

# Social Media Marketing Do's and Don'ts:

## Introduction:



Social media marketing (SMM) is a powerful internet marketing that is a way for companies of all sizes to reach potential customers. But simply having a presence on social networks is not enough; you need to know how to use it properly and be aware of best practices if you want to impress your customers and generate a solid ROI. If used and managed properly, social media can help increase brand

awareness for your business, drive traffic to your website, increase your customer base, and even increase revenue. Your customers are already interacting with brands through social media and if you are not speaking directly to your audience through social platforms such as Facebook, Twitter, Instagram, and Pinterest, you are missing out! Good social media marketing can bring significant success to your business, creating dedicated brand supporters and even increasing leads and sales.

## Do's and don'ts

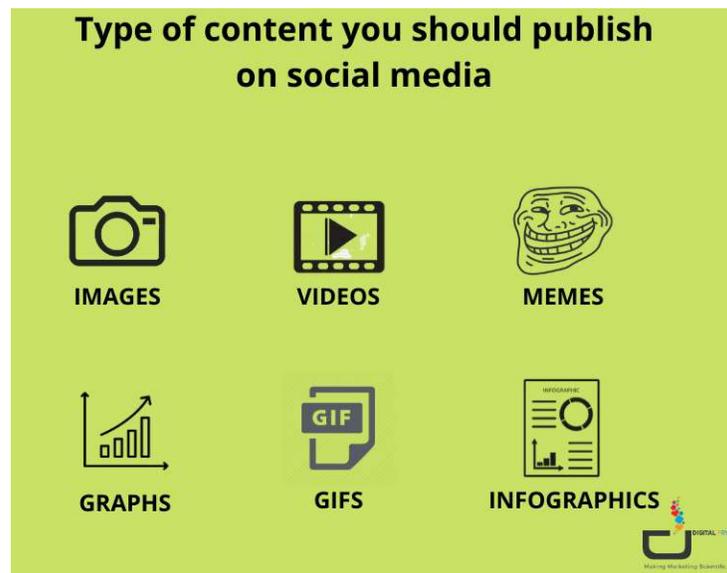


### Do's:

**Make sure your profile is complete:** Before publishing, social media profiles must be 100 percent complete. For some social media marketing platforms like Twitter, this is easy. You need little more than a short biography, a profile photo, a location, and a link to your website. If you use Facebook, you will create a

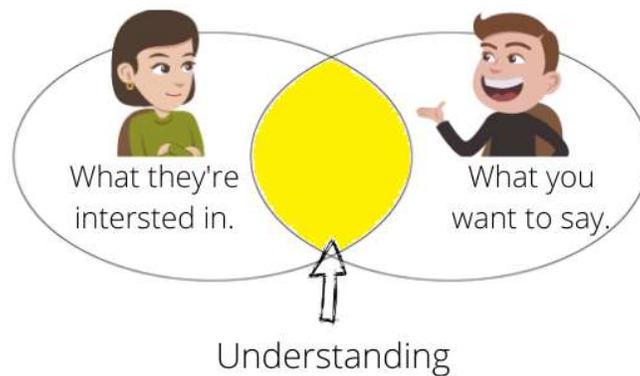
Facebook business page, which contains much more detailed information. Take the time to access each social media platform you use and add this information. Don't just copy and paste it from one platform to another. You want to use a similar language from Facebook to Twitter and Instagram, but that language shouldn't be identical. Your customer service manager does things for your customers on the Internet and sees how this translates into sales.

### Use various types of media:



Just like the way you don't publish text-only blog posts (because it would be boring), you also want to vary the types of ways you are providing information to your audience. With just a smartphone, a video editing app, and a YouTube account, you can create videos to share on various social media platforms. There are tools available on the Internet to create your shareable infographics and even more information on how to make a fantastic one.

