

KEVIN NEFF'S

10

TOP REASONS

PEOPLE FAIL WITH SOCIAL MEDIA

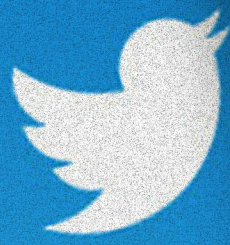


AS FAR AS THE ANGER PART, WELL, THAT PRETTY MUCH HAPPENS ON A DAILY BASIS THESE DAYS. DON'T BELIEVE ME, WELL THIS COMING WEEK START MAKING A LIST OF EVERY TIME SOMEONE YOU DO, OR ARE ATTEMPTING TO DO BUSINESS WITH, OVER PROMISES AND UNDER DELIVERS, DOES A SHITTY JOB, DOESN'T KNOW WHAT THE HELL THEY ARE TALKING ABOUT, LEAVES AN IMPRESSION THAT THEY REALLY JUST DON'T CARE ABOUT YOUR CONCERNS, ETC., ETC. OH, YOU'LL HAVE FUN WITH YOUR OWN PERSONAL LIST, I GUARANTEE IT. I'M ALSO ANGRY THAT WE LIVE IN A SOCIETY THAT IS ALWAYS QUICK TO BITCH BUT SLOW TO COMPLIMENT, THAT I CAN BLAME THIS ONE ON THE "SOCIAL MEDIA EFFECT". THINK IT DOESN'T AFFECT YOU AND YOUR BUSINESS? WELL, I'LL BE CHANGING YOUR ATTITUDE ON THAT AS WELL LATER IN THE BOOK.

SO NOW THAT YOU KNOW WHY I WROTE THIS BOOK, (AND NO IT WASN'T TO HAVE A "BITCH FEST MANIFESTO"), LET ME NOW TELL YOU WHY YOU SHOULD READ THIS BOOK. BECAUSE THIS BOOK WILL FOREVER CHANGE THE WAY THAT YOU LOOK AT YOUR MARKETING, AS WELL AS SHARE WITH YOU REAL EXPERIENCES, SUCCESSSES, AND STORIES THAT I HAVE ACQUIRED FROM OVER 20 YEARS OF SUCCESSFULLY WORKING WITH CLIENTS TO BUILD AND GROW THEIR BUSINESS. I HAVE WORKED WITH LOCAL, REGIONAL AND NATIONAL CLIENTS AND MY PHILOSOPHY IS ALWAYS THE SAME. I HAVE MY ROLE AND YOU HAVE YOURS. BECAUSE OF THAT, THIS BOOK IS

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1. Not All Social Media Platforms are Created Equal

A common mistake is not understanding the differences of all Social Media platforms. Each has a unique demographics of users, ages, interests and topics. If you're spending all your time posting images on Pinterest for instance, and your perfect customer is a 27 year old male, you're wasting your time. Basically, don't try to "sell hair spray to a bald man!" 😊

Below is an overview of the demographics of some of the most popular platforms...

FACEBOOK

Primary Audience – *All*

Good for what? – *Sharing text, photos, videos, links*

Best for what? – *Sharing engaging content, large audience*

LINKEDIN

Primary Audience – *Business*

Good for what? – *Sharing news, product info, testimonials*

Best for what? – *Thought leadership*

TWITTER

Primary Audience – *Young adults*

Good for what? – *Sharing news, text updates, links to info*

Best for what? – *Sharing original and curated content*

INSTAGRAM

Primary Audience – *Young women (approx. 70%)*

Good for what? – *Sharing pictures and video*

Best for what? – *Showcasing your "brand"*

PINTEREST

Primary Audience – *Women, foodies, crafters*

Good for what? – *“Pinning” photos, videos, graphics*

Best for what? – *Sharing products, how to tips/eBooks*

GOOGLE+

Primary Audience – *Men, students, software developers*

Good for what? – *Sharing text updates, links, photos, videos*

Best for what? – *Increasing your search ability and expertise*

2. Having the Wrong Expectations

If you think Social Media is going to be the savior of your business, you are going to fail. Period. Social Media is not some magic potion that overnight, is going to help you find that “*pot of gold*” at the end of the rainbow.

Effective Social Media takes time, energy, and effort to be done correctly, and many times will be nothing more than a vehicle to take people to an alternative destination, typically your website.

