

Blab Media has been offering social media solutions to businesses in Windsor-Essex for almost eight years. We've witnessed the shift towards digital marketing first hand and have seen the impact it's had on sales, customer service and brand reputation. As the landscape changed, so did our services. While some clients invest in robust strategy documents, others require maintenance of their social accounts, hands on training, or content creation for their blog/website. Whether it's artisans working out of their own homes or multi-million dollar companies, Blab has experience providing social media solutions to a wide range of industries and the list keeps growing over time.

As more businesses recognize the role that social media marketing plays in our lives and the impact that it has on purchasing decisions, they're shifting their budgets towards more engaging campaigns and ideas. Branded hashtags, social contests, live videos or behind-the-scenes access; social media has opened the doors to a new and uncharted territory for marketers. It's less about direct selling and more about providing value.

Windsor-Essex is presented with so many interesting and unique opportunities when it comes to integrating social media locally. Traditionally, we're years behind other bigger cities world-wide where agencies and businesses have been forced to think outside of the box for years due to large populations, expensive advertising options and a long list of direct competitors. Luckily, this can work to our advantage by providing us with a vast array of case studies we can learn from and adapt to on a smaller scale.

There are more opportunities to really shine using social media and digital marketing tactics in our community due to our slow rate of adoption when it comes to what's new, trendy, and now. Local businesses can see great success with minimal effort as the space isn't yet crowded with contenders and big players. It all comes down to having big, bold ideas and the right team to help you execute them.

A great strength of social media marketing has always been its ability to level the playing field. It provides businesses of all shapes and sizes, in all parts of the world, with any budget, access to the same tools and software for success. It gives small businesses the ability to compete with larger competitors and industry leaders just by giving them a platform and an active audience to engage.

Social media is more than just another tool in the marketer's belt, it's a fundamental shift in the way we communicate, share and engage. It's no longer a passing fad or an optional item on the marketing checklist, it's a required investment for future success and businesses in Windsor-Essex need to step up to the plate.

Katie Stokes
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