

A Beginner's Guide to

Social Media Marketing





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1.



Introduction

Introduction

With **49%** of the world's population having at least one social media account, there is no doubt it is the fastest, ever growing way to communicate and sell services. Social media has opened up new channels for advertisers to reach target audiences.

In fact, **90%** of social media users are in connection with a brand or business on one or more platforms and **63%** of those expect businesses to have social media and offer their services using these platforms.

This E-Book explores the benefits of having a social media strategy for your business. Focusing on six different platforms:

The LinkedIn logo, featuring the word "Linked" in white and "in" in white inside a white square, all on a blue background.

LinkedIn

The Facebook logo, featuring the word "facebook" in white lowercase letters on a dark blue background.

Facebook

The Twitter logo, featuring the word "twitter" in white lowercase letters and a white bird icon, all on a light blue background.

Twitter

The Instagram logo, featuring the Instagram camera icon in white, a vertical line, and the word "Instagram" in white script, all on a pink background.

Instagram

The YouTube logo, featuring a white play button icon inside a white rectangle, followed by the word "YouTube" in white, all on a red background.

YouTube

The word "blog" in white lowercase letters on a green background.

Blogs

Introduction

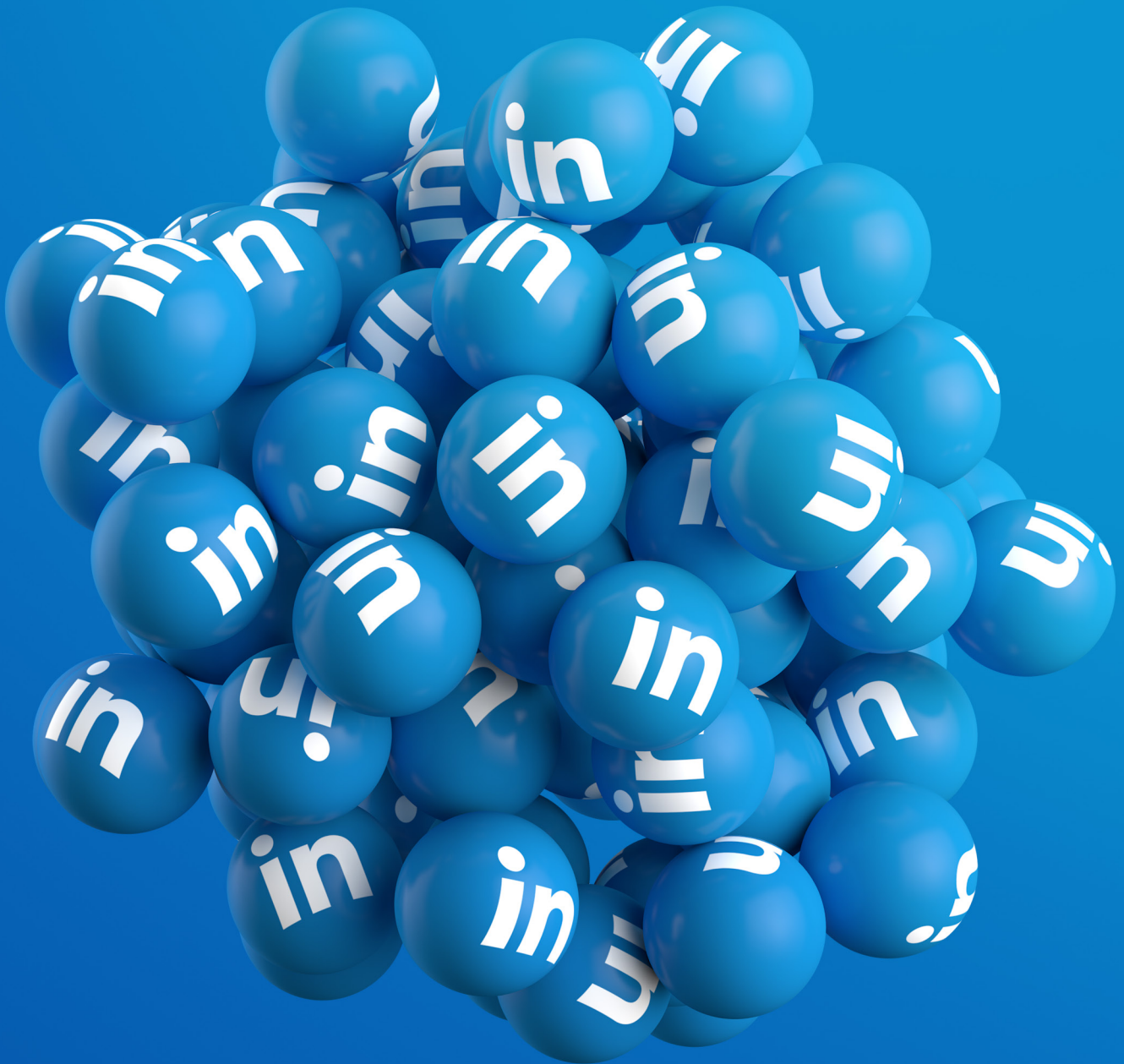
The E-Book will dive into how each platform works, why businesses use them and what tools they offer to benefit businesses like yours. As well as how many potential clients you could be reaching per month with the right social media strategy.

