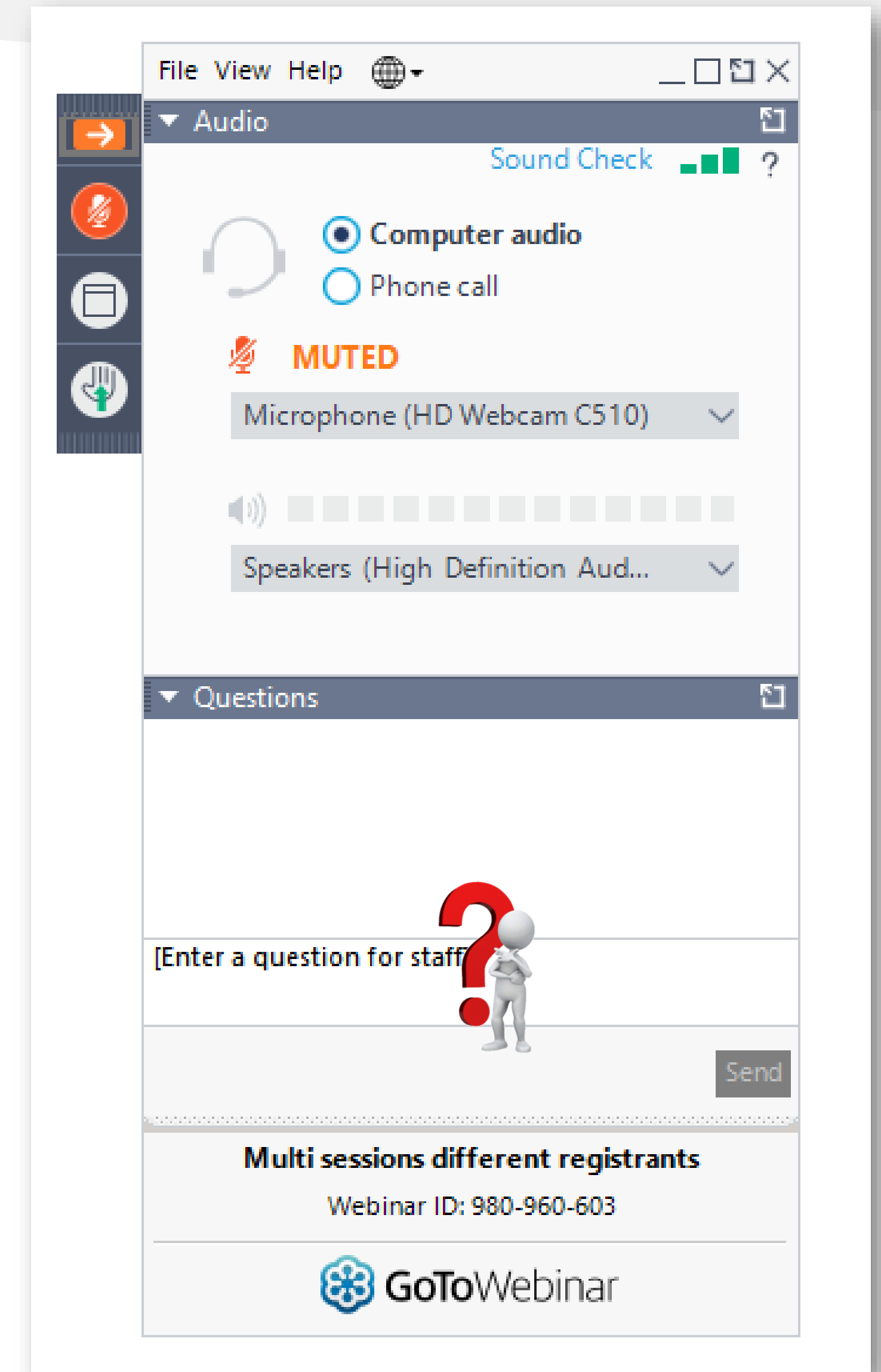




# Common Social Media Mistakes Every Business Should Avoid

# A Few House Keeping Items:

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again





# WSI AT A GLANCE

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For 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.

# TODAY'S PRESENTER



**RAAKKEL SIMS**

*Head of Customer Success Department & Strategic Partnerships*

Raakkel is the Head of Customer Success Department & Strategic Partnerships at PromoRepublic, a social media marketing company that helps brands connect with their local and effectively manage their social media content strategies at scale. She has been with PromoRepublic since they started as a content powerhouse and has seen them grow into a top tier Agency Collaboration Platform.

Prior to PromoRepublic, Raakkel spent years in SaaS companies in New York and DC and had a brief stint working for the US Federal Government. This eclectic background has given Raakkel a unique experience into how social media affects different types of businesses and learned best practices along the way.

