



## Why you should immediately start using Social Media Marketing to promote your Business

Well, in a word, the answer is: **Results!**

Businesses are flocking to the social media-sphere in droves. According to LinkedIn, nine in 10 Small to Medium Businesses, use (or plan to use) social media marketing. More than half of these Small to Medium Businesses, have already increased their spending on social media compared to last year, higher than any other marketing channel. Why? Here is a quick list of social media marketing benefits for small businesses:

### **1. Social media drives new business and increases sales –**

According to **Crowd spring**, 50% of small business owners reported the gain of new customers through social media, most notably through Facebook.

### **2. Targeting –**

We use social media marketing to specifically target people in your area. This means you can really narrow the market, and target the specific consumers you want.

### **3. Save advertising Money and Time –**

Social Media Marketing is one of the most cost effective ways of advertising, compared to flyer printing, print media and sign boards. Outsourcing your social media marketing also gives you more time in your day to do the thing that really matters; running your business.

### **4. See what is being said about your business –**

We use social monitoring tools and research to find out what your customers are saying about your business. Successful businesses use this valuable feedback from their customers to enhance the relationships and business.

### **5. Social media helps you deliver better customer service –**

Leaving customer questions to go unanswered makes a business look unprofessional and careless, so it's crucial that we make you visible on the Social Networks that your customers are using daily. We regularly monitor all of your channels for mentions, customer questions, and referrals.

### **6. Social media drives brand building & differentiation –**

Social media makes it easy to improve brand awareness and build your brands identity. We can effectively establish your brands personality and give your business a human voice that people can relate to. Connecting on an emotional level or showing some personality are both effective ways of helping your brand stand out from your competitors.

### **7. Social Media Marketing takes you to your clients –**

We take you to the market, every working day. You need not wait for clients to find you. Our purpose is to make your business, a well-known, credible and reputable household name.

#### 8. [Social media helps you to manage your reputation](#) –

Managing your reputation online is a critical part of any marketing strategy and social media provides you with a fast and effective way to do this. When dealt with swiftly and sensitively comments and complaints can be dealt with effectively, this instant feedback demonstrates high levels of customer service and can effectively diffuse negativity and resolve any issues that the customer may have.

#### 9. [Social media helps increase trust in your business](#) –

Seeing that you are active on social media helps to fill potential customers with trust, it signals that you care about your customers and should anything go wrong, that it will be easy to contact you.

#### 10. [Social media allows you to obtain real customer insights](#) –

Social media makes it quick and easy for businesses to obtain feedback from customers, which will give you a clearer idea of brand sentiment and help you identify common pain points you can address.

#### 11. [Social media is a great way of promoting your content](#) –

Social media when used in conjunction with high quality content is a highly effective way to attract new customers to you and also helps you to build authority in your area of expertise.

#### 12. [Social media helps you keep customers engaged with you](#) –

Social media is the best way to keep your business or brand in the mind of your customers. This means, we can help you actively influence buying decisions and help foster customer loyalty and encourage repeat purchases.

#### 13. [Social media will drive website traffic](#) –

Being active on social media will almost immediately generate calls, but it will also help you increase the amount of traffic that your website receives. Successful social media activities will always improve the amount of traffic referrals your website receives, playing an essential initial role in your sales funnel.

*These are the key benefits to why you should be on social media, but if you're still concerned about getting started with us, consider these 3 points:*

- **[Your Competition Is Already Involved](#) -**  
Your competitors are already involved in social media, which means your potential social media traffic and conversions are being poached. Don't let your competitors reap all the benefits while you stand by and watch them grow. If your competition is not involved on social media yet, there's even more of a reason to get started—the field is open.
- **[The Sooner You Start, the Sooner You Reap the Benefits](#) -**  
Social media is all about relationship building, and it tends to grow exponentially as your followers tell their friends, and their friends tell their friends, and so on. The sooner you start, the sooner you'll be able to start growing that audience.
- **[Potential Losses Are Insignificant](#) -**  
Realistically, you don't have anything to lose by getting involved in social Media, minimal, compared to other marketing channels.

