

DO'S & DON'TS OF SUCCESSFUL SOCIAL MEDIA STRATEGIES

THE DO'S OF SOCIAL MEDIA SUCCESS

#1 DO BUILD AN AUDIENCE THAT WORKS FOR YOU

All great content is a hit with a core audience before appealing to the masses. To increase the likelihood of success, build a solid base of followers to refine your work and eventually broaden its reach.



#2 DO THINK BEYOND AUDIENCE ACQUISITION

With audience acquisition, there comes a point at which the growth of audience members who provide business value will plateau. Don't panic and offer incentives and promotions, you'll attract the wrong people, unengaged audiences cause penalties on Facebook and wreak havoc on optimization against Twitter.



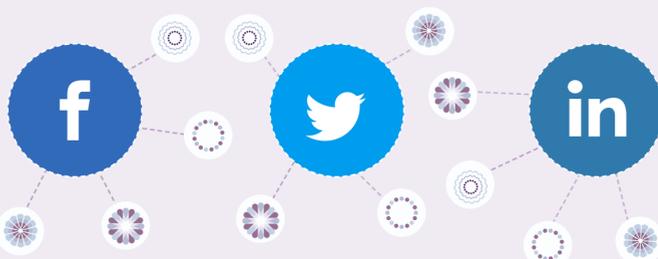
#3 DO USE THE SUCCESS OF PUBLISHED CONTENT TO GUIDE YOUR PAID STRATEGY

Engaging posts are the best candidates for paid promotion. Posts that successfully attract your audience are likely to engage more of your audience, friends of your audience, and people like your audience.



#4 DO KEEP ADVERTISING SOCIAL

The more relevant your messaging can be to current interests and conversations on Facebook and Twitter, the better your promoted content is likely to perform.



#5 DO INTEGRATE SOCIAL MEDIA DATA INTO YOUR OVERALL MARKETING STRATEGY

Pay attention to which ages, genders, locations and interest combinations perform best for you. There may be surprising indicators concerning new markets to explore which can be shared.



THE DON'TS OF SOCIAL MEDIA SUCCESS

#1 DON'T TRAIN PEOPLE TO IGNORE YOUR CONTENT

It is not productive to bring in likes and follows at the expense of everything else. You will pay a penalty on Facebook and Twitter by building an audience unlikely to engage with your content. If you are creating content for an audience that is unlikely to engage with your company, you're training people to ignore your content.



#2 DON'T PANIC WHEN AUDIENCE ACQUISITION SLOWS DOWN AFTER A LONG PERIOD OF SUCCESS

While audience acquisition is great, there comes a point at which the growth of audience members who provide business value will plateau. Don't panic and offer incentives.

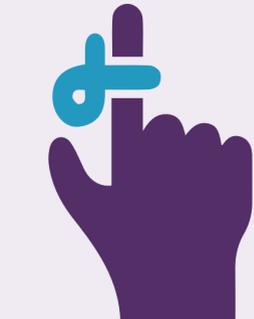
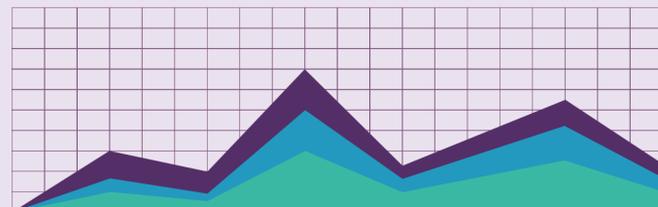
#3 DON'T USE INAPPROPRIATE MEDIA

Different media work differently depending on campaign types or associated goals. Think carefully about which media type will be best suited to driving the needle on the appropriate metric.



#4 DON'T FORGET TO USE METRICS THAT MATCH YOUR GOALS

Measure the conversions that are driven by your social ads. CPL, CPC, and CTR measure different conversions - know which are most important to you.



#5 DON'T FORGET TO EVALUATE THE EFFECTIVENESS OF YOUR TECHNOLOGY

To deliver your great content, you need great technology. Use an intelligent advertising platform for Facebook and Twitter, like SocialFlow, that automatically act on real-time fluctuations in conversations to deliver your paid content at the moment it matters to your most valuable audience segments.