

Social Media Sister Launches to Help Businesses in the UK Thrive

A NEW business is aiming to make maintaining a social media presence more affordable for small firms.

KELLS, NORTHERN IRELAND, UNITED KINGDOM, September 7, 2021 /EINPresswire.com/ -- Entrepreneur Alex Snoddy from Kells Northern Ireland has set up [Social Media Sister](#) to offer such social media services.

She said the pandemic had made firms more aware of the value of an online presence for generating sales through channels such as Facebook, Instagram, Twitter and LinkedIn.

And Alex said having a social media presence was becoming even more crucial to firms as they hope to benefit from a bounce-back in the economy following the lifting of coronavirus restrictions.

Alex who formerly worked in financial services and in the NHS discovered early on in her career that she has natural aptitude for reaching out to people and achieving results.

She now wants to put these skillsets to good use in a community focused way by enabling smaller business market themselves more effectively. Whether home grown or within the high street, she recognises the value of maintaining the diversity of independent shops and businesses and understands how challenging a time it's been for that particular sector.

She said she hoped Social Media Sister, a [social media marketing agency](#) could help firms optimise their growth by offering social media services on a contract-free basis.

She said: "Small business is the very foundation and bedrock of our local economy.



"Whether it's the construction sector, local restaurant, bar, bakery, hair and beauty salons or any small retailer, it's vitally important to plan ahead and factor in optimum growth.

"We recognise that small businesses need to capitalise on the economic recovery, but due to the pandemic, many have limited finances to resource their necessary marketing.

"With many competitors charging exorbitant fees and tied-in contracts, Social Media Sister offers our services in a dedicated and personal way, reaching target sectors at a fraction of the cost, yet factoring in the no contract approach that small businesses require."

She said research had demonstrated that firms were often too busy running their businesses to attend to their social media presence.

"After a day's work, many identified that the last thing they wanted to do was foster their online presence, stating that they 'know it's important but just don't have the time" and they wanted to dedicate themselves to the running of their business in its entirety.

"But Social Media Sister intends to address this gap enabling small business to grow effectively and championing their needs in a quality and affordable way.

"In uncertain times, it is more necessary than ever to reach out, capture and sustain new business based on social media presence and I think the pandemic has highlighted that.

"Social Media Sister can help firms do that."

Alex Snoddy

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