

SEO Positive Responds to News That 67% of Businesses Agree Social Media is an Important Marketing Tool

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Essex based online promotion company, SEO Positive, has responded to news that two thirds of businesses find social media an important marketing tool.

A recent survey by Econsultancy and Adobe has found that two thirds of businesses agree that social media is vital to their marketing strategy. The survey of 650 marketing professionals revealed 66% also believed it was integral to their overall business strategy and that 64% use [social media](#) for social brand awareness.

The survey additionally found that 44% of business used social media for marketing campaigns, while 25% use it for customer service.

Twitter and Facebook were the most popular social media tools, with both being used by 86% of businesses. YouTube followed with use by 59% of businesses and LinkedIn by 54%.

Ben Austin, Managing Director at [SEO Positive](#), has responded to the news with interest:

"As a company that offers social media management, this news naturally interested us. Social media is now such a vital marketing tool for businesses, and maintaining regular updates and communication with your customers can increase your profile as well as trust in your brand.

"This is especially important with social media now influencing search engine results more and more. Social media is another vital cog in increasing your search engine rankings and its benefits should not be ignored."

SEO Positive is continuing to watch these latest statistics with interest.

SEO Positive was established in 2007 by Ben Austin in Chelmsford, Essex with the aim of bringing effective yet affordable online marketing services to companies from all industries and backgrounds. The company offers a huge range of services including search engine optimisation, Pay Per Click account management, social media marketing and reputation management.

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