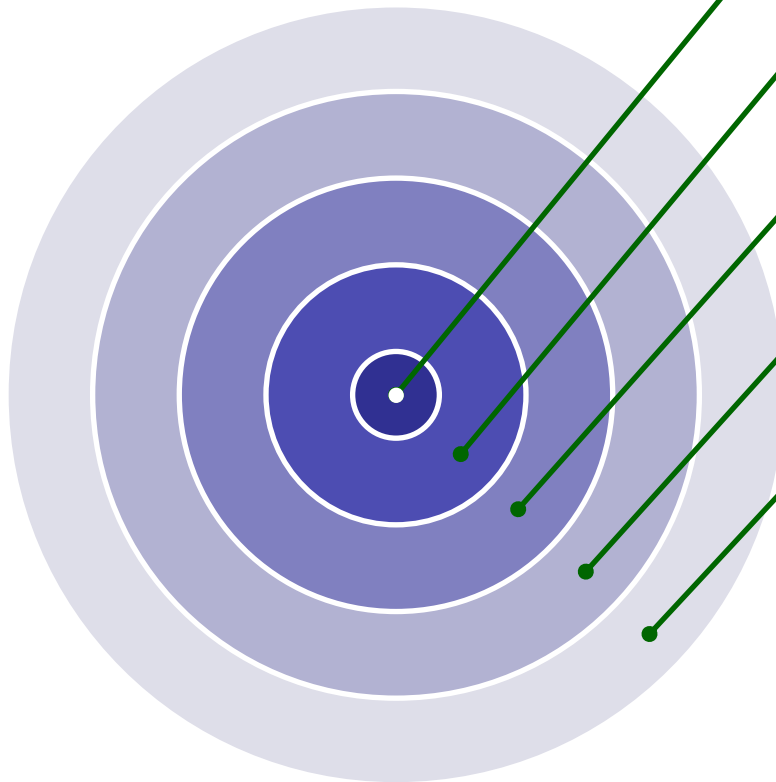


What to aim for when using social media

**“An archer cannot hit the bullseye if he doesn’t know where the target is.”
– Anonymous**



New business

Increased website traffic

Higher search engine rankings

More online interactions

Elevated awareness



Social media helps
build relationships