



Quick Tips

9 Ways To Succeed On Social Media

Full article:

<http://www.marketingforowners.com/9-ways-succeed-social-getting-smart-strategic-social-media-platforms/>

- 1 Research**
Immerse yourself in your target audience. What do they like on Facebook? What do they tend to retweet?
- 2 Determine goals**
Be crystal clear about what success looks like to you on social media. Typical goals include brand awareness, or smoother, faster customer service, or customer retention.
- 3 Get Everyone On Board**
Make sure that everyone who touches your social media account are on board and **fully support your social media efforts.**
- 4 Choose Your Channel Voice**
Treat each social media channel differently. Just like children, each has its own special needs and if you try to manage them all alike, it will not work.
- 5 Be Responsive**
If a customer reaches out to you on social media – for good or bad reasons – **you must respond. Quickly, politely.**
- 6 Staff It**
You might want to **assign one person to move (and handle) any customer service issues offline.** Just make sure they are empowered to actually fix things for your customers. [\[See this useful article for tips\]](#)
- 7 Schedule It**
Research when your customers are most likely to be online on your social platform of choice, and plan on putting your best stuff out there then. **Use free tools like Buffer, HootSuite and SocialOomph.**
- 8 Analyze, Analyze, Analyze**
Make sure you **examine how each post performs** and adjust future efforts accordingly.
- 9 Spend Wisely And Slowly**
Before you pay a penny to boost a post or sponsor anything, first **find out what is deserving of increased awareness and what is not.** Test, test, test.