



SILVER Monthly (1) Social Media Marketing Strategies

✓ You Need to Decide Who You Want as Your Social Media Audience

One of the most common mistakes made by firms on social media is to think that all followers will be good for them. There is little point having somebody as a follower unless he is likely to take an interest in the content you share. This is probably the biggest problem with buying fake followers, fake followers don't engage with your account. Some aren't real people at all, merely bots. They certainly won't make future customers. These people, whether they are real or fake accounts, will not spend any money on your products. They will not refer people to you. They are of no value to you at all.

Look back at those goals you set up. Make sure you have a plan on how to get your followers and your customers. There is little point having social media followers who can't help you work towards meeting your goals. In most situations, you want your social media followers to be of a similar type to your intended customers. This is particularly relevant if you sell products to a geographically distinct market. In that case, you will not want to have many followers from regions and countries where people cannot buy your products.

✓ Understand Social Media and Your Audience

The first thing is to understand social media. For business, it can be complex and with a real learning curve. There is a lot to learn and including researching programs that will help. This will be presented at length in Gold and Super Star memberships. Do your research before you get in over your head. Know which social media platforms will work for your product and what you will have to do to be noticed.

Not all social media audiences are alike. Different types of people use social media in varying ways. If you're going to meet your goals, you need to be using the same social media networks as your target audience. Similarly, if you intend

to engage in influencer marketing, you need to ensure that you engage influencers whose audience matches your target market. Last point, know what each platform requires.

✓ **Plan the Types of Content You Intend to Share**

Of course, to be successful on social media, you will need high-quality content to share. One of the biggest mistakes that businesses do is to share excessive promotional material. Remember, social networks are designed to be social – they were never intended to be a marketplace for you to sell your products. Building relationships with your customers is key.

Therefore, you need to balance the content you share socially, to be a mixture of informative and entertaining items, with a small percentage of promotional material added in. You will also need to like and share other peoples' content. This is probably the most significant reason that most influencers gain that status. They know their audience well and create the perfect content to interest their followers. As a brand, you need to do the same.

If you have previously determined your goals and discovered what works (and what doesn't for your competition, you should have a reasonable idea of the type of content that will resonate with your target audience. There is little point creating content for other types of people who will never help you meet your goals. Will you use videos, pictures, webinars, podcasts etc? Line it up based on your goals.