☎ [Call Louis Kearney now to get started – 079 872 3339](#)

**We attach our agreement for your written approval. Please send signed document back by Email to [louis@21x.co.za](mailto:louis@21x.co.za)**

**Ons heg ons ooreenkoms aan vir u ondertekening en goedkeuring.  
Stuur asseblief terug na [louis@21x.co.za](mailto:louis@21x.co.za)**

Friendly Pretoria regards / Vriendelike Pretoria groete  
**Louis Kearney**

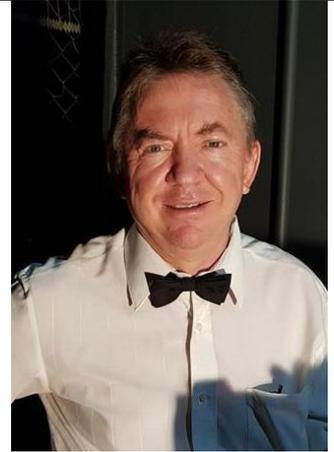


[www.21x.co.za](http://www.21x.co.za)

Tel 012-751 6050 Cell 079 872 3339 (On Whatsapp and BBM)

[Louis@21x.co.za](mailto:Louis@21x.co.za)

SKYPE: [LouisKearney1](https://www.skype.com/user/LouisKearney1)



Hold on to your DREAMS!! - Never let go of them and your dreams may just come true when you expect it the very least

The Company that can give you at least 21x (Twenty One Times) more business!  
Can u imagine doing 21x more Business?

The image features a red circular logo with 'www.21x.co.za' and '21x' in large white letters. To the right, the words 'WEB' and 'SO' are written in blue, 3D-style letters. Further right is a 3D bar chart with a red line graph showing an upward trend. On the far right, a man in a dark suit is sitting at a desk, working on a laptop. The background is a light pinkish-red gradient.



The Company that can give you at least 21x (Twenty One Times) more business!

Can u imagine doing 21x more Business?



**Business Marketing Agreement - Please Complete and Send to louis@21x.co.za**

<b>Full Names and Surname</b>				
<b>Business name</b>				
<b>Physical Address</b>				
<b>Website Address</b>		www.		
<b>Email address</b>				
<b>Cell Number</b>		<b>Office Number</b>		
<b>Marketing Options (Please Circle the preferred Option)</b>				<i>Initial Next to Option Chosen</i>
Option	Description	Price	Minimum Term	Initial
1.	SEO (Google Position Improvements)	R 2.500 p.m.	12 MONTHS	
2.	QUICK-SEO	R 3.500	ONCE OFF	
3.	SEO-PRO	R 5.500	ONCE OFF	
4.	Facebook Marketing	R 980 p.m.	3 months	
5.	New Business Facebook page Setup	R 1.500	ONCE OFF	
6.	New Online Shop -E-Commerce	R 5.000	R100p.m. Host	
7.	New Website incl. Domain Registration	R 5.000	R100p.m. Host	
8.	New Website and Facebook Busn. Page & Live Feed	R 5.500	R100p.m. Host	
<b>Existing Webmaster's Contact Details</b>		Cell Number:		
		Email Address:		
<b>Five keywords/phrases that best describe your Business?</b>				

- I hereby request and Instruct 21X to start Marketing my Business/Website/Services/Products with Immediate effect.
  - I understand and accept that I will be liable to pay the Once Off payment
- Options 1&4 Only**
- I agree and accept that I will be liable to pay the Monthly payment as nominated above and agree to pay the amount chosen above, by Electronic Funds Transfer (EFT), in Cash or by debit Order (please activate with your Bank), **By NO LATER THAN THE LAST WORKING DAY** of each and every month, for the full duration of the agreement.
- The full monthly marketing payment will be due for the month if this agreement is signed before the 20<sup>th</sup> day of the month.
  - I personally accept responsibility, in my capacity as Owner/Manager/Director/Member, for the full contract term payment.
  - I understand that this agreement may not be cancelled for whatever reason, within the **Minimum term Contract period**.
  - 21X undertakes to Market and Promote your Business. We will continue to do so for the full **Minimum term** and thereafter until receipt of a full calendar months' notice, in writing.
  - Payments are due for work done for your Business and time spent in doing work for you.
  - Full payment for the minimum contract term shall be payable within 7 days if I default in making my payments on time.
  - Payments are payable Monthly in Advance. An Invoice will be emailed to you shortly.

Signed at .....on this ..... day of .....2018



**Signature:** ..... **Initials & Surname:** ..... **ID Number:** .....