

Why It's Never Too Late to Make an Impact Online

Meet Bob. He's a highly-educated, established professional, who is well-respected in his industry. Perhaps he even runs a successful business, and has extensive experience in his field of expertise. He attends a networking event and someone asks to add him on LinkedIn. He pulls out a business card instead.

If Bob's experience sounds like yours, it may be time for you to start thinking about how you can build an online presence and make an impact online.

Of the 3.5 billion Internet users in the world, [3.03 billion of them are active social media users](#), and these numbers are set to keep rising. The Internet is not a fad that will fade; it has become a part of our daily lives, and is here to stay. The ubiquity and pervasiveness of the Internet have rendered an online presence a necessity, and a crucial part of building your network and engaging your audience.

What's holding you back?

You've gotten this far without an online presence, so do you *really* need it now? The simple answer is, absolutely! Across the major social media platforms, the large majority of users fall into the Millennials camp, but that doesn't mean that social media is off-limits to the older generation. In fact, it is even more important to get into social media *because* of it! In order to stay relevant and engage the younger generation, creating and building an online presence cannot be trivialized.

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What are the benefits?

Social media is a great way to reach your audience and target market, wherever they may be physically. It allows you to build up your influence and reach by engaging your audience on the platforms they favor, and connect with them in a way traditional media doesn't allow. Being active online doesn't mean engaging in self-promotion. Rather, it's a way of using digital tools to distinguish yourself and convey the correct tone of your brand.

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On a personal level, social media is a great way to stay connected with friends and family. As the world grows increasingly more globalized and interconnected, it is not uncommon to have a child living in London, siblings retired in Bangkok, or a best friend who has relocated to Sydney. Being online gives you a chance to maintain these relationships, and remain a part of their lives. Social media isn't just about selfies – it's a vital mode of communication and strengthening bonds.

How do you get started?

So, now that you've decided to join a social network, which one is the best fit for your needs? As a business professional, the logical first choice is [LinkedIn](#). This social network geared toward businesses and professional development is the best place for you to get started and start building your online presence. The best part? You don't even have to be social!

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Once you've got the hang of these two basic social networking sites, you'll be able to grow into other platforms to connect better with your audience and target markets. With time and practice, you'll definitely get the hang of social media and networking online!