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THE POWER OF SOCIAL MEDIA



According to [Statista](#), there are over 5 billion social media users worldwide today. That number is expected to increase to 6 billion by 2027. Here are some reasons why a social media presence is essential for small businesses.

BRAND AWARENESS

Data from Meta shows that 83% of Instagram users say they discover new brands on the platform. Those users can share posts with friends, further increasing brand awareness.

UNDERSTANDING CUSTOMERS

Social Media platforms such as Instagram and Facebook can help you aggregate data and define your target market.

COMPETITIVE ADVANTAGE

Small business owners should be mindful of where their competitors are at and if they have the advantage of a social media presence. By having active social media profiles, you can increase visibility through search results.

WEBSITE TRAFFIC

On Instagram, you can post URLs to your account bio and direct users to this link via a post on your feed. Giving users a taste of what your business has to offer through posts will intrigue consumers to want to know more about your brand.



Additional Resources

- [Why Small Businesses Need a Social Media Presence](#)
- [How to Use Social Media for Small Business](#)
- [A Guide to Social Media for Small Business Owners](#)