

Bad marketing habits are hard to break. The good news is Griffon Printing has outlined six habits that, with a little work, can be eliminated to produce huge results!



BAD HABIT #1:

**INACTIVITY OR
NON-EXISTENCE**

BAD HABIT #1: INACTIVITY OR NON-EXISTENCE

Social media is one of the first places customers and potential customers go to get a feel for a business prior to making a purchase. Business owners and marketing professionals often recognize the great potential surrounding social media but many have allowed their social media pages to fall into disuse, potentially sabotaging relationships with would-be customers. When prospects and customers access your social media pages, they are watching for interesting, reputable and up-to-date content. Businesses and organizations should be responsive and engaging, and when these expectations are not met, customers may take their business elsewhere. If your social media profiles are incomplete or not in use, customers might make the following key assumptions about your business or organization:

BAD HABIT #1: INACTIVITY OR NON-EXISTENCE

Your audience may assume you are no longer in business.

Websites and content on social media pages can live forever, even if your business doesn't. If your last post was from several months ago or more, customers may make the assumption that your company has gone out of business.

Your business or organization may seem out of touch with the times.

Customers might not want to work with businesses or organizations that don't appear to utilize modern technology. If your company is not skilled at using modern social media marketing techniques, they might also assume that your other skills are behind the times as well.

BAD HABIT #1: INACTIVITY OR NON-EXISTENCE

People might think nothing interesting is going on at your business.

Engagement is the key to keeping customers interested and building lasting relationships. If there is nothing happening at your company, why should your customers pay attention?

Keeping your company "fresh" in a customer's mind is the key to a long-lasting relationship. If your business is easily forgettable, then the next time they need your service or product they may think of your competitor first. Give your customers a reason to remain loyal.

BAD HABIT #1: INACTIVITY OR NON-EXISTENCE

Social media users could think your business is unresponsive or does not care about customers.

Customers make assumptions about your business based on the information at hand. If a company is unresponsive to online inquiries, it may be thought of as having poor customer service or even spark concerns about the quality of its products or services.

You might give people the impression that the competition is more knowledgeable.

If your competition has a strong social media presence, it will be even more important to demonstrate why potential customers should choose you over a competitor. Active companies posting quality, relevant content appear skilled, reputable, and approachable.

BAD HABIT #2:

IRRELEVANT

CONTENT

BAD HABIT #2: IRRELEVANT CONTENT

Why is posting irrelevant social media content bad for your small business? Simply put, your social media followers are following you because they consider you to be a subject matter expert, and they want to see posts related to your business on your social media profiles. That's not to say that occasionally sharing content not directly related to your business (like a funny picture or cheeky joke) can't be beneficial. But it's always a good idea to relate it back to what you do.

BAD HABIT #2: IRRELEVANT CONTENT

If potential customers look at your social media content and wonder what your business or organization actually does, then you need to consider rethinking your content strategy. There should be a clear message of who you are and what you do when a current or potential customer lands on your social media profiles.

One reason remaining relevant is so important is that many people cite irrelevant content as their reason for unfollowing a business. In fact, of the respondents in a recent study who said they regularly unfollow Facebook pages, 61% listed irrelevant posts as the primary cause.

So what constitutes an Irrelevant Post?

BAD HABIT #2: IRRELEVANT CONTENT

- Personal information
- Posts unrelated to the interests of your audience
- Family events
- Personal photos
- Local events or news if your target audience is not primarily based in your city

Social media offers major benefits to businesses and organizations, both online and offline. It has opened the door for small businesses to compete with larger companies on a near-equal footing. However, it's easy for any business owner to get too caught up in the social part of social media and forget their goal of building a loyal following while informing their audience about what they do – and why their followers should pick them.

BAD HABIT #3:

IGNORING

YOUR AUDIENCE

BAD HABIT #3: IGNORING YOUR AUDIENCE

Studies have shown that social media users often feel a strong connection to the brands with which they interact. Are you an interactive brand or one that ignores your audience online? Unless the comment is spam, all of the comments made on your social media accounts come from *real* people. Not responding to comments may be seen by your audience as a poor customer service practice. Ignore the comments, and they may be left wondering how you'll treat them if they were to do business with you. And do you really want to be known as a business that isn't responsive?

The good news is that personal interaction encourages MORE interaction. Your customers want to interact with a real human. Be real, friendly, personable and approachable and

BAD HABIT #3: IGNORING YOUR AUDIENCE

it will encourage them to come back for more.

Another way to encourage interaction is by personally and authentically expressing gratitude to people who have commented on your posts and shared your content.

Reciprocity is a powerful thing.

It's also important to note that long response times can negatively impact your brand.

Most social media users expect to hear back from a company within 24 hours. If you or your team takes longer than 24 hours to respond to questions or comments, your potential customers might have moved on - potentially to your competitor.