Overall, having social media for your business can:

- Track your competition & keep up with social trends
- Create faster & easier communication
- Create networking & partnerships
- Promote your branding & ethos
- Impress potential customers
- Gather customer feedback
- User-generated content
- Boost organic visibility
- Increase website traffic



2.



LinkedIn

LinkedIn

Did you know that LinkedIn has actually been around longer than Twitter, Facebook, Snapchat and Instagram? It's one of the most influential social media networks with more than **760 million members** to this day!

You could say LinkedIn is the high-tech equivalent of going to a traditional networking event where you go and meet, discuss and swap business cards with other professional people. It's like one big virtual networking event. The platform allows users to network with other people by adding them as 'connections,' similar to how you'd make a friend request on Facebook. You can communicate via private messaging, and all of your professional experience and achievements are presented in a neatly organised profile to show off to other users.

LinkedIn features are specialised when compared to Facebook because they cater to professionals, but in general, if you know how to use this or any other similar social network, you'll be fine with LinkedIn too!

If you're new to LinkedIn, here are a few points around the site:

Home – here you can view posts made by other LinkedIn users, plus create your own posts where people can like, share and comment on. You can limit your posts to just your network, or share them with everyone

My Network – you can see your existing network of connections, and search for fellow LinkedIn users to invite and join your network. You can also see existing invitations you've received from other people

Messaging - an instant messaging platform you can use to chat with people in your network

Me – this is your profile. You can present your employment history by posting your work experience, accomplishments, education and more. This should be as polished as your actual resume, as professional connections and recruiters will be observing!

LinkedIn

A LinkedIn profile establishes your profile image on a global scale as a credible and trustworthy organisation, but it also helps you network and find quality sales leads. Although most people view the platform as a site for job hunters and for growing your professional network, it is equally an effective tool for generating new business leads, the picture below proves it!

Let's look at 4 reasons why to use LinkedIn:

1. Promote your business – a company page can use certain features which allow a business to reach its target audience, nurture leads and improve the visibility of any job opportunities that are available. Having a large community is vital for the success of every business as employees, partners and even customers can come together and help drive your company's growth through important conversations.

2. Support your external website – delivering traffic to your website is a smart way to increase engagement and sales. A great company page should offer a glimpse into your business and help engage shareable information that your target audience finds beneficial. Research shows that **46%** of social media traffic comes from visiting a company site through LinkedIn!

3. Educating and nurturing potential clients – sharing information about you is a great way to educate your current or potential clients whilst boosting engagement – whether that's through articles, case studies or testimonials! Explaining the products and services you are currently offering is a no brainer in order to increase sales.

4. Improve your brand's credibility – sharing the knowledge you have gained from previous experiences in life and business will definitely improve how you are perceived. Engaging with others through commenting and reacting to their posts will also improve how your network perceives you.

If you are looking to establish partnerships, create brand awareness and grow your business through LinkedIn, here are a few tools to check out:



Dux-Soup
Smarter lead generation

Dux-Soup

This tool keeps the track of your visits to other profiles. Simply browse through profiles and the Dux-Soup tool will compile all of them into a CSV file. It's a handy tool to create databases since it collects all the required details from your visited profiles such as their names, contact number, company, location, profession, etc.

Dux-Soup focuses primarily on the main lead generation activities and outreach features such as Managing Prospects, Downloading Profile Details, Outreach, Automation and many more. It's very easy-to-use and it lives directly in your browser. It's mainly for beginners wanting to get started with automating their basic LinkedIn actions.

Dux-Soup offers 3 pricing models:

- Free
- Professional – \$11.25 per user/month
- Turbo – \$41.25 per user/month



LeadFuze

With more than 430 million members, this is one of LinkedIn's best tools for lead generation. LeadFuze allows you to quickly create a list of leads and target accounts through simple search. Users also have access to contact information (email and telephone) which makes it simple to begin the sales process. You can also have access to contact information for more than 200 million B2B professionals and premium accounts. And with customers adding on average 350,000 prospects each month, it's safe to say that you'll have an endless supply of leads!

