

7 Reasons why Social Media isn't working for your Organisation

The social media guide,
workbook and truth bomb
behind the lack of progress
with your online marketing

Introduction

The starting point for your organisations' success online is to create absolute clarity on the organisation's marketing and business objectives.

This needs to be backed up with world-class training and support on how to implement each aspect of the marketing infrastructure step by step.

Getting to where you want takes research, creativity, technical knowledge and persistence. This means the right social media vehicle won't be built overnight.

Collaboration, communication, workshops, training and benchmarking will propel your organisation forward relentlessly.

It is impossible to be the best at digital and social media marketing in your sector or niche without adequate training, support and guidance to ensure the knowledge is embedded into core competencies, policies and procedures.

This guide will help your business to design your key marketing architecture elements, connecting your business objectives with your marketing targets.

Combine this with productivity plans and tools with daily actions to build virality and visibility, et voila!

The sales and lead generation automation begins to accelerate and amplify automatically.

No matter what!

Please find a short list of many ways businesses get it so wrong when it comes to social media marketing systems.

To your future!

Fin :)

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1. You are not consistent



Like a diet or exercise program, it's not going to work if your organisation is not consistent with marketing output. Posting once a month, or "any time that you can manage it" isn't going to get your organisation very far.

Imagine what it's like in your customer's shoes. If they see your organisation has one post on your Facebook page from four months ago, that's not going to make anyone feel like there's much going on at all. Are you still in business? Any hesitation means they're less likely to engage, never mind follow up.

The more relevant content you post regularly, the more your followers are likely to see it and engage.

If you zerobads budget, you'll need to work much harder to overcompensate.

This sounds like a lot, but regularly planning out a monthly content calendar and scheduling daily posts, regular emails and long-form content (podcast, video, etc) can streamline the process enormously.

Declare Your Consistency!

Announce it to your team or online that you will post daily or 5 x per week COME WHAT MAY and stick to it. You don't want to be like those folk that turn up to the gym whenever they can manage it and go through the same ol' routine years later without hitting their goals.

Which platforms?

Are you going to do LinkedIn daily? Or Tiktok? When you're getting started, make sure your business is set up on all platforms but then concentrate on daily outputs and engagement on one or two only.

2. You constantly try to "sell" to your audience

If you go on a first date with someone, and they immediately say, "Let's get married, here's your ring," there will be major red flags. Most people are not going to marry someone they haven't gotten to know. What's worse is they'll be 'icked' by the lame effort.

Same things applies when you go to a networking event where there's always that one person handing out business cards to everyone as if it's a competition to hand out the most.

Or maybe they think they are like Oprah ... "You can have a business card, and YOU can have a business card ..."

A customer is not going to buy or enquire about a product or service without getting to know, like and trust your brand.

Consider for every piece of promotional content you share, publish 10 or 20 pieces of non-promotional content. Tell the story of your brand, find news from your industry, feature a customer testimonial, show how it works, get others to talk about it ... The possibilities are endless. But stop selling online. It's a marketing platform not a sale platform.

Everyone likes being in 'buying mode' but nobody likes being sold to. There are subtle and incredibly effective ways of nurturing sales and leads but don't be too in their face about it.



3. You don't know your audience



If you don't know who your ideal audience is, you cannot possibly sell them salt, sand or toffee!

Nowadays on social media, it's important to dominate your niche, not your sector.

It's no longer good enough to be the photography firm that does everything. When it comes to online, you need to become one of the top wedding photographers in your country. Or food photographers. Or Newborn.

Similarly, don't be the law firm that does everything online. Be the specialists in all things Immigration, or all things Intellectual Property and ONLY talk about that.

Look at it from your client's perspective. If they want a top Construction Contracts Lawyer, they'll have to do a lot of asking around to find them. Meanwhile, they'll tune out all irrelevant info coming out from the generic law firm.

Become that expertise-led firm that stands out from your peers online

4. You don't engage with your audience

Too many times we see social media channels for brands with plenty of good content, only to see that comments and posts to the page are ignored.

Good or bad, these comments need a response. Taking the time to respond means you care about your customers and their needs.

