



47% of Americans say Facebook is their #1 influencer of purchases.

63% of millennials stay updated on brands through social media.

46% of consumers count on social media when buying online.

72% of marketers think branded content is more effective than advertising.

Social Media Keeps You Connected

In our digital day and age, consumers want information fast. Through social media, your business is able to communicate directly with consumers, build lasting relationships, improve brand loyalty, and establish your company's presence online. Connecting with customers through social media has a long-lasting effect for your business. Let the social media team at Optimized work with you to create engaging social media campaigns that will get people talking about your company.