LeadFuze offers 3 pricing models, beginning with a free trial:

- Free
- Starter
- Scaling

LinkedIn



LinkedIn Sales Navigator

If your goal is to use LinkedIn to increase sales, this tool is the best way to start. Sales Navigator is offered by LinkedIn and its goal is to uniquely connect buyers and sellers.

Here are 4 useful functions of LinkedIn Sales Navigator:

- Sales insights to help you make all decisions correctly
- Tools for building relationships, allowing you to continuously approach the ultimate goal of making a sale
- The use of an advanced algorithm to find prospects that have the best fit with your market.
- It also includes a CRM to help organise interactions with customers.

The more time you spend using this tool, the greater your confidence that it will give you the results you need to grow.

3.



Facebook

Facebook

Facebook has over **1 billion active user's** world- wide, meaning it's the most popular social media platform out there. It's a platform where you can share every kind of content from articles, adverts, videos and many more. Individuals aged 25-34 years old make up the largest group of Facebook users, posting personal photos, videos and sharing statuses with friends. However, many businesses also use the platform, where they can share information about their business, make network connections and finally market their products and services. Although the platform has specific algorithms that often change, if you develop the right strategy, Facebook is easily one of the best tools for ad campaigns and targeting a very specific audience.

Facebook is also a great tool for customer service and feedback; customers can contact you directly- accumulating positive reviews and comments for potential clients to view.

So what are the benefits of using Facebook for your business? Although there are endless benefits when using the platform for your business, some great ones include:

- The chance to build relationships
- Boost your Google ranking by improving SEO
- More website traffic
- Develop an online personality for your business promoting your ethos
- Know your audience
- Opportunity to reach a much wider audience

Facebook

Facebook is all about content creation and it provides many tools for you to market your business and engage with your followers. Although Facebook Business Manager and Ad Manager are the main platforms any business would have to learn when running ad campaigns, here are a few other tools that could really benefit your marketing:

Messenger – this tool allows you to respond to private messages with customers. Facebook will actually track your response rates so your clients know when to expect an answer from you. This feature is attractive to customers because they tend to be more comfortable with online chatting and will get a fast response.

Facebook Insights – a free analytics tool showing data like page visits, people you've reached with ads, post engagements and more. You can also use these feature to measure the effectiveness of your social campaigns and see how to improve your future posts.

Publishing & Scheduling posts – this tool allows you to schedule future posts, ads, events, offers, statuses and videos. It a great time saving tool and allows you to manage how much content you're posting.

Create and advertise events – the platform has a tool that allows you to not only create an event, but promote them to a specific audience. This could be a great way to engage your audience and turn them into clients.

Personal Engagement – Facebook has specific algorithms that prioritise your personal engagement, so you won't miss any engagement on your posts. However, for posts to stay relevant, they must generate conversion, a great tool for this is.

Create a poll – this is a great way to spark conversation with clients and get customers' opinions.

Business milestones – audiences want to see a personal side to your business and by posting milestones such as a new promotion, partnership or business opportunity.

Facebook

Facebook Pixel – one of the most valuable features. With this feature enabled, you can set up re-targeting ads on Facebook and display them to the website visitors.

Ultimately, the most desirable feature on Facebook is the adverts. They are incredibly beneficial with the option to have free or paid ads. These can help your business by reaching a new audience or a market you didn't know existed. By advertising on Facebook, users will get to know your business, brand and services on a personal level. For a small fee, you can pay to '**boost posts**' on your timeline, this way the ad will appear on people's timeline more and you'll reach a further audience.

The cost to advertise on Facebook could be as little as £0.79 per advert! You can set yourself a continuous advertisement budget on the platform for as little as £5. You can also dictate how many times your ad is shown within a week.

Finally, Facebook as a platform is a low-cost marketing strategy that is very simply and quick to use. The more interaction and more engagement you have on your Facebook business profile, means more chance of reaching a wider audience; meaning more clicks, increased site traffic and improve brand awareness.



4.



Instagram

Instagram

Instagram isn't just for young people to post a picture of their coffee, it's a powerful, free social media platform for sharing photos and videos to followers, and essentially it is a simplified version of Facebook and is a mobile and visual based platform. Like similar networks, you can comment, like, share and follow accounts of other businesses and potential clients.