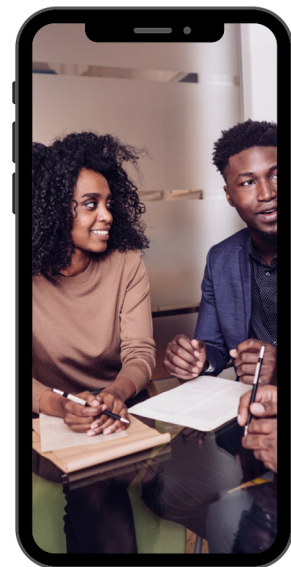
You don't have to spend all day crafting long-winded responses. A simple "Thank you," or "We're sorry for your experience," can go a long way to make a customer feel acknowledged.

It also shows others who visit your social media channel that you are engaged and listening to your customers and you take their needs seriously.

Plus every conversation or controversy that strikes up counts as valuable 'engagement points' with the algorithms. So make a point of responding and reacting timeously, albeit within usual business hours.

All content that you publish should be regarded as an ice-breaker opportunity to strike up conversations that can be continued in the DMs or in Messenger.

The ultimate defining moment for a purchase happens when a customer feels a connection with the brand message or purpose in some way. Talking to them helps accelerate that process enormously.



5. You're trying to be ACTIVE on all social media networks



You MUST set up your business on every single channel for so many great reasons but only BE ACTIVE on two at the most. As a small or startup business, you cannot afford to do more.

Set up on each social media channel with the right keywords, links to your website, bio, branding, Call To Action, special offer and about 9 pieces of content so that the shop is not bare.

Then double down on the one or two platforms you consider will give you the best source of traffic, enquiries, opportunities and sales / donations.

You can't be the competitive professional runner that competes in 100m, 200m, 400m, 1800, half marathons, etc. Your organisation must learn to dominate one or two social media platforms because each one has their own nuances and conventions.

Trying to be a Jack or Jill of all trades means you will master none.

6. You don't promote your social media offline

A Facebook page isn't a field of dreams. Just because you build it, doesn't mean the fans and sales will come.

As much as we want Facebook to go back to its old ways of free marketing, those days are long gone. You have to pay to play or get incredibly creative.

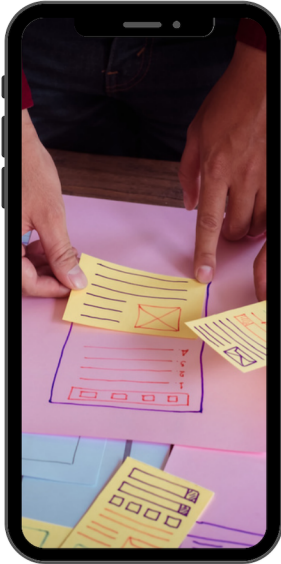
Post social media icons in your physical business, or create incentives for people to follow you on your channels.

Putting the social media icons on newsletters or on table tents in waiting rooms give people an opportunity to know where you are and how to reach out to you.

Give people a good reason, incentive or reward for following you online and signing up for your newsletter. A super juicy lead magnet (special offer) should secure their interest and details.



7. You have no budget and no strategy



Going on social media because you should isn't going to cut it anymore. Putting together the previous six tips can be tricky and aren't for the faint of heart. We realise that you're busy and have a business to run.

However, with a few social media tools, a content calendar, and some research, for a few minutes a week can set your social media strategy in the right direction.

Of course, if you're saying to yourself, "Number 7 is me!", our social media team has put together hundreds of social media strategies that have catapulted brands to social success. Let us show you how we can maximise your results.

As far as budget is concerned, the rule of thumb is 20% of anticipated revenue in year one and 12-20% in subsequent years.

So how much do you think is reasonable to invest in marketing in order to secure £100,000 or £1m? 75%? 50%? 25% of revenue?

Book a Free Consultation

Whether your organisation wishes to:

- Become a Tiktok legend
- Find opportunities on LinkedIn
- Be selected for TEDx talk opportunities
- Create that best selling business book
- Develop the best Podcasting strategy
- Reach out to 25,000 journalists about your brilliant new product launch

Let us guide you through the marketing jungle.

Our marketing plans and strategies provide **GUARANTEED RESULTS** or you get your money back.

Book a free consultation and let's chat about whether you need Social Media Coaching or Social Media Management.

GET IN TOUCH

- Contact me - @FinWycherley or @SupersizeMedia - on any social media platform and I'll send you the booking form
- Click the 'Book a Free Consultation' link above and find the right day / time that suits us both

