

Are You Making These 10 Social Media Mistakes?

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Introduction.

Social media marketing is a very effective form of marketing when used properly. Unfortunately, there are a lot of ways to make mistakes. Thankfully, by using this top-10 social media marketing mistakes list you can avoid them.

Mistake #1: Focusing on Media Marketing

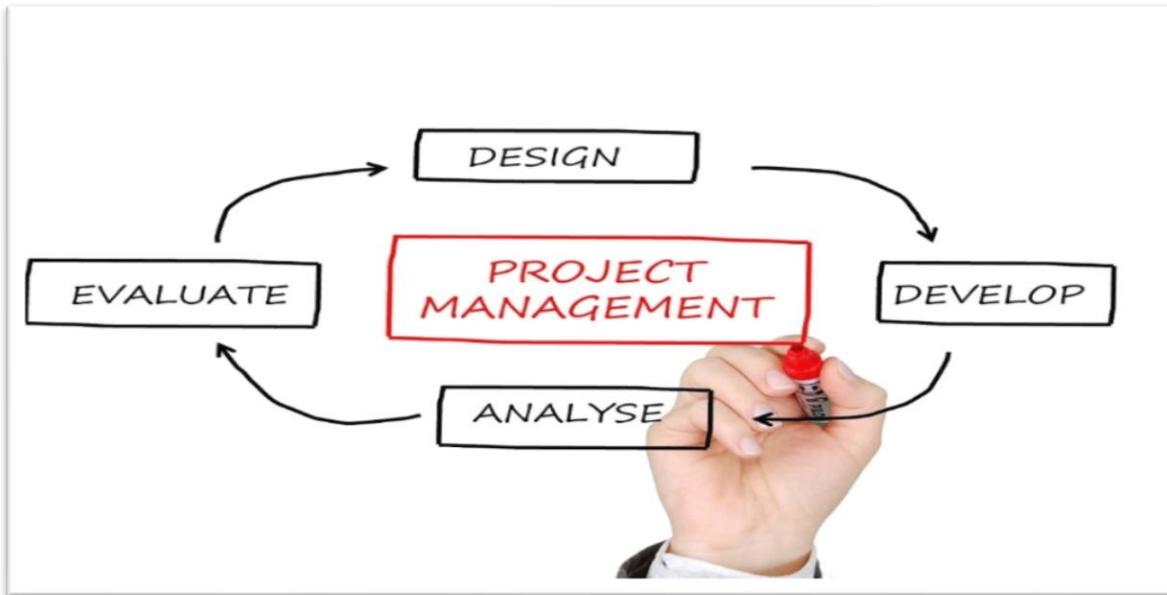


Put the **social** aspect first in social media marketing.

Focus on building relationships and connecting with your audience.

- Be responsive to their comments, questions, and concerns.
- Join groups that consist of your audience.
- Help others and adhere to the rules.
- Create active communities on the social networks for your audience.
- Participate in helpful activities and create a social group that has a common interest.

Mistake #2: No Detailed Social Media Strategy



Plan before you market it on social media. Posting on social media without a having a well-planned marketing strategy is not going to get the results you want. You must match what you post with what you plan to promote. You'll want to use social media to get the word out about your blog posts.

You'll also want to educate your audience about your offers in a way that is not overly promotional. People do not go to social media platforms primarily to make purchases. They go to social media to socialize and to learn from others.

Mistake #3: Not Listening to Your Audience



Once you develop a community on social media, give your audience your attention, and really listen to them. It's amazing what you can learn from your community. You can learn what types of information they want by noting the questions they ask.

You can even join other people's groups to get this information, if you don't have a community of your own. Many questions that are asked in groups can be used as the basis for product creation, blog posts, and more.

Sometimes you also need to listen to what is not being said or read between the lines. In addition, listening doesn't always mean someone is talking. Actions can speak louder than words. Remember to watch what your audience does and learn to put a priority on them.

Mistake #4: Focusing on You Instead of Your Audience



There is no doubting that you are unique. You bring your personal style to your brand. You also bring something to your niche that no one else does.

However, it's important that you learn to focus on others. Many marketers can seem quite self-centered sometimes, especially if they are also influencers in a niche.

Keep yourself grounded and realistic by practicing gratitude. Always answer the questions, "How can I help them?" and "What's in it for my audience?"

Mistake #5: Not Being Transparent



Some business owners try to be what they think others want. They create personas and live a double life – one of the business persona and one of the real person. They hide behind a business name and fail to disclose information in an effort to keep things secret.

People love transparency in all aspects of life. They want to know who their true friends are, if there are any hidden costs, what the fine print has to say, who is behind the products and services they are considering buying.

In a world where successful businesses are built on trust and building relationships socially, a lack of transparency will cause customers to feel you're untrustworthy and therefore steer clear of what you have to offer.

