# The real problem with social media marketing

If you do a Google search on problems in social media marketing, you will find several articles that discuss the following:

- Personnel (capacity of and/or lack of)
- Strategy (generally lack of, or not fitting in with overall comms strategy)
- No ability to measure ROI (or, can't justify expenditure)
- Budget (not enough)
- Content (not adequate)
- Consistency (generally, lack of)

[Go ahead. Google "the problem with social media marketing" and you will see for yourself.]

Although all these problems definitely affect the ability to do social media marketing, the biggest problem is this: **all it takes is one click to unfollow/unlike.**

**In other words, it's easy to lose support, and once you lose support, it's very hard to gain it back.**

It occurred to me this morning that although I recently unfollowed a couple big names in social media that I had not missed them in the very least. In fact, I was relieved to not see them in my timeline. In the personal realm, I have hidden several people on Facebook. Again, I don't miss them and have almost forgotten them.

**It's easy to hit hide or mute or unfollow. And once you are out of sight, well, you are out of mind.**

Still, because there's a low barrier to entry, there's also a low barrier to exit. Something can go viral one week and

practically disappear the next week. People lurch from one topic to another. Some social media accounts get stale. Some social media accounts become offensive. <u>Whatever the reason, we lose interest and we move on. And once we move on, it becomes difficult if not impossible to get us back.</u>

There's a small hitch to my theory and it's social sharing. Say you unfollow "JoeBigMediaExpert" but your trusted colleague "Ilovesocialmedia" hasn't. If "Ilovesocialmedia" constantly shares "JoeBigMediaExpert's" posts, you'll see them.

Still, the ease of ignoring (unfollowing/unliking) on social media plus the clutter issue (too much stuff!) is what any social marketer has to deal with. The guiding questions may be these:

- What keeps followers interested?
- What offends followers?
- What's the best way to bring value to followers?

**What do you think?  What makes you keep following a brand or personality? What turns you off?**

# How to choose the best social

# networks for marketing

Being effective in social media marketing requires choosing the right social networks on which to spend time and effort (and money). And you do have to choose because a) there are too many networks and b) some will work better than others.

To choose the "right" social networks you should consider:

**Your offering.** Are you a retailer or a service provider? How much explanation does your offering require?

**Your target audience**. Who is buying your product or service? Where does the target prefer to receive information? Where is the target likely to make a decision?

**Your strengths**. Are you visual or do you like words? Are you more likely to take and post pictures or write a 1000-word blog post?

**Where have you had the most traction?** If you haven't yet been measuring response, then start right away. Google Analytics will tell you where people are coming from, and this is very valuable information. If most of your customers are coming from a particular social network, it makes sense to focus your energy and effort there.

I met a blogger who writes about event planning, and she gets the most visits to her blog from Pinterest.  So she focuses exclusively on building her Pinterest presence. Then there's the women's clothing and accessories retailer who gets most of her online orders through Facebook.  She has decided to budget for Facebook ads and sponsored posts and it is really paying off.

In both cases, these people understand their product/service and where to best market it. And they have decided to really focus on the social network that provides the most bang for

the buck.

How many social networks do you focus on? Are you finding some work better than others?

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# One week without Facebook

It's been a week since I logged into my personal Facebook account. One week in which I haven't "liked" anything or found out what my "friends" are busy doing in their lives.  And guess what? It's been OK.

I decided to avoid Facebook this week because frankly, I am sick of the site.  Between the false feeling of connection to the inspirational quotes, location check-ins and general braggadocio, I am not sure which irritates me the most. And it is definitely not the point to be annoyed when you are on a website.

This week I have been on Twitter and LinkedIn. On these social networks I generally learn more than I ever do on Facebook. Twitter provides me with up-to-the-minute news, links to information I may have not seen and a way to chat with people in real-time. LinkedIn lets me see what people are doing professionally.

This leads me to social media marketing. If you are relying on just one social network like Facebook to do all your marketing communications, you may be putting all the proverbial eggs in one basket.  You should diversify. Yes, Facebook has a HUGE audience. But it is a POTENTIAL audience, not a measured, constant audience. People do not yet HAVE to go to Facebook every day. They may choose to, but they don't need to go there to check mail or get their news.

I would still counsel you to use Facebook as part of your marketing mix. **Because it is opt-in for people, you are communicating with those who are receptive to your message.** That is truly valuable. Just don't share inspirational quotes or you will lose me!

Your thoughts? How do you feel about Facebook?