BAD HABIT #4:

**INCONSISTENT
GRAPHICS**

BAD HABIT #4: INCONSISTENT GRAPHICS

You can't judge a book by its cover, but people can and do judge a business or organization by the graphics it displays on social media. When you put a lot of effort to create and curate your messages, you don't want your graphics to be the weakest link in your strategy.

Whenever you represent your company's identity with a cover image, avatar, or background and make it available for the whole world to see, you're sending potential customers your business card and your shop window display all rolled into one. Just as a prospect might scrutinize your business card before doing business with you, or a passer-by would check out your shop's window display before coming in, your fans on social media will analyze your online profiles.

BAD HABIT #4: INCONSISTENT GRAPHICS

It's important that your images are familiar enough that your audience will be able to recognize your brand across different online platforms. It doesn't have to be spectacular, sensational or ingenious, but it should be memorable and consistent with your brand.

Make sure images are clean, professional, and well thought out. Ask yourself: Does this image fall in line with my company's core values? Does this image help explain my brand's products or services? If the answer is "no", you may want to consider a different image.

Additionally, be sure to select high-quality, interesting images for your social media posts so your pages and profiles stay active, bright, and inviting.

BAD HABIT #5:

INEFFECTIVE

STRATEGY

BAD HABIT #5: INEFFECTIVE STRATEGY

Most businesses and organizations know they need to be active on social media to promote their products and services, but simply participating in social media isn't enough. You need a strategy. Without a defined strategy, a business or organization is simply putting up random posts and hoping that something resonates with its audience. A business needs to define clear goals for its social media marketing efforts or it can end up spinning its wheels and not producing the desired results.

It's important to be clear about what you want to accomplish through social media marketing. If you run a retail website, then you'll want to drive traffic to your product pages and ultimately convert that traffic into sales.

BAD HABIT #5: INEFFECTIVE STRATEGY

If you provide landscaping services, then you'll likely want to use social media to assure your clients that you're a credible local figure with knowledge of the industry. As a business consultant, you'll want to establish your knowledge and expertise in your field. Thinking out your strategy ahead of time will ensure you know exactly what to share to meet your objectives.

You must also be acutely aware of your target audience. For example, if you're building a social media presence for a bar in a small college town, you're probably looking to build a presence through outlets that skew demographically younger, such as Instagram. It may not be beneficial in such a case to build a presence on LinkedIn, so you might want to

BAD HABIT #5: INEFFECTIVE STRATEGY

conserve some energy and have a smaller presence on that network. Define where your target audience spends the most time, and work from there.

Keep your efforts as sensible and simple as possible. Set aside a defined time of day and amount of time for posting new content to your social media accounts. With a bit of planning, you can create a social media presence that's directed toward your business goals and attracts the kind of audience that may one day convert into loyal customers.

BAD HABIT #6:

IMPOSSIBLE

EXPECTATIONS

BAD HABIT #6: IMPOSSIBLE EXPECTATIONS

Perhaps the most rampant (and arguably the most detrimental) of the Social Media Bad Habits is Impossible Expectations.

We've all been witness time and time again to big budget social media campaigns, wildly popular memes, and videos gone viral. In the world of social media, that's pretty standard, right?

Unfortunately, no. In fact, here's what is far more typical:

A small business owner decides it's time to jump on the social media bandwagon and they embark on this new adventure with the best of intentions. They create pages and profiles on Facebook, Twitter, Pinterest, Google+, LinkedIn, Instagram, Tumblr and any other social

BAD HABIT #6: IMPOSSIBLE EXPECTATIONS

network that seems like a good idea. They update them all sporadically and haphazardly for a while, posting link after link to their products, website, and blog. When new customers don't come flooding through the door, they throw their hands up in frustration and write it all off as some sort of failed experiment. What went wrong?

Impossible expectations. The small business owner probably expected to see one or all of these things:

- A sudden influx of new customers
- A huge spike in website traffic
- People rushing to like and follow them
- Viral, overnight success
- Immediate results
- Connections with influencers and media

BAD HABIT #6: IMPOSSIBLE EXPECTATIONS

These just aren't realistic. Do they sometimes happen? Yes. But expecting them to happen is to set yourself up for definite frustration and almost certain failure.

So how do you make sure you don't fall into the Impossible Expectation trap? Know what is and isn't realistic and establish your expectations right from the start.

Here's what social media marketing, done the right way, CAN do for you:

- Establish credibility
- Demonstrate expertise
- Increase brand recognition
- Boost authority and influence
- Improve search engine rankings
- Lead to richer customer experiences

BAD HABIT #6: IMPOSSIBLE EXPECTATIONS

Yes, all of these things can lead to higher traffic to your website, more sales, and more referrals, but it won't happen overnight. Social media marketing is a marathon, not a sprint. Consider it a long-term investment, rather than a short-term payout and it will definitely pay off in the end.

Thanks for reading our ebook, 6 Social Media Bad Habits to Avoid at All Costs!

For more information on how Griffon Printing can free up your time by taking social media off your plate, visit us online at GriffonPrinting.com.

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