



Are You Using Social Media to the Fullest?

You've got 8 seconds or is it 7?

The stats say that the human attention span is shrinking and that in the year 2000 it was estimated at 12 seconds and now it's down to 8 or maybe lower to 7 seconds. No matter the number, the reality is you've got to remember this stat when designing your

website. A potential customer is stopping oh so briefly on your web page to see if you have what they want and 7 seconds may be all the time you have to grab their attention.

Important information like this was shared by Neil Persaud of Candybox Marketing who gave an energetic talk on social media at the recent CKCA National Forum in May 2018. The showroom is changing and since your website is your virtual showroom, it needs to change too! Neil provided an example of a very different kind of showroom - Tesla car. With usually 1 and maybe 2 cars at most in their showroom, they've broken the mold of the typical car showroom. Will your showroom of the future have only one kitchen?

What about your virtual showroom? Your website is your virtual showroom. How are you leveraging technology and social media to make the most of 7 seconds? We now have the ability to message out anytime, anywhere. We are no longer governed by the business day. Neil pointed out a few amazing stats:

- By 2025 it is estimated there will be 76 billion mobile devices worldwide
- The average house will have 50 devices hooked up
- People look at their phones on average 150 times a day
- On-line chat is the biggest business opportunity
- Canada is the leader in on-line adoption
- 93% of buying decisions are influenced by social media.

Neil emphasized the need to reinvest monies in marketing and he also proposed that business must focus on millennials as the "low hanging fruit" because older generations are harder to get them to spend. But he did point out that content is still king, that people buy from people so your marketing has to stay human. He also mentioned that compliance of AODA (Accessibility for Ontarian with Disabilities Act – watch your province for similar compliance regulations) is coming and by 2021 anyone with a website must have reached a Level A compliance level and a Level AA by 2025. Hefty penalties will apply if your website is not compliant. Candybox Marketing are real experts in this area and if you haven't done so already, consider the complimentary 30 minute consultation that Candybox offers to CKCA members (yes, it's a lot longer than 7 seconds!).

Thanks to Neil and to Candybox for your ongoing contributions to CKCA. You continue to inspire and innovate.

Want more insight from Neil? Check out Neil's article for June...

Before you skip this article for fear of falling into the depths of an intense social media discussion, don't worry; we aren't going to talk about how to use Facebook, LinkedIn or Twitter. We can save that topic for another day. Today, let's chat about how your social media accounts can work for you, on your website!

How many times have you visited a website and wondered if the company was suited toward providing the services and products that you need? A client testimonial, a personable About Us page, or even a blog can ease concerns and increase the customers' trust in the company itself. Now, imagine how a Facebook or Twitter feed on your website could help your site stand out from competitors, show incredible content that your company is sharing, and build brand awareness? If you are posting on social media on a regular basis, implementing a feed onto your website is an easy way to reuse this content on a daily basis! Through taking a few minutes of time to integrate a Social Media Feed Widget, you can inject your website with personality and attract the attention of potential clients.

Integrating your social media feeds will also increase your search rankings! If you are not updating your website with fresh content on a regular basis, you can lose your ranking on search engines. We know that it can be a pain to update website content, so why not allow your social media feeds to do the work for you?

Social media platforms are not designed only to be used in one way at one time but can be utilized in marketing strategies across the board. If you would like to learn more about how you can integrate social media feeds into your website, or find out how your site may be turning potential customers away, contact us!



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