Mistake #6: Not Knowing Your Audience



If you have no idea who your target market is, it'll be impossible to market to them properly. This includes connecting with them socially. Knowing who your target market is prior to turning to social media will make it easier to attract and interact with your audience.

Many social media sites provide tools to help you market but you have to know the standard demographics of your audience in order for them to do their job properly. Do your research first. Investigate each social network's suggestions about choosing a segment of people to send your information to.

Mistake #7: Posting Topics Outside Your Niche



With social media, keeping your accounts actively producing content is important, but it can be a daunting task. When you're running low on ideas, it's tempting to post information that is unrelated to the niche, but this can be a huge mistake.

People follow your page or join your group, based on the descriptions you give, the niche you represent and the information you provide. While it's perfectly okay to broaden the topic, be cautious that you don't go too far.

If you have a page about living a vegan lifestyle and suddenly start talking about cooking meat-based foods, chances are your readers will be in an uproar. Stay on topic and your audience will be more engaged, stick around longer, and trust you more.

Mistake #8: Not Choosing the Best Platforms

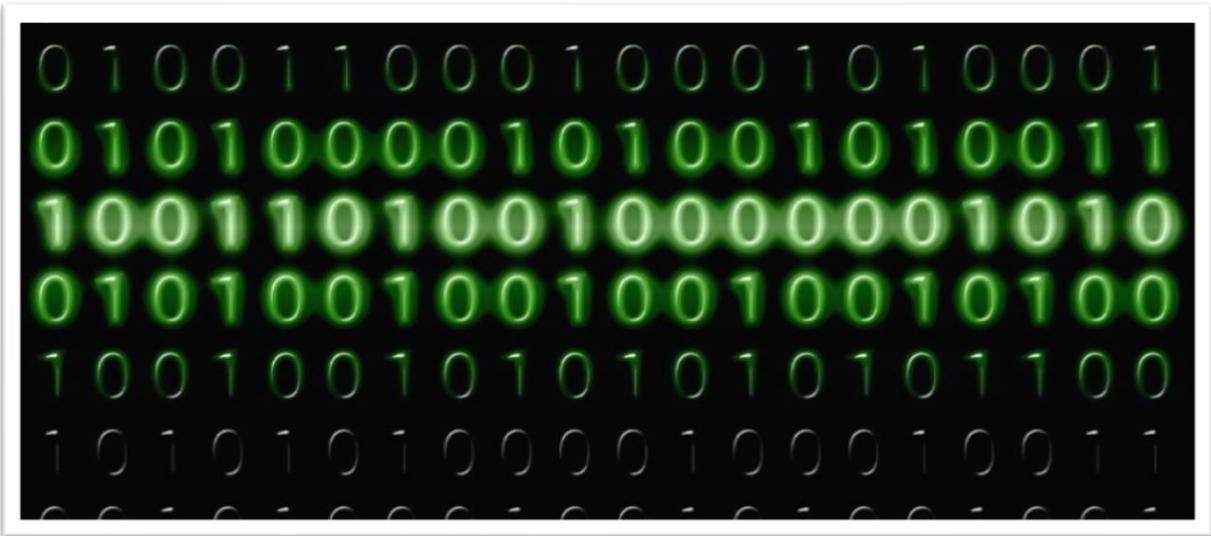


You really don't need or want to be on every social media platform. In fact, it would be a huge drain on your time and resources to try to do so. Instead, choose 3-5 networks popular with your audience, which also work well for your niche topics.

On these networks, create amazing profiles, and develop a plan of action that will advance your overall business strategy. If you want to, you can create profiles on new networks to test them out. Doing this can also help you keep your brand consistent over different platforms.

You never know when your audience will migrate to a new platform so it pays to be ready. But, start by choosing the best platforms for your audience based on their preferences and your needs.

Mistake #9: Automating Too Much



Automation is terrific. It enables you to get more done in less time, but it does have a down side. One of the negative aspects of automation is that there's less relationship building and personal interaction, both of which are vital to a business's success.

A good rule of thumb is to automate items that don't require interaction and engagement. Everything else you should do in person or hire someone to do it on your behalf.

Mistake #10: Promoting Without Adding Value



Each social network has a different personality, specialty, and promotional rules. For example, on Twitter, you can post the same offer more often than you can on Facebook.

People love information and tips that add value. They hate being constantly bombarded with product pitches. Make it a habit to post 3-5 informational pieces of content before promoting a product or service. You'll get a lot more response.

Conclusion.

These 10 social media marketing mistakes can be costly. But, if you take the advice you've been given, you'll be able to avoid the mistakes or fix any mistakes you've already made.

I hope you found this short report useful, and it has opened up some possibilities for you on how to see more success online.

If you would like to take the next step with your social media marketing, click the link below now...

