



Influencer Marketing, Social Media Strategy  
and Online Reputation Consulting Agency

## **Today, being present on social networks is absolutely essential to drive consumer growth and retention**

The increasing use of the Internet has changed the behavior of French people and their consumption patterns.

France has today almost 50 million Internet users, and 92% of businesses are present on the Internet.

Whatever their age, social background, occupation or gender, almost eight out of ten French people have one or several social network account(s).



The Internet opens up unprecedented growth opportunities.

### **Exist and increase your visibility**

As 92 % of businesses are present on social networks, any company that is not active on at least one social network is invisible to customers. By using social networks, you also increase your visibility on search engines like Google.

### **Attract new consumers**

The advantage of social networks is that they are inexpensive. Today, each of your clients has on average 200 friends on social networks, i.e. a significant growth potential for your business, your brand, your products, your services.

### **Inform others of your activities and boost your revenues**

New products, new services, seasonal menu changes, organization of an event, etc. Attract new customers and keep in touch with existing clients through a tweet, a post on Facebook, a picture or a video on Instagram or Pinterest.

### **Get reviews and improve your offerings**

Your customers talk about you on review websites such as Tripadvisor, Shopwise, Ciao, etc. Pay attention and respond to posted comments (whether positive or negative).

By cultivating your customers you will build their loyalty!

So, identify what can be improved and increase customer satisfaction.

### **Create a community of loyal customers**

When you are present on social networks, your followers feel closer to you. They can talk to you, interact with you, discover your latest news before everyone else. You create an emotional connection between you and them.

### **Monitor and control what is said about your business**

People talk about you online behind your back. By building an online and social network presence, you will control your messages, manage communications with your target consumers, develop your corporate culture and connect with consumers.

In short, being present on social networks will help you optimize your visibility and boost your growth rate.



[www.ms-influence.com](http://www.ms-influence.com)  
[morgane@ms-influence.com](mailto:morgane@ms-influence.com)  
+ 33 (0) 632 311 108