

TURN AROUND YOUR BUSINESS SOCIAL MEDIA

FOR ALL BUSINESS
OWNERS



D O N N A M A R K S

0 4 1 6 1 7 7 4 7 4

d o n n a @ t h e v i r t u a l a s s i s t a n t . n e t . a u

w w w . t h e v i r t u a l a s s i s t a n t . n e t . a u



H i , M y n a m e i s D o n n a . I
a m a v i r t u a l A s s i s t a n t /
o n l i n e b u s i n e s s m a n a g e r
a n d o w n e r o f T h e V i r t u a l
A s s i s t a n t .

I l o v e w o r k i n g w i t h
e n t r e p r e n e u r s w h o a r e
f o c u s e d o n g r o w i n g t h e i r
b u s i n e s s a n d s e e k i n g
s u p p o r t t o “ M a k e Y o u r
L i f e E a s i e r ” (m y m o t t o) .

M y p r e m o n i t i o n i s f o r m y
c l i e n t s t o g a i n t h e
c o n f i d e n c e a n d c l a r i t y
t o e x p a n d t h e i r
b u s i n e s s , k n o w i n g t h e i r
b r a n d i n g a n d b u s i n e s s i s
g e t t i n g t a k e n c a r e o f
w i t h a l i k e m i n d e d
e n t r e p r e n e u r .

W o r k i n g t o g e t h e r y o u
h a v e a n e x p e r i e n c e d t e a m
m e m b e r t h a t u n d e r s t a n d s
y o u r b u s i n e s s a n d y o u r
g r o w t h .

I f y o u w o u l d l i k e t o
k n o w m o r e , p l e a s e d o n o t
h e s i t a t e t o c o n t a c t m e a s
I ' d l o v e t o c h a t t o y o u
f u r t h e r .

Donna x

YOU GOTTA MAKE A GOOD IMPRESSION



In this E-Book, I am going to be covering basics that I think you need to consider. All of this is going to give you all the information you need to set up an effective Social Media Platform for your small business and create posts that resonate with your target audience.

People use social media to connect, be entertained, share and learn. So when businesses jump into the social media and start spewing out sales pitches, it's really not surprising that no one responds. By sharing interesting, entertaining and valuable content, you can get into conversations, build relationships (it's not Tinder) and connect with your customers and/or clients.

Facebook is the go-to platform for most small businesses and is one of the easiest entry points to kick off your social media marketing. Did you know that 55% of marketers chose Facebook as one of the most important platforms, according to Social Media Examiner's "Social Media Marketing Industry Report",,,

“ Soooooo let's get started”

5 MOST COMMON SOCIAL MEDIA MARKETING MISTAKES

Now this is not Rocket Science People....

It is no secret that social media has become one of the main platforms of communication between friends and family, but also, between businesses and their online audience. A company or brand without a strong social media presence is encumbering its own success, which is why social media marketing has become a KEY tool for business today.

Although social media marketing has the potential to grow your business really quickly, there are many more than five common mistakes that must be avoided to ensure success. Here are the five of the most common social media marketing mistakes.

Hopefully your business can avoid them and experience more online success!

72% of Internet Users are on Facebook.

*"72% have an annual income over \$75,000"
Do I need to say anymore....."*

ONE - ENTERING EVERY PLATFORM

Now, this one is the biggest NO-NO!!

Contrary to popular belief, successful social media marketing is NOT about being on every single social media platform. Each platform has its own purpose, tools, and audience, demographics etc and when you're on every single one, it's easy to get overwhelmed. Instead of working with every platform, identify the ones that work best for your brand and customers and focus on those.

For instance Facebook is like to cover an age group of between 18 and 68 years of age as where Instagram you are probably look at a cut off age of about 35 years of age - Do you see where I am going with this....

"Nearly a third (32.1% are ages between 25-34 years old"

NO CONSISTENCY WITH POSTING

Key Tip: Mix it Up!

Businesses on Social Media that don't post regularly or don't interact with their visitors through comments and responses are seen as inconsistent, which is also a huge mistake many marketers make. Not only does it make your brand seem unreliable, but it also prevents your business and brand from gaining loyal followers that keep coming back.

You have to keep up with your accounts and regularly check back with answers to questions or responses to reviews. Another aspect of consistency is how it matches your site design, branding, and logo designs. Be consistent as well as recognisable across your platforms.

You can always hire someone to do this where they set everything up for you, write your content, make sure you are out there being seen etc. A Techie Virtual Assistant/Online Business Manager will be able to help you out usually on an hourly basis. I have a number of clients I help with their businesses to keep on top of this stuff.

URGH NO PERSONALITY

OK, Your brand has to have personality, a style, and a voice, and they should all be portrayed through your social media platforms.

A great way to do this is to make sure your posts are both unique and relevant to your brand, and personalized for each platform.

Always using the same post, with the same wording, across your different platforms, is a common way to cause your followers to lose interest and become bored and therefore that reflects your business. Be interesting, and dedicated to your personality and presence. Be sure it matches with what your products or services you provide.

Have fun with it, it is the eye catching images and the captions that makes people either open them or scroll straight past them!

"Make sure you content is error free"

NO ENGAGEMENT

Social media marketing is as much about engagement as it is about the posts. Pages that have posts, but no interaction with their followers don't get very far. ... Really?

Your level of engagement with your followers determines the kind of relationship you have with them. No engagement means no relationship, which in turn hinders your social media marketing.

You think about it, if you don't engage with people at a party, then why would people want to engage with you?

LAST BUT CERTAINLY NOT LEAST

NO STRATEGY

Strategy is the key to successful social media marketing, not having one is a huge mistake. A strategy helps you identify your brand, its purpose, and its voice, and gives you a direction for the content. It also involves analysing each social media account, identifying what's working and what isn't, and making the necessary changes to achieve the desired results.

Social media marketing is an effective way to quickly reach and build a relationship with a large target audience. It truly has the potential to make a brand stand out from its competition and make it successful - as long as it's done right. Again, have fun with it until you get it right!!

I hope you enjoy my e-book as much as I do. Please give me any feedback on what you think. Otherwise, if you have any questions, please do not hesitate to contact me

www.thevirtualassistant.net.au
Email: donna@thevirtualassistant.net.au
Phone: 0416 177 474

Thank you!

The information contained herein is for general information purposes only. The Virtual Assistant assumes no responsibility for errors or omissions in the stated herein.

In no event shall The Virtual Assistant be liable for any special, direct, indirect, consequential, or incidental damages or any damages whatsoever, whether in an action of contract, negligence or other tort, arising out of or in connection with the use of the material herein.