

social media conversation. To quote Mr. Qualman again: "The ROI of social media is that your business will still exist in 5 years."

EXPECTATIONS: 93% of all business buyers believe all companies should be on social media platforms, and 85% of those buyers think businesses should use social media to engage and interact with them. 9 out of 10 buyers say that when they're ready to buy, they'll find you. Will they be able to?

Social Media Goals

1. Ongoing brand monitoring
2. Building and maintaining relationships with customers

Social Media Strategies

Listen

- Listen first, bond second, sell last.
- Knowing what consumers already think of your brand will help you to improve or change your image and address their needs and wants in other marketing materials.
- Social media is all about the conversation; it's a give and take.

Share

- In today's market, consumers demand at least the option of personal connection with brands.
- Use social media to solidify InterMed's image as an industry expert. Customers will see you as knowledgeable and this will build trust.
- Transparency is critical. Companies who are up front and open about sharing information are seen as more trustworthy than those about whom you can find less information.

Connect

- Becoming an active member of the social media world will show customers that InterMed is up-to-date, paying attention, and, by participating in the conversation, concerned with them.
- Don't let closing the deal mean closing the door between you and your customers. Maintaining relationships, after the sale is final, is key in keeping loyal customers. Social media sites are an easy and cost-effective way of keeping in contact with InterMed's customers.