3. Suppressing Negative Comments

More and more consumers care about what others are saying about you and your business via Social Media and review sites. While no one likes a negative comment about their brand or business, what consumers really care about is how you respond to it. We tell our clients to NEVER try and “hide” the comments, but rather view them as an opportunity to show what great customer service you offer, and that what your customers think really does matter. No one is perfect and consumers know that. It’s how you

respond to the comment that will make the “lasting impression”. Remember, a negative experience is your opportunity to show others that their concerns are heard... and addressed! Because everyone IS watching.

4. Having Too Much or Too Little Activity

If you post too much your message becomes nothing more than “white noise”. If you post too little, you’re nothing more than an afterthought.

While there is no set rule of the thumb on the actual right amount of activity as it varies, the best thing to do is to look at your analytics and see if people are engaging with you. Also, if you are PST and you have a lot of followers EST, be aware that a post done at 10pm your time, is 1am for those on the East Coast.

Here is a great example of activity suggested by *Kevan Lee* via *Fast Company* magazine;

Twitter – 14 times per day, from midnight to 10:00 p.m. Central Time, never more than once per hour; seven times per day on weekends, from 3:00 a.m. to 9:00 p.m., roughly every three hours

Facebook – 2 times per day, seven days a week, 10:08 a.m. and 3:04 p.m.

LinkedIn – 1 time per day, 8:14 a.m., no weekends

Google+ – 2 times per day, 9:03 a.m. and 7:04 p.m., no weekends

5. Not Using Images or Video

This one is easy, the impact of using images and videos can't be denied. Don't agree? Then just take a look at the following statics;

- Posts on Facebooks with images get 53% more likes.
- And 84% more click troughs. And on Twitter, (according to *Dan Zarrella*) tweets using images are 94% more likely to get retweeted & 89% more likely to be favorited.
- Video is important for this one simple reason, Consumers are LAZY, and why would they read it, when they can watch it?!
- Statistics by *Sarah Mincher*.
 - A third of all online activity is spent watching video.
 - 80% of Internet users remember the video they watch online.
 - 80% of your online visitors will watch a video.
 - While Only 20% will actually read content in its entirety.

6. Using a Personal Page Instead of a Business Page

Last I checked a business doesn't have a gender, (at least mine doesn't). This is why a personal profile on Facebook is for personal use. If you are using Facebook for your business, you really need to create a business page for it. The most important reasons for doing so are;

- When you use a personal page for your business, you don't have access to advertising, insights (analytics), and the use of plugins to promote it.
- A personal profile is limited to 5000 friends.
- People can't leave Reviews.
- It makes your business look like a hobby, and makes you look unprofessional.

7. Making it About YOU

The key to success on social media quite frankly, is in the name...**SOCIAL** Media. The majority of people who use Social Media do so to socialize, engage and to be entertained. Share things that get a reaction from doing the prior, and make them laugh, think, or smile.

Think of Social Media as a party where you go and mingle with others. Now consider this, if you are at party socializing with someone and all they do is monopolize the conversation, how would it make you feel? Disinterested, annoyed? Well guess what, it is no different on Social Media. The key is to provoke conversation, thought and sharing. Remember be **IN** the conversation, don't **BE** the conversation.

8. Not Utilizing “Cross Pollination”

I have always had great success by the use of what I like to call “cross pollination”. Basically, it is the sharing of information and ideas provided by people in my niche, network, or business vertical that I believe my followers will benefit from. By doing so, you encourage those same like-minded business people to do the same for you. Thus, providing you with the benefit of “message amplification”. Remember, if it is a benefit to your followers, then it IS a benefit to you by sharing. Don't be **SELFISH**, be **SHARING**.

9. Getting Political or Religious

I'll be right to the point, unless your job is to be a political or religious commentator...don't! Remember, this is your business page, if you want to share your views, the place to do that is on your personal page. You also need to be aware that there are those who WILL try and bait you into a discussion just to evoke a reaction from you. And your reaction is being watched, and seen, by all. Be smart, stick to business.

10. Thinking, “Anyone Can Do It”

I guess if you are being literal, then yes, anyone can use, and implement Social Media. But doing it well is another story. Don't assume just because you have been using Social Media since the beginning of time, (*wink*), that you are a “pro” at it. Just going through the motions will lead to mistaking activity for progress. True success with Social Media will come through having proper expectations, a solid plan of action, implementation, and commitment. You WILL NOT be successful overnight, but you CAN be successful long term with these tips.

Good luck!

Kevin

If you would like to contact Kevin for event speaking and presenting opportunities, or to see how his group can get your business seen, heard, and found with Social Media, simply go to his website

www.KEVINMakesSense.com

