



## 20 Mistakes That Could Be Cutting Your Social Posting Effectiveness in Half

Businesses everywhere have adopted social media as an easy and cost-effective avenue for marketing to their audiences. However, many of these businesses are making mistakes that could be reducing their social media marketing results by half.

Here are 20 easily avoidable mistakes that could be slashing the return on your social media efforts, and easy fixes that will help your business's online following to grow. Questions, comments, feedback? Looking for an assist with your own online marketing efforts? Email me at [gerry@gerryhanlon.com](mailto:gerry@gerryhanlon.com) or call 443-980-7626 and if I'm on another line please be sure to leave a message so I'll know you're not spam. Thanks!



### #1: NOT USING SOCIAL MEDIA IN THE FIRST PLACE

Social media gets a bad rep for being a distraction, which is why some businesses decide to avoid using it altogether. Unfortunately, they miss out on potential customers too. Creating and updating your social media profiles is a powerful and low-cost way to increase awareness of your brand and services.

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### #2: TOO MANY PROFILES

This is especially problematic for small businesses that may have abandoned their initial social media profiles because they were rebranding or just couldn't keep the profile updated. These inactive profiles confuse your customers and may divide your following unnecessarily. Search all platforms to see if there are any such profiles hurting your business and delete them so that you have one up-to-date profile on each platform.

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### #3: NO TARGET AUDIENCE

A big mistake in social media marketing is trying to cater to all demographics thinking they are all relevant to your business. This only dilutes the level of engagement you will get, hence cutting your social posting effectiveness in half. Instead, focus more on your ideal customer and target specific demographics with your content. **#SmartMarketing**

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### #4: BEING ON IRRELEVANT PLATFORMS

Part of a good targeting strategy is knowing which platforms would be most beneficial to your business. A LinkedIn profile is gold for B2B companies, while TikTok is a great platform if your business targets teenagers. Make sure you understand the main audience on each social media platform and then only create profiles for the ones most relevant to your business. **#SmartMarketing**

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### #5: IGNORING THE VALUE OF HAVING A STRATEGY

Like any other form of marketing, social media marketing requires a clear strategy. This helps to make your goals clear and makes analytics easier to interpret. Without a clear social media strategy, your posts are wasted and all your efforts will not yield the desired results. **#SmartMarketing**

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### #6: OVER-PROMOTING YOUR BUSINESS

While awareness and promotion are important, that's not the real reason that social media exists in the first place. Social media facilitates connection between people, and so if all your business ever does is promote itself and sell things, your followers will be put off. Mix your selling posts with behind-the-scenes and other relatable content that gives insight rather than promotes you. **#SmartMarketing**



### #7: SPAMMING

Spamming people with uninvited direct messages does more harm than good for your social media presence. Usually, it's more advisable to reach out directly only after you have established initial contact either in the comments or elsewhere. If you must send a direct message, be cordial and personalize it so the recipient understands you're not spamming them.

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### #8: IGNORING COMMENTS

Comments are a gold mine for feedback and insight into your clients. Ignoring them not only undercuts the purpose of social media posting in the first place, it also tells your followers that you don't care about their opinions, potentially losing business for you. Make sure you take time to go through comments after every post and respond (politely, please!) to as many as you can.

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### #9: NOT DEALING WITH NEGATIVE REVIEWS

It can be daunting to deal with negative reviews, especially when they are made public by a seemingly irate client. Nonetheless, when you respond to such reviews with viable solutions, you show the other customers watching that you do care about customer satisfaction. A kind word even in the face of negative feedback makes you look strong and helps your followers respect you more.

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### #10: BUYING FOLLOWERS

Speaking of respect, it's always best to build your social media following organically. Trying to rush the process by purchasing followers and likes will dilute your audience. So your leads won't be as valuable as they could be if you were followed by real people interested in your business. **#SmartMarketing**



### #11: POSTING THE SAME TYPE OF CONTENT

If you only post the same kind of content all week, your followers will get bored and scroll past your posts every time they pop up. People have increasingly short attention spans; hence, you need to keep them interested in your business by diversifying your content. **#SmartMarketing**

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### #12: NEGLECTING VISUALS

No matter how impeccable your captions are, if your visuals are not captivating, people will scroll past your posts. Try new things with your visuals such as creating gifs, posting videos or using interesting filters on your images. The more striking your visuals, the higher your chances of gaining engagement from your followers and ultimately more leads. **#SmartMarketing**

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### #13: TYPOS

A typo or two is usually forgivable on social media, but if your posts consistently have language mistakes, you will appear unprofessional and careless while making it harder for your followers to read your text. Make sure you proofread all posts so that they make sense in language that's easy to understand. **#SmartMarketing**

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### #14: POINTLESS POSTS

Sometimes, businesses have a social media strategy that prompts them to post daily. To meet this quota, they start posting irrelevant information and turn off their audience. As a business, your posts should always add value to your followers, whether it's through funny anecdotes on your daily operations or educational tips on how to use your products. **#SmartMarketing**

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### #15 of 20 Marketing Mistakes that Could Be Cutting your Online Marketing Effectiveness in Half: POSTING AT THE WRONG TIME

If your posts are crafted well and your content checks all the boxes that make it potentially engaging but you're still getting very little activity on your profile, chances are you may be posting your content while your audience is offline. Check the reports put out by social media companies like Instagram and Facebook to find out what days and what times have the most online activity, then schedule your content for these times. **#SmartMarketing**

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### #16: NOT USING KEYWORDS

Your keyword strategy should extend to your social media posts as well. Using keywords effectively makes you more discoverable to your ideal audience and makes your content relevant. Make sure the hashtags you use are made up of the keywords you would like to rank for as this will increase the effectiveness of your social media posts. **#SmartMarketing**

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### #17: INCONSISTENCY

Things move in a flash on social media, and so if your posting schedule is inconsistent, you risk getting stuck in the awareness phase of your marketing, constantly trying to win back your audience's attention. Create a schedule that you will stick to so that your audience can anticipate your posts. **#SmartMarketing**

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### #18: NEGLECTING ANALYTICS

If you don't check your social media analytics, you risk making the same mistakes or wasting efforts on campaigns that are not having an impact on your business in any way. Be sure to regularly check the analytics on your profile to understand what kind of content your followers engage with more, and how many conversions you are getting from your post. **#SmartMarketing**



### #19: TRACKING INCONSEQUENTIAL KPIS

While it's good to track the number of key performance indicators (such as likes you get per post, or the number of followers you gain each week), these metrics don't do anything for you unless they make a real impact on your business. Instead, track how many inquiries you get, how many people visit your website and how many actually turn into customers from your social media posts. **#SmartMarketing**

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### #20: NO BRAND IDENTITY

When your business lacks a distinct brand identity, it will likely get drowned in all the noise of social media. Take time to craft a unique identity that is eye-catching and quickly conveys your brand's values at a glance. That way, your audience can easily identify you from all the other profiles online. **#SmartMarketing**