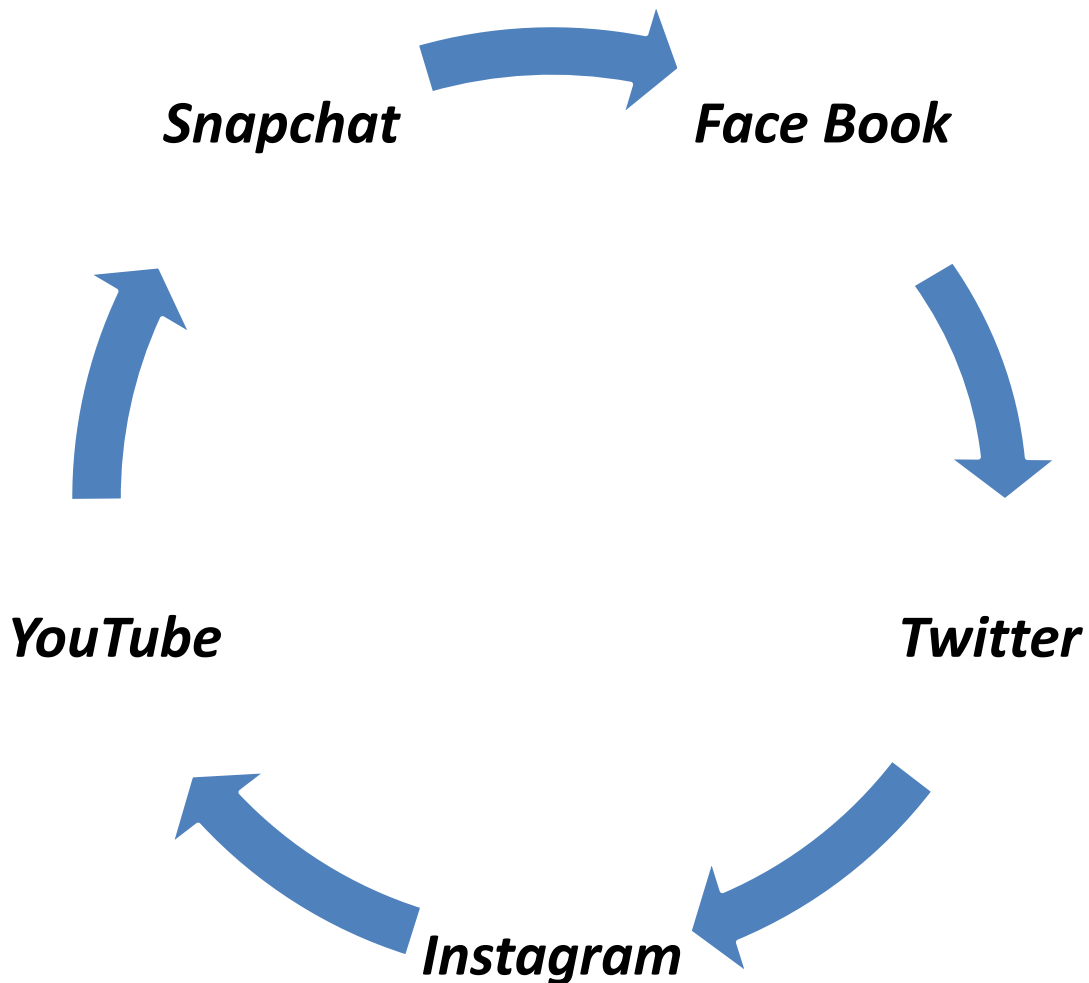


Social Media Marketing:

