

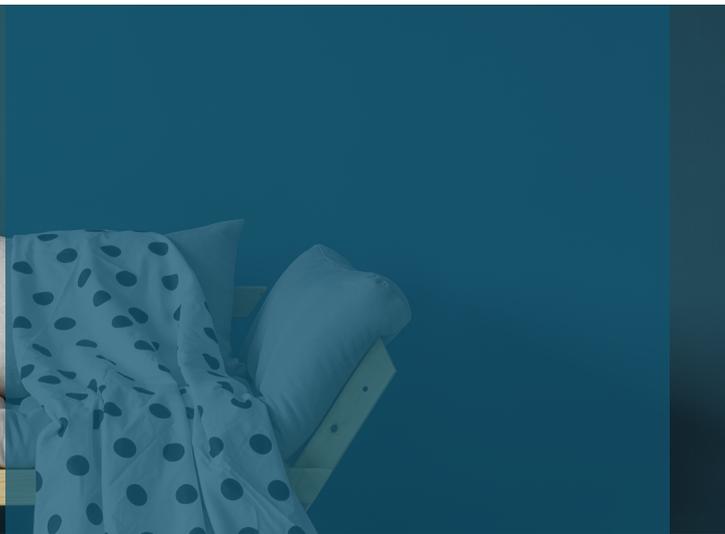
VOL. 1 |

# GOOD NEWS

Connecting People To Your Brand

GOOD  
LINE NZ

GOOD  
SOCIAL NZ



## Why the fuss about social media?

There are still a lot of businesses without a social media presence. Some have made a conscious decision to steer clear of it while others might not understand the benefits of using it.

Some businesses:

- are overwhelmed by the options and don't know how to start
- don't understand the difference between Facebook, Twitter, LinkedIn to name but a few!
- are worried by scare stories they've read in the press
- think it will be expensive or time consuming.

The reality is that social networks can bring a whole new dimension to your business.



## Some GOOD kiwi stats:

 4.79 million population  
3.8 million regular users

 47.1%

 19.87%

 16.33%

 12.67%

 1 hour 43 minutes daily

 85% of Kiwi's make purchase decisions online

# 5 Reasons Why You Need to Master Social Media Marketing for 2020

If you've been hesitant to dip your toes into social waters, now is the time to prepare for the plunge. 2020 brings with it a new year and a new approach to social media. Below are 5 reasons I believe you need to consider Social Media as part of your marketing / brand strategy for 2020:

## 1. It is where your customers are every day!

88% of Kiwis now use social media. You don't have to find them anymore, they are there, engaging and consuming information.

## 2. Your competitors are hard at work in social media

In New Zealand, we track more than 20,000 local business pages

## 3. There's money to be made

As we have noted, 85% of consumers make their purchasing decisions online through their own searches or by asking for recommendations.

## 4. Social media is important for your brand

Social efforts drive a measurable impact on important marketing KPIs such as sales, brand loyalty and brand awareness

## 5. Social media marketing is highly measurable

There is a wealth of data available to determine exactly who you are reaching, who is interacting and who is engaging with you especially through Facebook and Instagram



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## Know Your 2020 Audience

When it comes to your consumers, you can never know too much about them. The more you learn, the better you can reach them and provide them with the products and services that are best for them. Using generation marketing to segment your audience will help you create marketing content that is more targeted and can reach more consumers. Each has certain marketing tactics they respond to better than others. To help you better understand each generation and how to target them, let's breakdown their characteristics and differences

