

# 10 things...

you definitely shouldn't include in your social media marketing strategy

Now we've shared our top ten tips on getting started with social media marketing. We thought it would only be right to give you our top ten tips on what not to do if you want social media marketing to work for you.

## 1 Don't Spam

Nobody likes spam.



Whether it's via email, through your door, or the hated cold-call, this is one sure fire way to turn somebody off your business. Avoid it at all costs. If people associate your company with unwanted spam via any of these mediums it will turn them off your brand.

## 2 Don't automate too much

Automation can be the death of your social media image.

It can also be a fantastic tool. If used incorrectly automation can distance you from your audience, leaving comments and questions unanswered and given the control levels some automating software can take, can flood your account with pointless spam. Used properly, it can be an excellent time saving device.

DISLIKE!

## 3 Don't delete negative comments

Answer them. Honestly and transparently.

YOU SUCK!

Your business has nothing to hide and you want to let people know this. Everyone makes mistakes, deal with them publicly and win the trust of your customers by doing so.

## 4 Don't be rude

To people who leave negative remarks about anyone or anything to do with your brand.

Never, ever, do what American Airlines did when they pretty much told their customers to stick a 'toy' 767 where the sun doesn't shine. This is possibly one of the worst examples there is of how being rude to people on social media can adversely affect your brand. The fallout was massive and the tweet is not for sensitive eyes or people who are easily offended so we aren't going to link it here, but if you must, Google it, it's pretty horrific.

In addition to not being rude, please, for the love of God, don't be as catastrophically insensitive as this Yorkshire law firm were this week. They have apologised and assured people it was tweeted by someone who wasn't aware of the full situation. Nevertheless, it illustrates perfectly that you should make sure you're aware of all the facts and your posts are appropriate before publishing them.

However, there are slight exceptions to the rule. For example, when Paddy Power take the mickey out of footballers - they are merely speaking to their customers in their own language.

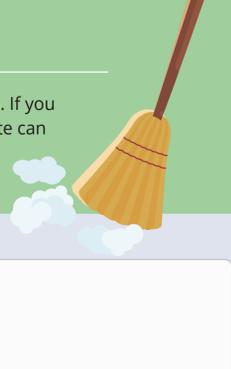


A great example of the success you can have when speaking to people in their own terms is this, when Argos replied to Immy 'BADMAN' Bugti regarding 'da ps4 tings'.

## 5 Don't let your accounts gather dust

If you sign up to social media and have a company profile, use it.

There are few things worse than having an unused social media profile. If you don't want one, don't feel you have to have one, but letting one stagnate can make you look out of touch.



## 6 Don't just market products

This is tantamount to spam and boring to boot.



Try to establish your business as a problem solver and in doing so, add value to your proposition. Offer information and tips, articles of interest, even 'how to' videos.

This should gain you a loyal following who see you as an authority in your sector. It will also make them look more favourably at your brand when they are looking to buy.

## 7 Don't fall into the 'competition trap'

This can be an effective way to reward existing followers and to gain new followers.

However, beware of the (particularly on twitter) professional 'compers'. These people will follow you, for the duration of the competition, in the hope of a freebie, but won't really engage and will add very little, if any, value to your business. In addition to this, when running competitions, things can go wrong affecting your brand negatively. As they did here...



Molson ran a Facebook campaign, called the Molson Canadian Nation Campus Challenge, which included a photo contest targeting 19-24 year old college students. So far, so good, right?

The competition asked students to prove they went to the 'No 1 party school' in Canada by 'Show(ing) Everyone how you and your crew get the party started!'

Parents complained that the competition encouraged both underage drinking and binge drinking, and it ended up closing a week early.

## 8 Don't panic when follower acquisition slows

This will happen, maybe once, maybe several times in your social media journey.



After a period of success and large increases of follower numbers, there will be a plateau. Don't let this phase you, just concentrate on building on the relationships you have with existing followers and the rest will come.

Also, if you operate in a niche market, then your audience size is relative to your potential customer base. We exaggerate to illustrate a point, but if you have 200 potential customers and a social media following of 40, that's pretty good!

## 9 Don't forget to use analytics

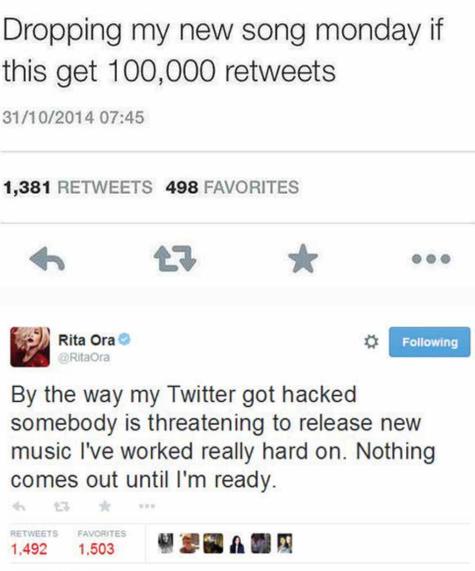
You wouldn't advertise on Google Adwords but ignore the data available to improve your results.

Don't ignore the tools available on most of the social media sites that enable you to analyse the effectiveness of your social media campaigns. There are even external software providers (such as Followerwonk and Buffer) that will provide you with even more in depth reports in to the success of your social media campaigns.

## 10 Don't 'like' your own posts or beg for followers

Lines such as 'like/follow if you agree' are a bit see through.

Be more inventive with your social media strategy and likes and follows will come naturally to you because you're interesting and engaging.



This example, until followers were corrected in a later post, looks like an example of begging for shares gone a bit wrong.

At Workshop Marketing we're experts when it comes to helping SMEs achieve their goals. We won't advise you to use social media as a marketing tool unless it's right for you - even if that is something of an anathema in the current social media buzz.

However, we will help you to get the very best results from it if you do decide that the time is right for your business to take the plunge.