**5 WAYS SOCIAL MEDIA IS INFLUENCING CUSTOMER BEHAVIOUR FOR BETTER SALES**

Social Media is as important as breakfast and more relevant than the daily news today. It’s the primary mode of getting trending news, keeping in touch with friends and finding out the latest fashion or brand offers. The amount of social media consumed by customers can no longer be confined to particular time bracket or days. It’s easily accessible across multiple devices like the desktop, laptop and mobile at all times of the day.

For marketers, there has been no better time to reach out to their prospective customers. With social media, brands and marketers can reach out to them through social ads, regular posts and promotions, offers and latest launches with ease. With this gamut of information, consumer purchase patterns are also changing.

We’ve listed some key points on how social media is affecting consumer behavior and purchase patters:

1. **Being Visible on Your Consumer’s Newsfeed**

Brands need to stay relevant on a daily basis and they can do this by taking up a customer’s mindshare. Creating quirky, relevant and important information about the brand through regular social media posts will ensure that the brand post appears on the consumer’s newsfeed.

The key to attract a customer’s attention on social media is to create content and ideas that resonate with them and somewhere connect with them on a personal level. Customers will happily follow a facebook page or like a post if they connect with the content. Moreover, they will actively look forward to future posts by the brand.

1. **Building Brand Loyalty Among Your Customers**

While initially brands could communicate to their consumers only through traditional media like hoarding or print and TV ads, this limitation no longer exists. Customers who were earlier just users of the product are now becoming loyalists and brand ambassadors if they resonate with brand ideologies. The ‘like’, ‘share’ and ‘follow’ buttons make it that much easier for brand loyalists to share their love for the brand with their friend list.

1. **Customer Feedback is Public for All to See**

The customer is much more empowered these days thanks to social media. A bad experience can no longer be pushed under the carpet, brands will have to address the issue and rectify any faults to maintain the trust of their customers.

A quick response to customer grievance will pacify the bad experience and help maintain a long term relationship. Moreover, it will spread positive word-of-mouth among the brand’s community.

1. **Speaking to the Right Audience Segment**

There is so much data and customer details that social media channels capture, that brands can target their posts and promotions to the relevant segment. This increases the chances of driving traffic to the website and increasing sales.

Catching the relevant audience at the right time benefits both the brand and the customer. Customers don’t feel they’re being spammed by necessary ads and offers, rather they look forward to these brands who offer them exactly what they’ve been searching for.

1. **Active Social Listening to Stay Relevant**

With so much information available to customers, there’s a lot of noise and distraction and it’s easy to loose potential customers. Brand owners and marketers must conduct active social listening research to stay ahead of the consumer and predict his interests. These interests need to be matched with new products and content that will relate to him.

Social media relevance is much deeper and integral to a customer behavior patterns than its ever been. Brands need to continuously assess their social media activity and update it through interactive posts, videos, gifs and other innovative content to achieve customer satisfaction and maintain brand reputation. Many brands have built popular products and achieved business success through their social strategies.