

13 Things to Remember About Social Media Marketing

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1. **You must have a strategy** - When you post content with no thought or planning, your chances of success are greatly diminished.
2. **Pick 2 platforms and start with them** - Instagram, Facebook, Twitter and LinkedIn, YouTube, Pinterest, Periscope
3. **Followers** – the best are those you already have a relationship with. Then add meaningful new followers like new contacts, people you have something in common with. Use ads for new ones. NEVER pay for fake followers.
4. **Content** – it is about relationships, engagement and not pushing your product or service. 90% good, interesting, relatable content....10% promotional.
5. **Hashtags** – must be used properly. 1-2 on twitter. 5-11 Instagram. Facebook NONE Sharing from one platform to another is not effective for success.
6. **Be consistent** – in post frequency and in your message. Schedule in effective as you can plan ahead. Do not spam by posting too much all at once.
7. **Check spelling and grammar** – typos happen but you want to be sure people understand what you are saying.
8. **Engage with others** – in groups, respond to comments, reviews, and thank people for sharing. It is about relationships, meeting new people, conversations, educating and engaging.
9. **Budget** – for an ad campaign on Facebook, content, management, email marketing.
10. **Who is your target audience?** – everything revolves around that! This is who are you speaking to when you compose a post, who ads are geared to.
11. **Remember your business image** – project that in all that you say and do. Avoid personal opinions
12. **Trends** – use them when they apply. Use common sense and don't try to fit a post to a trend.
13. **Acknowledge Feedback** – even if it is negative as that is your opportunity to grow, improve. Thank people for their comment. Be professional. Do not fight or argue.