Why is Instagram important for your business? **Over 1 billion** accounts use the platform every month with **84%** of those people looking to discover new services online. It has become the most popular way to connect with small and large businesses, celebrities, politicians and organisations.

Businesses use Instagram for several reasons such as:

- **Put a face to your brand** – it's a great opportunity to reflect what your businesses is about and post products, testimonials and your services.
- **Provide value** – by posting high quality content and posting daily to develop a higher engagement you could eventually turn your audience into clients.
- **Collect data** – it's always beneficial to gain customer insight and opinion, Instagram provides business profiles with analytics that show statistics like impressions or follow demographics.
- **Actions** – you can post a link that directs your audience to your website, blog posts or other social media handles. By posting links, you're also providing your audience with more valuable content to consume on a bigger scale.
- **Boost sales** – Instagram ads are managed automatically through FB Business Suite with one click so that Facebook ads also appear from any chosen Instagram account.
- **Use hashtags** – this is a really effective tool where you can create your own brand hashtag. By using this hashtag in every post you're building credibility that an audience can follow.

Instagram

This platform is so business-friendly that you can actually create a business account with Instagram, with this account you can:

- Get an insight into your followers and how they interact with your posts.
- Get real-time metrics on how your account is performing - statistics showing how your posts, adverts and stories perform.
- Encourage people to contact you directly by integrating your contact details & location in your posts.
- Communicate directly with your followers (aka potential clients) through messages and comments.
- Get real-time metrics on how your account is performing - statistics showing how your posts, adverts and stories perform.
- Get discovered by a wider audience by promoting your posts directly through the platform. One of the great things about advertising on Instagram is that the adverts actually look like native ads on people's timelines, making it look less like an advert and more like it's made for them.

Unlike other platforms, the success of your adverts is based on 'impressions'. Impressions are the total of number of times your content **could** have been seen by your followers and potential clients. Advertising on Instagram can be as little as **\$5 per campaign** and could reach over **1 thousand** accounts!

“

“With highly targeted ads, you could be paying over \$5 a CPM”

- on Instagram, Baumwald said.

5.



Twitter

Twitter

Twitter is a social media and online news platform where people can communicate in short messages - up to 280 characters long - called Tweets. Established in 2006, Twitter is now one of the most popular social media platforms in the world and when combined with your LinkedIn and Facebook marketing efforts, can be extremely powerful and valuable.

How? Twitter users follow other users. If you follow someone you can see their tweets in your 'timeline'. You can choose to follow people and organisations with similar academic and personal interests to you. You can create your own tweets or retweet information that has been tweeted by others. Retweeting means that information can be shared quickly and efficiently with a large number of people.

The snappy nature of tweets means that Twitter is widely used by smartphone users who don't want to read long content items on-screen. Research shows that the global audience of Twitter is male, with the worldwide gender split being 62% male and 38% female. In terms of age range, men between 25-34 years old are the largest Twitter age demographic - almost doubling the number of women in the same age range.



Twitter

Your Twitter profile has **six parts**: your Twitter handle, username, profile picture, bio, header image, and a pinned tweet. All these elements should work cohesively to be an accurate representation of your business – let's look at them below:

- 1.** Your Twitter handle is your @name. This is the name at the end of your Twitter page's URL and the name other tweeters will use to tag you in posts. It can be up to 15 characters and should help people find your business easily.
- 2.** Your username, or display name, appears above your Twitter handle on your profile and can be up to 50 characters. This would be the name of your business or brand.
- 3.** Your profile photo is displayed on your profile and in every tweet you post, so it should visually represent your business and brand - many brands use their logo.
- 4.** For your bio, you have 160 characters to describe your business. Include information such as your location, business hours and website URL.
- 5.** You can use the header image behind your profile picture to highlight promotions, events or news about your business. Unlike your profile picture, this image should change regularly.
- 6.** Your pinned tweet is the first tweet people see when they visit your profile, so make it an interesting one that represents what's going on with your brand. As with your header image, you can change your pinned tweet whenever you want.

Twitter

Twitter provides businesses with a cost-effective way of engaging with their consumer base. It gives them an opportunity to interact with customers instead of continuously promoting products and services. This type of platform is a brand builder and marketing multiplier for businesses when used correctly.

