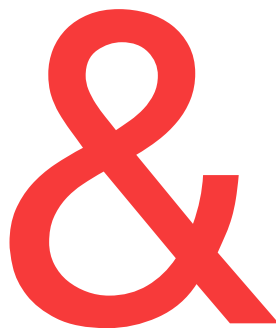




5 Reasons

Your Small Business

Social
Media
Efforts Fail



What You
Can Do
About It

media
sw♥♥n



Getting passed the “f” word.

F^ailure

The “f” word often defines our success with social media. Sometimes, we just simply **fail**. We don’t fail because we have no idea what we’re doing though. We fail because we know just enough information to be a greater danger to our business than benefit. After all, creating a social media account is very simple.

“ The problem is, we confuse simplicity with ease, which leads us to make big mistakes with our small businesses on social media. ”

We know the drill. You did a web search for social media tips and strategies. You started following tutorials and guides that you found online. Then you realized you did everything you were “supposed to”, but ultimately failed to make social media worth your while. Guess what? It’s not your fault!



You were led astray by everything you read. Most of the information you’ll find online about social media isn’t targeted towards small business owners. It’s targeted at high-value startups, mid sized companies, and corporations that need to employ different tactics than a small business owner in order to succeed.

1

Nothing but business.

2

Less is more.

3

Cheating is losing.

4

Inconsistent engagement efforts.

5

It's all about engagement.

We want to give you the five reasons your small business social media efforts fail, and provide you with concepts that you can immediately implement as a small business owner. These tips aren't for giant corporations like Apple or Google. They're for small business owners just like you.

These five things are for the business owners that work too hard creating excellent homegrown products and services to even consider using a large business approach to social media.



After all, entrepreneurs like us are a different breed; we learn from our failures. We use opportunities like this to take a second look at what we're doing so tomorrow's social media results look better than they did yesterday.

1.

Nothing but business.

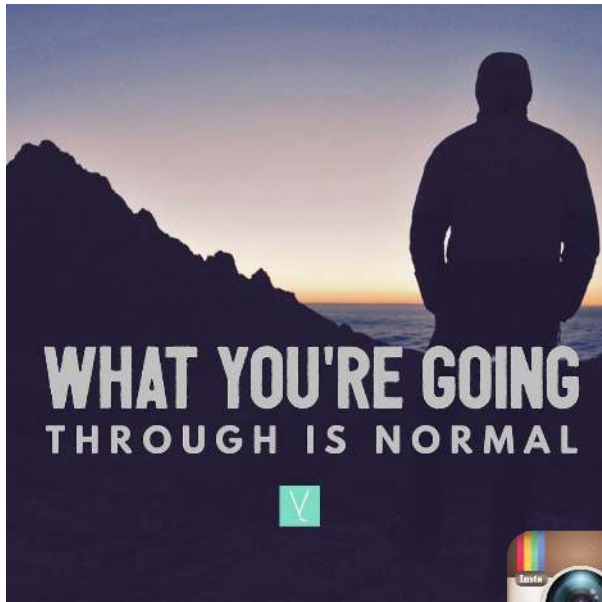
Have you ever had a friend that tries to sell you something from one of their business ventures every time you get together? You know, the kind of friend that you ignore calls from or pretend you're in a deeply private conversation when they come around at a party.

Guess what? That's also one of the biggest mistakes small business owners make with social media. Instead of building relationships, business owners often spend all day trying to sell their products and services. No one wants to get pitched to all day long.

The **six** to **one** Rule

Around **six** days week, the content you publish on social media should be engaging and inspiring, while the other **one** day should include selling your products and services.

Try being human.



Share an encouraging thoughts and imagery.



Post daily inspiration that peps people up.



Share positive quotes the give hope.



2.

Less is more.

It doesn't take a lot to make social media marketing start working for you. Small updates and engagements can really be valuable to your small business. Don't try to squeeze thirteen paragraphs of text into a Facebook post. Ask yourself what few ideas matter more than anything; then ask yourself one more time. Share the best single idea you have. It doesn't need to be more complicated than that.

Good Social Posts

Quick, easy reads.
Right to the point.
One call to action.
Tells a story.
Quotable thoughts.