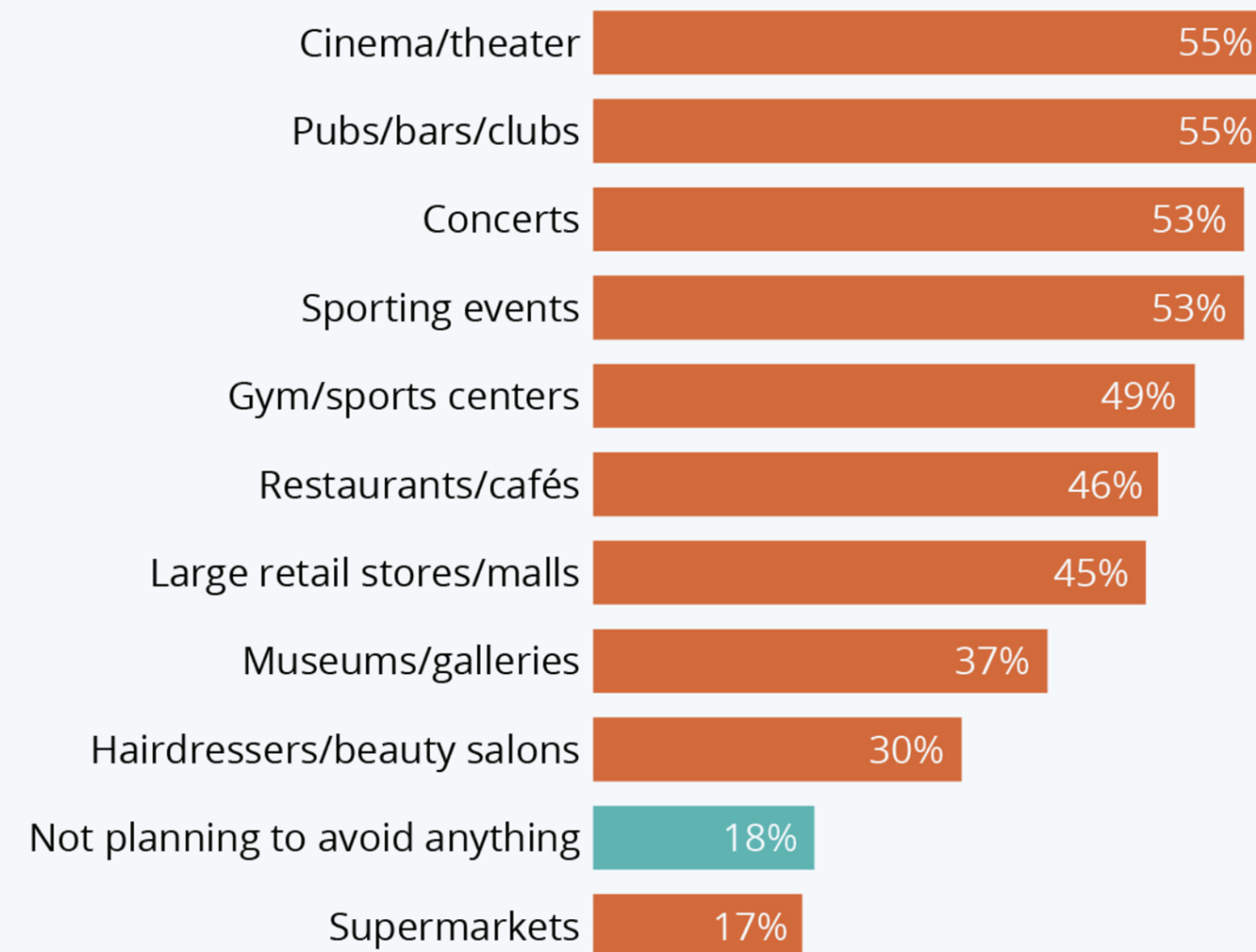
# On the Agenda

1. How today's consumers use social media throughout the buying journey
2. Which social media mistakes business commonly make and how to easily avoid them
3. How to properly plan and develop a social media editorial calendar with the right content mix
4. Why having a solid social media strategy is more important than ever before
5. Q&A

# How Customer Behavior Has Changed Since Lockdown

## Should I Stay or Should I Go?

% of respondents likely to avoid the following for a while even after COVID-19 restrictions are lifted



Based on an online survey of 720 U.S. adults conducted May 4-10, 2020  
Source: Statista COVID-19 Barometer

# 7.4%

growth of online sales was reported in July compared to March despite easing of lockdown restrictions.

(Source: [Essentialretail.com](https://www.essentialretail.com))

# How Customers Use Social Media Throughout The Buying Journey

---

at least 50%

of consumers search for local  
businesses on social media.

(source: [Think with Google](#))

78%

of local mobile searches result in an in-store  
purchase.