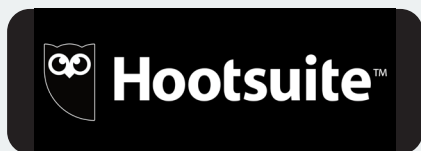
Let's look at some of the main benefits:

- **Reach a wide audience** – twitter has a large user base, which could include your potential customers. Using hashtags can help you reach an audience interested in a particular topic or in a particular location e.g. [#mobileappdevelopment](#) [#websitedevelopmentleicester](#)
- **Deliver customer service** – the platform allows direct two-way communication with your customers. Because it's a public interaction, if you do it well it shows your business in a positive light.
- **Brand identity** – being on Twitter can help communicate your brand ethos, personality and USP. This should help your business appeal to your target audience.
- **Feedback** – twitter can be a useful resource for gathering feedback from customers.
- **Cost** – setting up a Twitter account is free. While paid ads are available, many businesses see benefits from organic posts and interactions.

Twitter

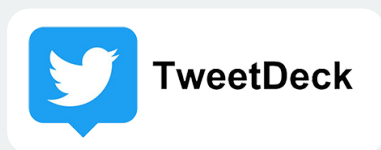
Leveraging the power of Twitter will require some third-party applications that cater to the features lacking in the main app directly. Many third-party providers offer excellent ways to manage your Twitter feed, creating greater efficiency and effectiveness.

Check out these two Twitter tools available for any business user:



HootSuite

HootSuite is an excellent tool to help keep your social networking organised. You can use this platform to launch all of your tweets, Facebook posts, and LinkedIn updates. It offers both a robust free version and a paid version. Both provide the ability to shrink links down, publish posts for later, organise lists into groups, easy profile researching, and analytics.



TweetDeck

Like Hootsuite, Tweetdeck is a dashboard management tool which gives users the ability to organise their Twitter and other social media accounts into easier to view. It is an application owned by Twitter, not a third party provider. The biggest benefit of TweetDeck is its ability to organise your Twitter audience into groups which can make it easier to create customised marketing communication.

Twitter

If you'd like to pay to promote your account on Twitter, you can send Promoted Tweets – which are Ads that look just like regular tweets, except that they are labelled 'promoted' at the bottom and appear in the regular Twitter feed of users who might not be following you yet. This is a great way to increase impressions (people who see your tweets) and engagements (liking, retweeting or sharing).

Below is an example of costs and numbers:

Cost Per Tweet	Number of Impressions	Number of Engagements
£50	6,800	169
£100	13,600	339
£250	34,000	849

6.



YouTube

YouTube

Given the nature of YouTube as a video-sharing platform used predominantly for entertainment purposes, it is often missed off of the list when business owners set out to arrange their marketing strategy. However, YouTube is one of the biggest and most popular social networks around.

With **2.3 billion monthly users**, the platform is in the list of the world's biggest websites. It is used worldwide and allows users to upload, view, rate, comment, subscribe and share videos for no cost, whilst offering business owners the opportunity to expose their brand to the wider audience. YouTube is incredibly inclusive in comparison to other social platforms, especially when it comes to age, with statistics that show a significant user demographic from 18 to 65+.

Not convinced YouTube can benefit your business? Here are a few useful statistics that might help to illustrate the potential that YouTube offers as a marketing tool:

1Bn Users

As well as being the second biggest search engine in the world, YouTube has over **1 billion** registered subscribers

1Bn Hours

More than **1 billion hours** of video content is viewed every single day

18-48

YouTube reaches more **18-49 year-olds** than any TV channel or TV network available

100+

YouTube is available in over 100 countries and 80 languages around the world

YouTube

Like every social media platform, YouTube has a culture of its own, and before setting up any marketing strategy, it's important to get to grips with this before you begin. It's pretty hard to attach a target age group when it comes to YouTube, and whilst the under 35s take a slight lead statistically; this ultra-inclusive platform can be used to attract consumers from all walks of life.

The average YouTuber spends around **41.9 minutes a day** engaging with the platform, and a huge **50.9%** of B2B decision-makers said that they use the platform for research purposes. This makes YouTube the most popular platform for targeting decision-makers in your marketing campaign with a fantastic **70%** of viewers who claim to have bought into a brand after seeing them advertised on YouTube.

We've all heard of the saying, "A picture speaks a thousand words". Well, video content does that and more, with one study claiming that online users spend up to **88% more time** on websites that include video content, meaning the user time for a platform like YouTube is enormous.



YouTube

Youtube provides a few specific functions that create a countless number of marketing opportunities for business owners, unfortunately, so many still rule the platform out of their social media marketing strategy, which means they could be left alone with a smaller target audience and very few competitors.

Below we have listed 5 ways in which businesses can improve the ways they engage with their target audiences using YouTube:

YouTube Analytics

YouTube offer an incredibly transparent insight into their analytics. This means that business owners can find out more about their audience, and get some tips on attracting the types of audience that they'd like to have.

