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The Ultimate "Middle Man"

During "**Best Business Practices Soundbytes**," a session at HMA's 2019 National Conference and Expo, business associate **Isaac Oswalt**, 21 Handshake-Founder/Owner, presented information and insight regarding Social Media Marketing. Here is his 'short clip.'

These days, we can get anything that we want via the Smartphone, aka the 'remote control' of our lives. By having immediate information at our fingertips, we've grown impatient, and more so than ever before, we covet our TIME.

So, as potential customers search for information, today's businesses now need to be a place for prospects "to click to." And **Social Media** is the ideal way to create attention, and get the conversations started.

- **Stats tell the story** – "The average that a United States user is on social networks is 116 minutes, per day. Seventy one percent of the United States is on Facebook, and the average user checks it eight times a day. The average time spent on Facebook is 35 minutes, per day. Instagram is the fastest growing social media platform. Google is the largest search engine and owns YouTube, the 2nd largest search engine.
- Social Media is the avenue to build a relationship when you're not "Face-to-Face" with your prospect. Your social media accounts should tell the story of your brand and business, and most importantly, show (not tell) why people should" engage in building a relationship with you.
- The days of 'only during business hours' are over! Social Media is "your digital sales channel ... operating 24 hours a day, seven days a week, 365 days a year ... to create and nurture relationships of those who choose to get to know, like and trust you, via the smartphone."
- **Bottom Line:** Don't keep anyone waiting. Use Social Media – the ultimate "middle man" – to engage your potential customers. Connecting online will earn you the opportunity to meet via text, phone, Facetime, and eventually "Face-to-Face."

Oswalt concluded his presentation with a special 'Thank you' offer when he said, "Send me an email – Isaac@21handshake.com – and share with me how you'd like Social Media to help your business. I'll provide you a one page customized "How," based on what we do for our clients – FREE."