The Social Media Platform Cycle

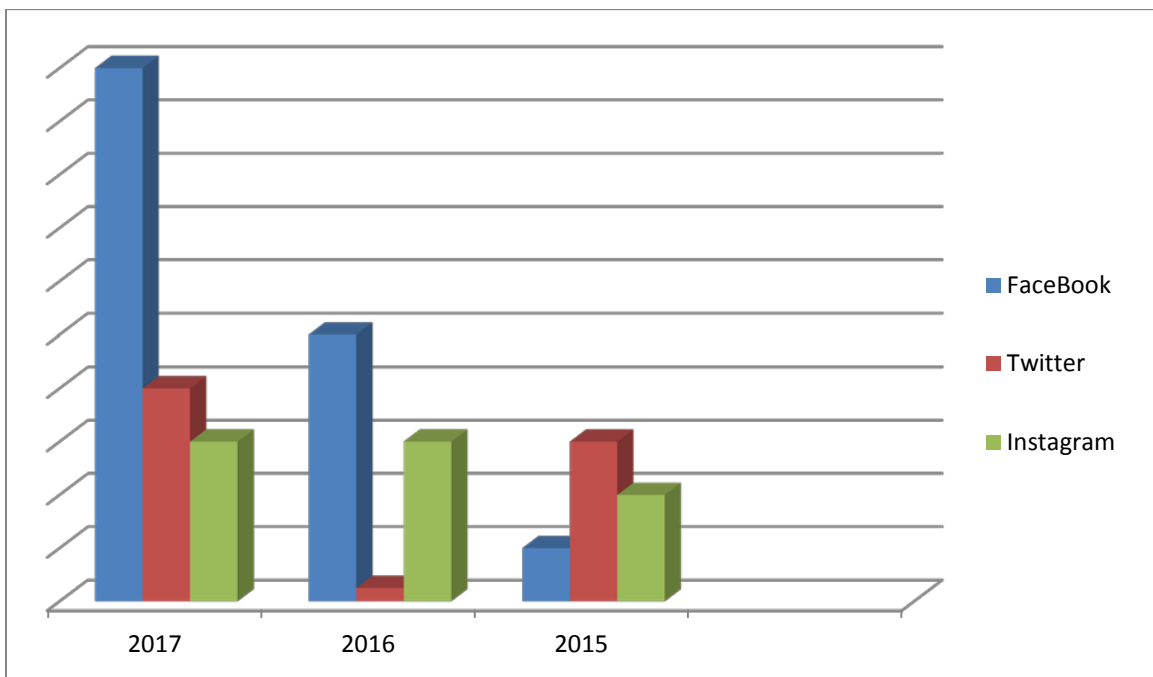


Social Media is the way to promote your business in this 21st Century, a.k.a— the 3rd Millennium. You'll agree that practically everything's online these days, and small to commercial size businesses are promoting their product or service on the web (and if your business isn't, I can help).

The graphic above is just a sample of the Social Media platforms that are being used to promote one self —and businesses are joining in. While it does take time and dedication to keep up on the many Social Media outlets, it's not hard and with a creative mind and the right content, you can grab attention to showcase yourself or brand.

Users on Social Media:

Let's take a look of how many people currently used Social Media platforms: According to statistics, the graph below gives a depth of how many users are *online* on a 3 year period



FaceBook took a big jump to Billions of users compared to Twitter and Instagram, could be the new features like 360 degree footage and the option to stream *Live*.

The Web is the new marketing tool and Content is very important. It only takes seconds for visitors *clicking* on your website to decide if they want to stay on your page or move on—so your content *is* vital.

A **Website** gives your business credibility and shows that you're in business. It gives a prospect a glance of *who* you are and *what* you do.

Newsletters can add value as they contain much useful information to prospects and existing clientele. Schools and Cities use Newsletters as an approach to keeping in contact with parents and their community.

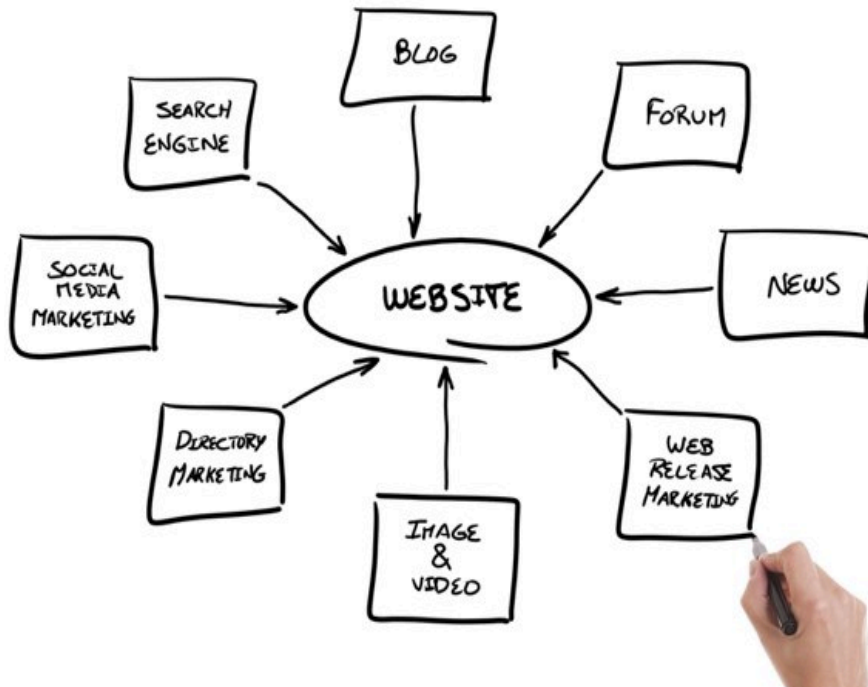
Social Media Outlets is the most popular with FaceBook, Twitter, Instagram, Snapchat, and So-On. Believe it or not, the Millennial Generation is a huge influence on how businesses are marketing. Yes, print marketing is still being used, but the web has come a long way since the late 90's. With an easy photo upload, quick text insert, and a push of a button—someone just advertised something through their smartphone or tablet.

But with the ease of online technology, an important factor on *how* a business succeeds also relies on Content.

Content that engages and provokes emotion is what you want to aim for. You want easy to understand “writing” that will also keep the attention of prospects from turning away—or in this case, from *clicking* away from your web page or post. The aim after all is to leave the reader wanting to know more—wanting to see more—wanting to hear more—*get where I'm going with this?*

What Triton CopyWriting can do to help you

Big companies fail to update their websites or social media platforms because they're too busy running the company. Even small companies and mom & pop shops need help maintaining their Marketing.



Because I'm a freelance copywriter, I work with your marketing team in person (if local) or remotely to craft and create content that will bring value to your web content. Don't have a Marketing Team? No problem! This is where my copywriting service will benefit you even more, and I'll work with your budget.

To recap: The right content will:

- ✚ Bring Value
- ✚ Attract and Hold Attention
- ✚ Keep Prospects Engaged
- ✚ Provoke a Call To Action

Don't delay and contact me [Today!](#)