Competitor Research

The transparency provided by YouTube goes a lot further than just helping business owners to be introspective. The platforms limitations mean that all users are operating within a few specific confines. Once you identify your competition, you can learn from them, such as; What keywords are they optimising for? Which titles work best and how long should a video be? What content works consistently and where may there be a gap? All of this is easily worked out by simply using the platform to its potential.

SEO

Understanding how to improve your brands SEO is increasingly becoming one of the most important marketing techniques of modern times, and Google has by far the most influence over this entire market. Google also happens to own YouTube, meaning that the wealth of information they have on how users can improve their Google SEO value, is also relevant when using YouTube.

Uploading and Scheduling

Let's face it, social media can be difficult to strategise initially, it can be quite time-consuming if you're unaware of the platform's useful features. YouTube allows users to upload multiple videos at once, then schedule them to be posted months in advance! This means that a video marketing campaign can be completed in a very short space of time, and from there all you have to do is let the magic happen. Technically, you could be uploading a short video once or twice a month without ever logging back into the platform.

YouTube Advertising

Until now, every point mentioned has no price implications whatsoever, YouTube is free to use, free to upload, and even pays its highest-performing creators. If however, you are interested in increasing customer engagement by up to 300%, YouTube offers four main categories of ads, each with its own customisable options to help you target the right audience. You can set your own budget, and only pay for ads that are engaged with, so there'll be no waste and a direct return on investment for your brand.



All in all, including YouTube into your online marketing strategy is a must. One of the best things about having content on YouTube is how easy it is to integrate these videos elsewhere and use them within blogs, websites and other marketing materials. YouTube offers all of the tools you'd need to analyse and adapt your strategy and has an almost unbelievably wide-reaching user base.



7.



Blog

The first question many people will ask in 2021 when asked about blogging, might be, “Is that still a thing?” The short answer is, yes, it is, and you’re probably a part of the reason why! The fact is, that most of the blog posts we interact with go completely unnoticed as part of a larger blog. From general queries to niche subject searches, each time we ask Google to provide us with information on a particular topic, the first page of the search engine is littered with useful blog posts.

In 2020 a study carried out by **HubSpot** found that **60% of users** read a full blog post at least once a week. Whilst there are many platforms available for full-time bloggers to host their content and build a following, for businesses, the magic of blogging is in incorporating regular blog posts into your website in order to drive traffic, advance inbound marketing success, and attract customers to the other products you have on offer.

HubSpot’s report also detailed that nearly **80% of businesses** who had included blogging within their marketing strategy reported a direct increase in business as a result of this. The success of these businesses has a lot to do with how search engines organise the result that they show, and as it is the dominant leader of the space, we’ll predominantly focus on Google whilst we discuss the first element of Blogging.

The art of making active efforts to improve a website’s opportunity to be listed on page one of any relevant Google searches is a process called Search Engine Optimisation. Google uses a complex algorithm to provide its users with the most up to date and relevant information no matter what they search, and a constantly updated blog post is the perfect way to manipulate this in the favour of your business.

Keywords are another key component of SEO, and having a blog is where you’ll have the opportunity to routinely use the words that you feel should be associated with your business which will help your target audience locate your brand.

Of course, driving extra traffic to your website is an incredibly obvious benefit of creating a blog for your business, but it doesn't stop there. It's important for a business operating in any industry to have an input into the content floating around in that space. Regular blog posts allow you to engage with your target audience in ways that the more permanent content of a website won't manage to.

Below are three key ways that you can use a blog to enhance your businesses message:

Amplify your current message!

The best blog posts are genuinely helpful for those browsing the web, but that's not to say you aren't able to write content that favours your business over the customer every once in a while. Producing content that relates to your current marketing campaign, highlights and offers you have available is a fantastic way to spread the message.

Establish your brand.

47% of buyers say that they view between 3 and 5 pieces of content before engaging with a service, and with more and more customers shopping online each year, the general market only grows savvier when it comes to comparing between brands and online businesses. Essentially, customers will happily deal with businesses completely online, if they establish trust for that business first. Creating a blog that is relevant to the industry that you operate in will enable you to display authority and build your reputation in a particular field. Sharing your perspectives, experience and speculation, tells a customer that you're competitively knowledgeable in your respective trade.