## Understand Your Audience:



The social media marketing expert can help you discover demographic data and research, but knowing your target audience at a basic level will be valuable for when and what you publish. Remember that regardless of who your audience is, they will be looking for you on social networks. In fact, 41 percent of Americans say it is important that the companies they interact with have a strong social media presence. The 80/20 rule statistics that 80% of your social media strategy focuses on should be your audience or how your brand can help them. Only 20% of the strategy should relate to its brand. Therefore, to be successful in social media marketing, you must first understand your audience.

## Publish regularly:



Companies often wonder how often they should publish on social media and, although it may be somewhat subjective depending on the sector, consistency is the key. You want to publish often enough to stay in the minds of consumers, but not so much that they find it annoying or repetitive. According to many research studies, this is the right frequency for companies to meet on the five main platforms Such as a

Facebook: once or twice a day during the week; once a day on weekends.

Twitter: three or five times a day

Instagram: seven weekly

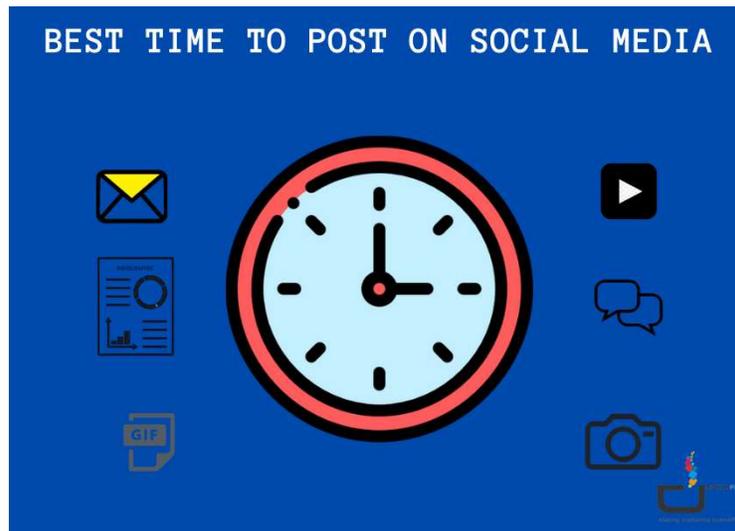
LinkedIn Business posts - Every day (20 a month from Monday to Friday)

Pinterest - Three times a day

## Don'ts:

**Don't use all social media platforms:** Many social media marketing platforms available have a slightly different purpose and user base. For this reason, not all platforms will necessarily integrate or adapt to your type of business, ethics, or goals. As tempting as possible, you should avoid setting profiles on all channels just to have a presence there, as this can dilute your brand and do more harm than good. Going back to our example of a financial services business, it would be inappropriate for a company like this to establish an Instagram or Snapchat profile. On the other hand, LinkedIn, Facebook, and Twitter would be very suitable for the type of content that this type of company could share. Get to know your audience and choose carefully.

## Do not forget the best times to post:



Posting on social media is an art in itself. Think about your personal use of social media for a moment. You probably have that friend who just doesn't know when to quit smoking. They publish everything from breakfast to business travel to

what they cook for dinner. It's annoying, isn't it? Finally, stop following or even stop being friends with this person. Don't be the commercial version of that friend. Your customers worry about what you have to say, but if you abuse that trust and post every hour, you will lose customers.

**Don't spam your followers:** Feeds don't spam your audience by repeatedly posting unnecessary information or the same information. If you constantly flood your followers with the above several times a day, they are likely to hit the "stop following" button very soon. Quite right! Make sure your posts don't revolve around the same topic, the same irrelevant and useless information or topics.

**Don't forget your links:**



The goal of publishing on social media is twofold: you want to get more likes on your social media page and you also want to guide customers to your website. You can't reach the end goal if you're not connecting customers to your landing page, blog, or e-commerce store. Don't just trust your customers to see and click on your website URL on their social media profile. With every post you publish, hyperlink to your site.

**Conclusion:**

Posting on social media marketing is definitely on your to-do list while executing marketing. It is true that it is not very tall there. After all, your immediate focus



may be on local marketing. You still don't need everyone to find you. However, once your business grows, you will want to expand your customer base. When a customer searches for it online, they not only expect to find a well-designed website, but also a strong social media presence.