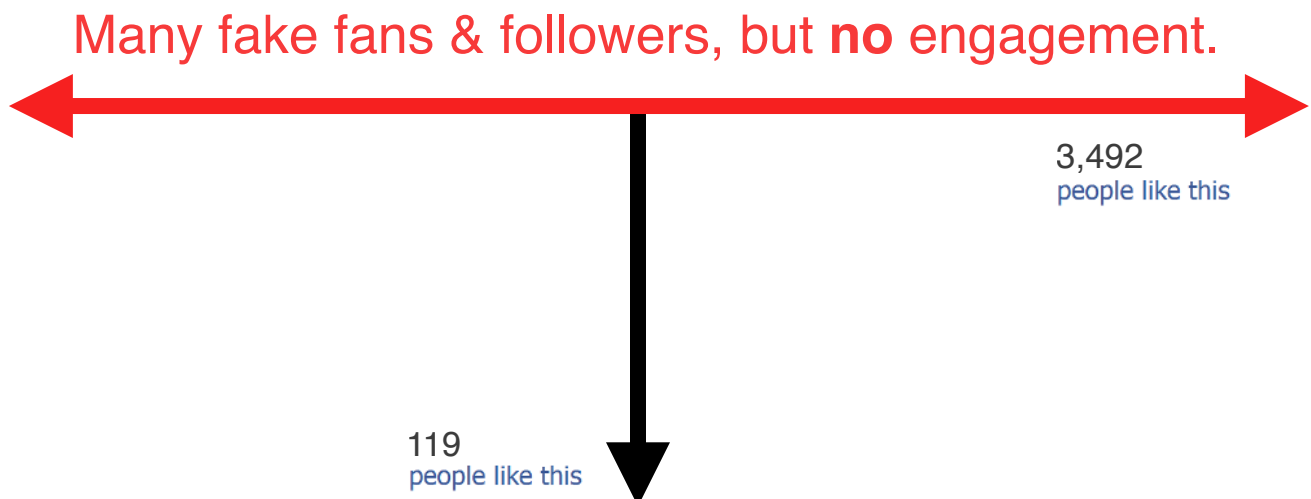
Bad Social Posts

Long, boring posts.
Lots of extra info.
Many possible steps.
Tells a life story.
Unmemorable.


3. Cheating is losing.

Buying likes and followers may make your profile look impressive on the surface, but will actually hurt you in the long run.

The ideal social media presence fosters a community of people who engage not only with your brand but each other. People like to be heard. If all your fans are fake, they can't interact with you, and they definitely can't give you any money. It's more important for you to grow your social media audience by going deep rather than wide. If you have a small audience, engage with them instead of buying them fake friends.



Fewer likes and followers, **real results!**

The background of the page is white and filled with numerous faint, light blue circular icons representing various social media and technology brands, including Facebook, Twitter, Instagram, LinkedIn, and others. A dashed red line runs diagonally across the page, starting from the bottom left and extending towards the top right, passing behind the central text box.

Buying fake fans and followers
does all sorts of other
disservices to you and your
business too. Tactics like this can
cloud your analytics, get your
account banned, and even make
you look ridiculous to customers
who know that's what you did.
After all, you're not the only one
who knows about this little trick.

4.

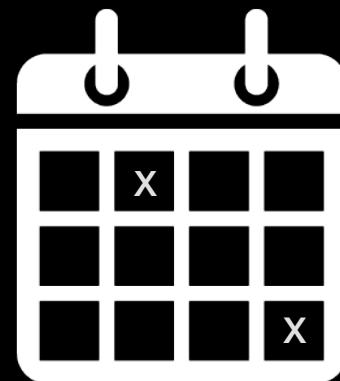
Inconsistent engagement efforts.

Nothing of value works out because you give it attention whenever you get around to it. Committing to a simple daily posting schedule makes all the difference in your online engagement efforts. It doesn't have to take a huge chunk out of your day.

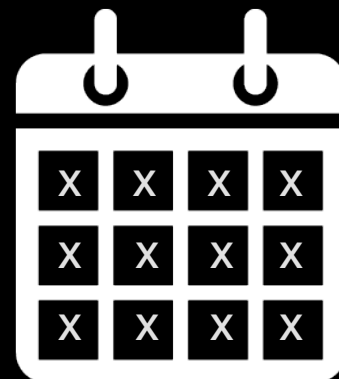
Think of it like brushing your teeth, or taking a shower.

Every day, set an hour aside to post something new and engage with your social audience online. Habits like this make all the difference.

The Wrong Social Schedule



The Right Social Schedule





5.

It's all
about
engagement.

Every like, retweet, repost, share, and comment is valuable. They give your business social proof, and create a culture of buy-in around your brand. It's your job as a business owner to try and hook your followers into being a part of the community that surrounds the work you do through engagements. The best way to do this is by sharing positive content!

On top of engaging your audience, it's important to understand that it's extremely complicated to accurately track your small business return on investment when it comes to social engagement. You can scour the web for methods of tracking the value of social engagement, but these solutions are really only viable for medium sized businesses. Not to mention, it's entirely impossible to track how many people are having real life conversations sparked by your social posts.

In other words, don't get wrapped up in measuring returns on you the time you spend working the social scene. Just understand that social media is an incredible tool that will work for you even when you're not sure of its value.

Worrymore
about
engagement
and less
about
measurements.

The Media Swoon Checklist

- ☐ Are you following the six to one rule?
- ☐ Are your social posts too long?
- ☐ Are your followers and fans real?
- ☐ Are you engaging consistently?
- ☐ Are you engaging enough?