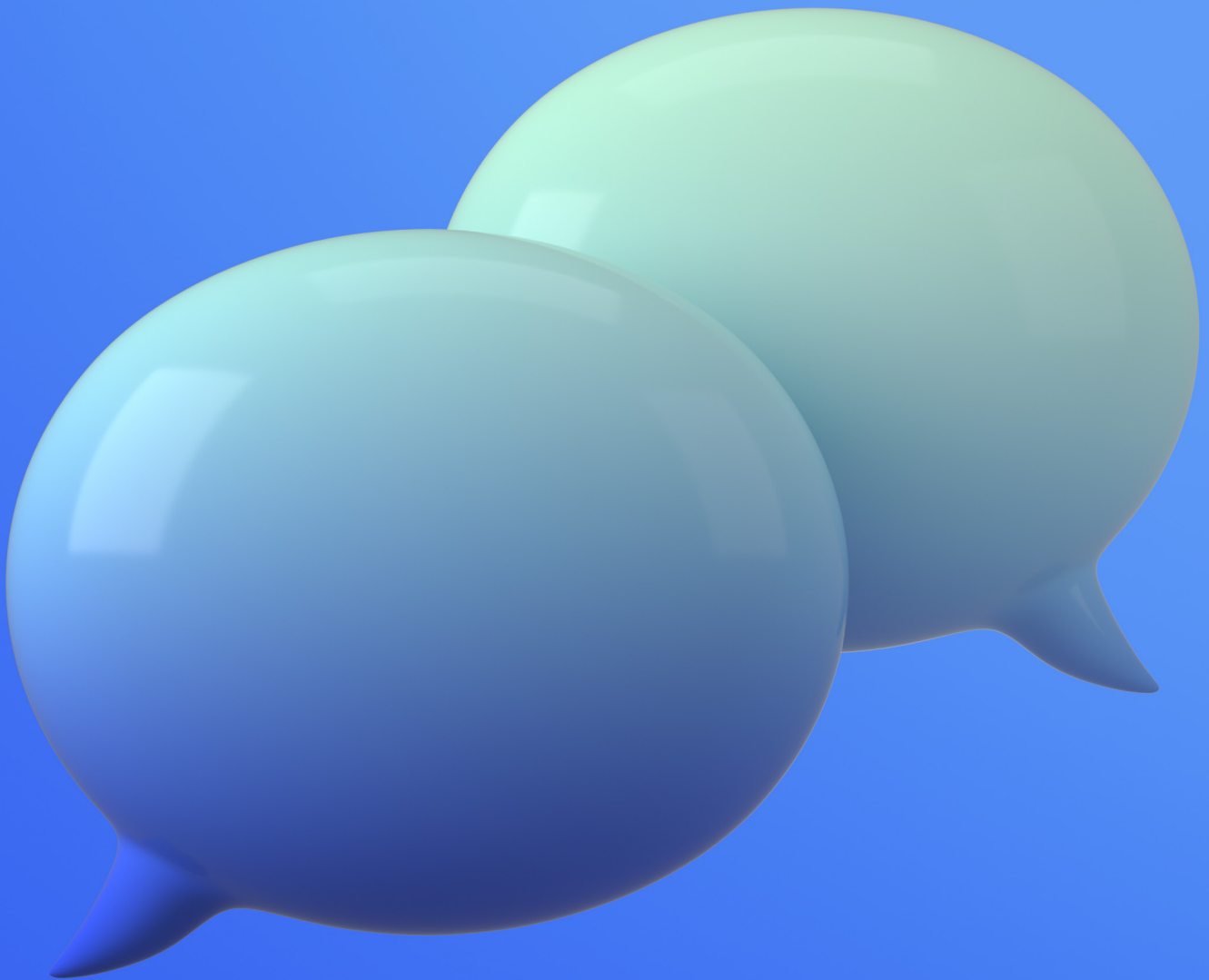
Calls to Action

As we mentioned before, the most successful blogs are ones that offer specific and helpful information on a variety of topics that relate to the service you offer. Potential leads will notice within a moment of reading whether or not the post feels comprehensive and authentic and once sold on those elements, they're likely to commit to reading the full article and even returning. This means that a trusted blog now has the potential to leverage that trust and directly offer your solutions using calls to action, such as a link to a product listing page or a contact form. Blogging provides a way to seamlessly enter leads into the pipeline and convert a percentage of them into 'hot' enquiries.

Blogs are a fantastic addition to any online marketing strategy and work to boost online leads in a multitude of ways. They give you as a business owner an opportunity you communicate and build a rapport with your target audience, and can even be tremendously enjoyable for business owners who are passionate about hosting open discussions on their industry.



8.



Conclusion

Conclusion

As social media continues to rule the new ways of communicating and marketing, it is important that businesses adapt and shape their social media strategies to avoid falling behind. Each platform discussed in this E-Book has the perfect tools to manage content and break into new markets. As Business-Developers at Eazi-Business, we recognise the importance of understanding your digital market- from existing to potential clients.

