
MARKET FACTS!

MARKET FACT #344

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70%

MORE LIKELY to purchase from a brand happens when the customer already follows the brand on Social Media. It's like a validation card.

DATE: September 11, 2024

COMMENT: Marketers, Advertisers, CMOs, CEOs, businesspeople, entrepreneurs and salespeople alike should be aware of this stat, which surprisingly was A TEST on [how ChatGPT is bringing relevant data points to World Markets](#). And it's true. Brands, Companies and INFLUENCERS have a stronger probability of reaching a sale if they have strong online presence. It's like "proving" you're not a dinosaur brand, so to speak. Are you on social? Maybe you should try some social. It's a smart move (depending on the network).

A MESSAGE FOR BRANDS

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