

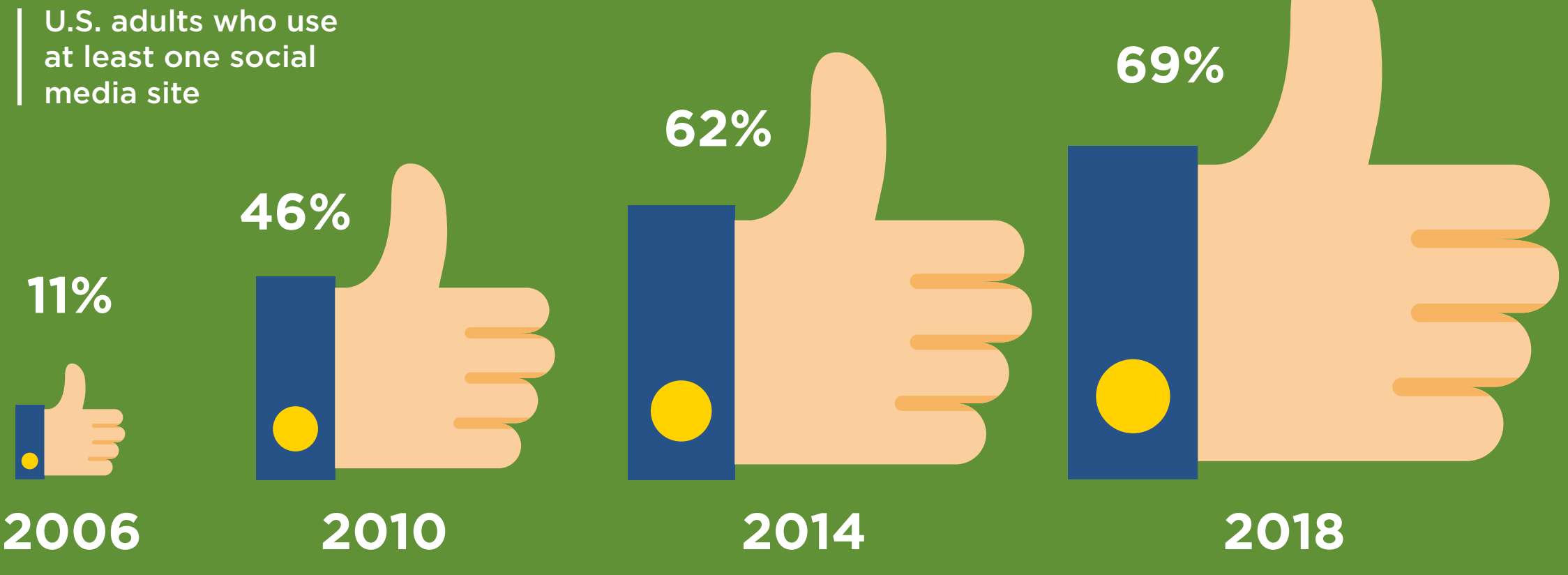
# How Your Small Business Can SUCCEED

with Social Media

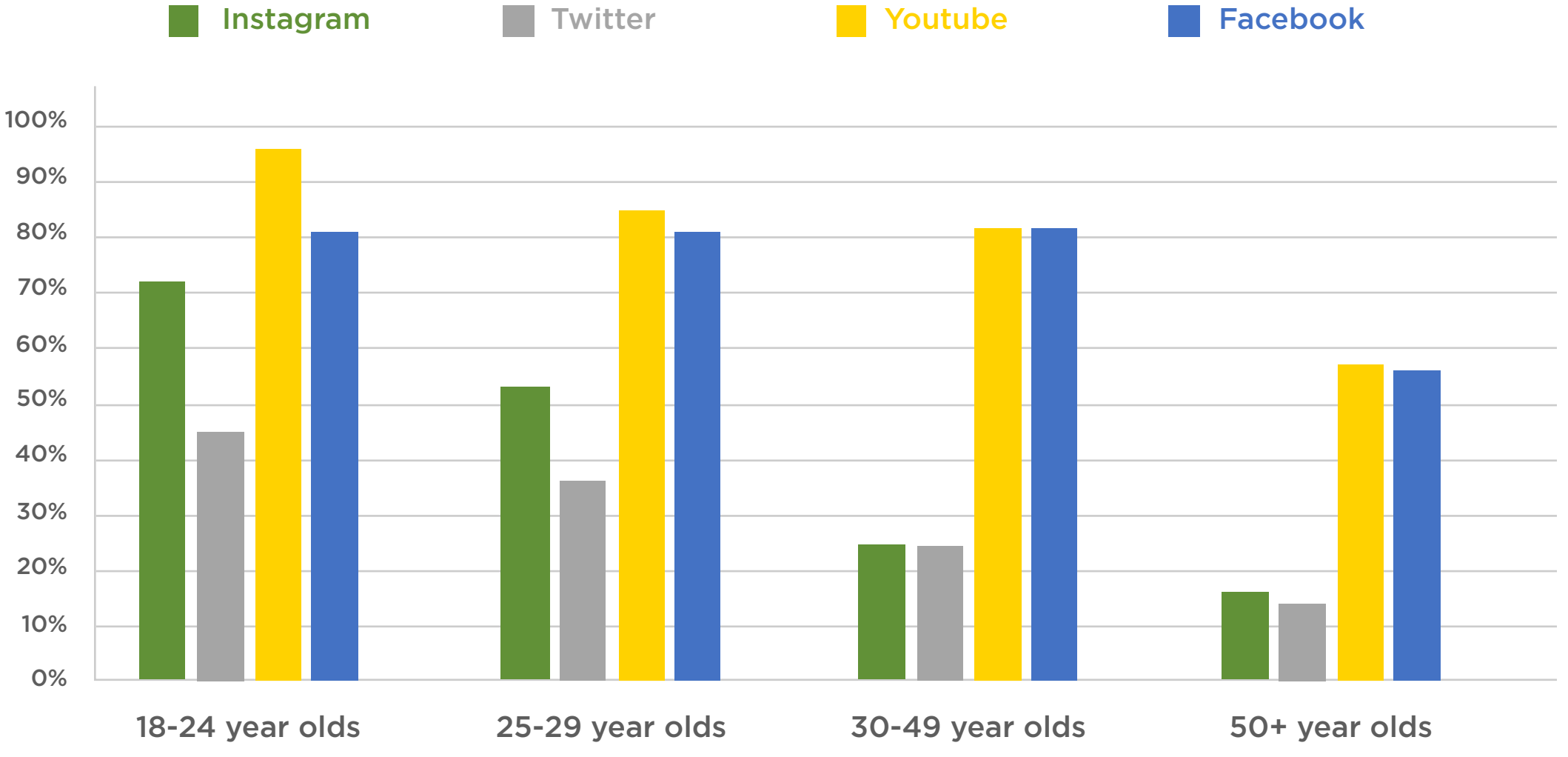


## SOCIAL MEDIA USE IS GROWING

U.S. adults who use at least one social media site



## WHERE ARE YOUR CUSTOMERS?



WOMEN

41%



COLLEGE GRADUATES

50%



## SOCIAL MEDIA CAN HELP YOUR BUSINESS:



### BUILD AWARENESS

44% of local businesses say social media helps generate brand awareness



### DELIVER GREAT CUSTOMER SERVICE

59% of Americans think customer service through social media makes it easier to get issues resolved.



### GENERATE SALES:

41 percent depend on social media to drive revenue



OF SMALL BUSINESSES USE SOCIAL MEDIA. DOES YOURS?

Work with a SCORE mentor to help your small business succeed with social media.

Sources:

- <http://www.pewinternet.org/fact-sheet/social-media/>
- <http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>
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- <https://www.wordstream.com/blog/ws/2017/01/05/social-media-marketing-statistics>
- <https://www.marketingcharts.com/digital-72656>



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