If you're interested in learning more about different routes to market, digital solutions or launching your own technology business, you can check out our website or even schedule in a call with one of us.



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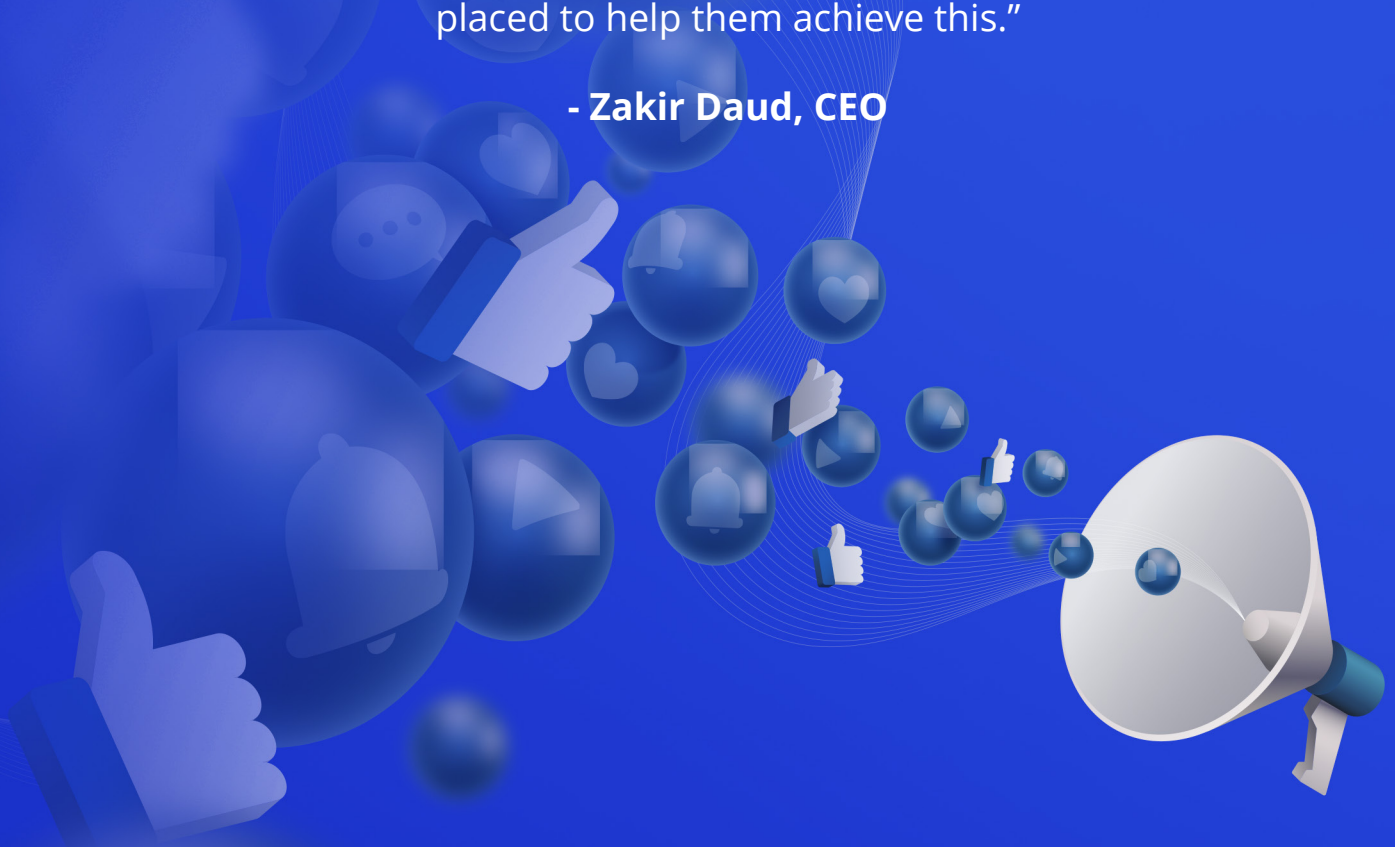
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Our Mission

"Helping entrepreneurs build successful thriving businesses with cutting edge technology solutions"

"Businesses owners have so much to juggle that they struggle to find time for their online and mobile strategy. In this digital age, it is such a critical factor to survive and thrive. Our cutting edge marketing solutions deliver great results for businesses and our network of partners are perfectly placed to help them achieve this."

- Zakir Daud, CEO



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