

A hand is holding a smartphone, with the screen showing a blurred background of social media icons. The icons are 3D cubes with various symbols: a group of people, a cloud, a speech bubble, a play button, a globe, a gear, a dollar sign, and a magnifying glass. The background is a soft-focus image of a hand holding a smartphone.

Seven Mistakes That Will Sink Your Social Media Marketing Strategy

Having No Social Media Plan

Starting a business without a business plan is a recipe for disaster. This holds true for social marketing also. You must have a plan in place on both the macro and micro level to see a successful ROI with your social marketing. Determining the best social networks to engage your target audience, creating posting policies and procedures, monitoring social conversations, making it a point to measure social metrics, charting a new course when needed: These are just a few of the many details that must be covered in your social media plan.

Focusing Your Energy on the Wrong Social Networks

Are you shouting in an empty room? In order to have a successful social marketing strategy, your business needs understand its target audience. Find out where they hang out socially online and better yet, find the social networks where they engage and interact most on a regular basis. If you are going to shout, at least make sure the right people are there to hear what you have to say. And of course, when you pick the right social networks, those same people will want to hear what you have to say.

Failing to Engage Your Audience

Can you hear a pin drop on your social networks? Instead of blaming the silence on your fans and followers, take a long look in the mirror. Or better yet, take a look at your social conversations. Are they one-sided? Do you talk to or talk at your social community instead of talking with them. Treat your social conversations like you would your “real world” conversations. Engage your audience with questions and interesting content. Then, when your fans and followers respond, make sure you listen, follow-up and continue the conversation.

Treating Social Network Content As Sales Content

Want to lose all your fans and followers – or worse yet – turn your social community against your business and brand? I hope not! But if you do, then you should treat every interaction as a sales call. Leave sales to the sales team. Use social media as a tool to engage your community with valuable information, to create goodwill by sharing and curating content, and to build trust.

Ignoring Social Media Measurement and Metrics

Surely you've heard the quote, "Insanity is doing the same thing over and over but expecting different results." Well, what if you don't even take the time to look at the results and how you got those results? That is much crazier and it is also a path to failure in social marketing. Your business must look at social data and metrics to see what is working and what is not working. You must also know what to measure and which metrics mean the most to your business. Ignoring this aspect of your social strategy is a big mistake.

Underestimating the Resources Needed for an Effective Social Strategy

Many businesses underestimate the time and energy needed to create and implement a successful social media marketing strategy. Assigning an intern or employee to check in on your social networks from time to time and to post with no defined strategy is a mistake that can not only hurt your social marketing but also damage your business and brand. As with any successful business initiative, you must not only decide to move forward, but you must also dedicate the resources to move forward successfully.

Sticking Your Head in the Sand and Ignoring the Ever-Evolving Social Landscape

When you blink your eyes in the social media world, you miss a multitude of changes and innovations. Social networks are always introducing new features and businesses must quickly respond in order to stay ahead of their competition. If your social plan and social team are not flexible, agile and fast to adapt, you will get left behind by your social community and competition.

Can you keep up?

ABOUT SOCIALFACE

Socialface is all about conservation and engagement. Our team and partners live and breathe social media and digital marketing and have wide ranging experience across business, marketing, digital and sales.

As one of the first social media specialists in Australia and now operating globally, socialface has the knowledge to help you make the most of social media in your organisation. Socialface is focused on the real business benefits possible through social media and our people know business just as much as social media.

It's time to reclaim your time, focus what makes the difference in your business and remove the overwhelm of social media.

We'd love to help, find out more on www.socialface.com