



As technology brings the global marketplace within reach of just about everyone, today's businesses are seeing more and more of the value of social media to help reach new markets across the street and around the world. Statistics show, in fact, that a staggering 90% of companies today report that social media is an important tool for growing their customer base and their bottom line.

As important as social media is to businesses, a lot of organizations are struggling with how to use social networks effectively for customer communication, engagement and feedback.

At SADIM Solutions, we will walk with you through the journey of mapping out your social media strategy and back it up with a good content creation platform and the right communication skills. We not only aim to help you develop an interactive platform with your customers but also leverage the same platforms as sales drivers.

We will work with you towards the following:

- Determine whether your organization needs to have a social media presence or not
- Selecting relevant social media platform(s)
- Target audience research
- Managing your presence
- Generating content
- Measuring ROI

You can also speak to us about a tailor made in-house executive development program for your staff on Social Media Marketing, which give them a background and equip them with the right skills to make digital marketing work for your organization.

Get in touch; Email [info@sadimsolutions.com](mailto:info@sadimsolutions.com), Twitter: [@SadimSolutions](https://twitter.com/SadimSolutions), Website [www.sadimsolutions.com](http://www.sadimsolutions.com)