



SOCIAL MEDIA TIPS

- Effective marketing is the balance of trust and attention. Without either one, it's hard for your business to grow.
- Don't confuse "Likes" for engagement. Your content should compel your followers to take action.
- Marketing yourself is not a one-time event. It's an on-going process with consistent & persistent effort.
- It's better to post un-polished content that's unique to you than to post high-quality content that everyone else has too.
- Social media is for sharing who you are, not just what you do. If there are too many "commercials" people will change the channel.
- Your posts should create value for your intended audience. Solving someone's problem is the quickest way to gain their trust.
- Track activity and document results. Business doesn't grow from work that didn't happen.
- Don't get "shiny object" syndrome. The best tools are those you actually use.
- Successful brands are authentic. Authenticity is about knowing what you can't do just as much as what you can.
- Use software to pre-schedule your posts. It saves time and allows you to interact instead of focusing on the next post.
- Use recommendation and review features on social platforms. The best endorsement is from someone you've already worked with.
- Comment on people's posts and start conversations. Don't just like their posts and hope they notice.
- Successful social media marketing isn't doing a lot of things really well a few times, it's doing a few things really well a lot of times.
- Be quick to implement and slow to change. Results favor those who are patient.
- Don't confuse marketing and sales. One gets their attention, the other makes them a customer.