(source: [ComScore](#))

# How Customers Use Social Media Throughout The Buying Journey

---

71%

of consumers are more likely to  
buy from a brand after a positive social media  
experience.

(Source: [Sproutsocial](#))

78%

of consumers  
trust social media reviews as much as  
personal recommendations.

(Source: [Brightlocal.ca](#))



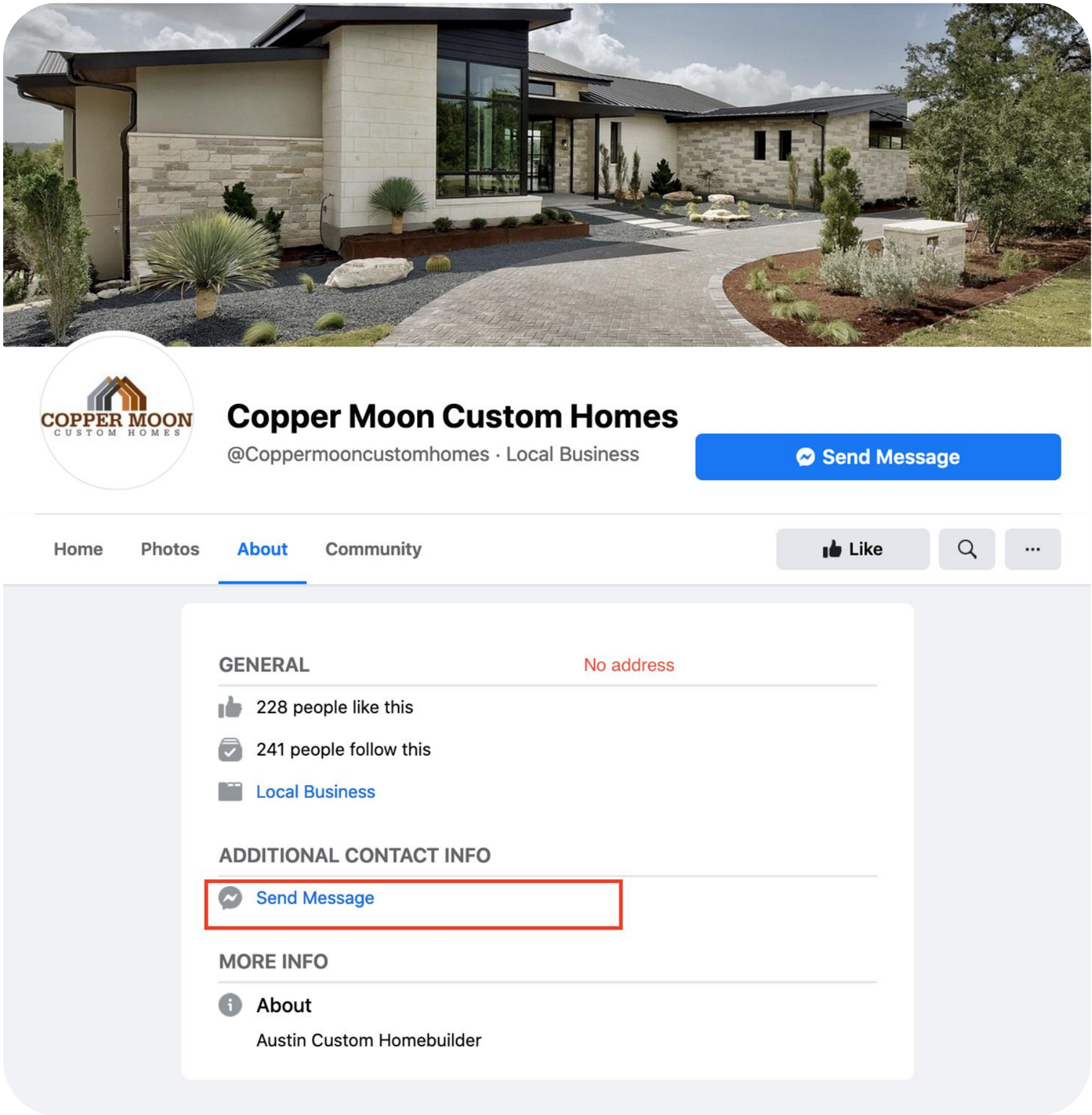
# Social Media Marketing Mistakes That Impact Business

## Mistake #1: Unsearchable business page and ignoring key info

- No address of a physical location, no directions
- No info about working hours / delivery options
- No contact info: phone number, email
- Not using native “Shop now” or “Book now” buttons
- Not using consistent branding across socials



# Mistake #1: Unsearchable Business Page and Ignoring Key Info



**Copper Moon Custom Homes**  
@Coppermooncustomhomes · Local Business

Home Photos **About** Community

**GENERAL** No address

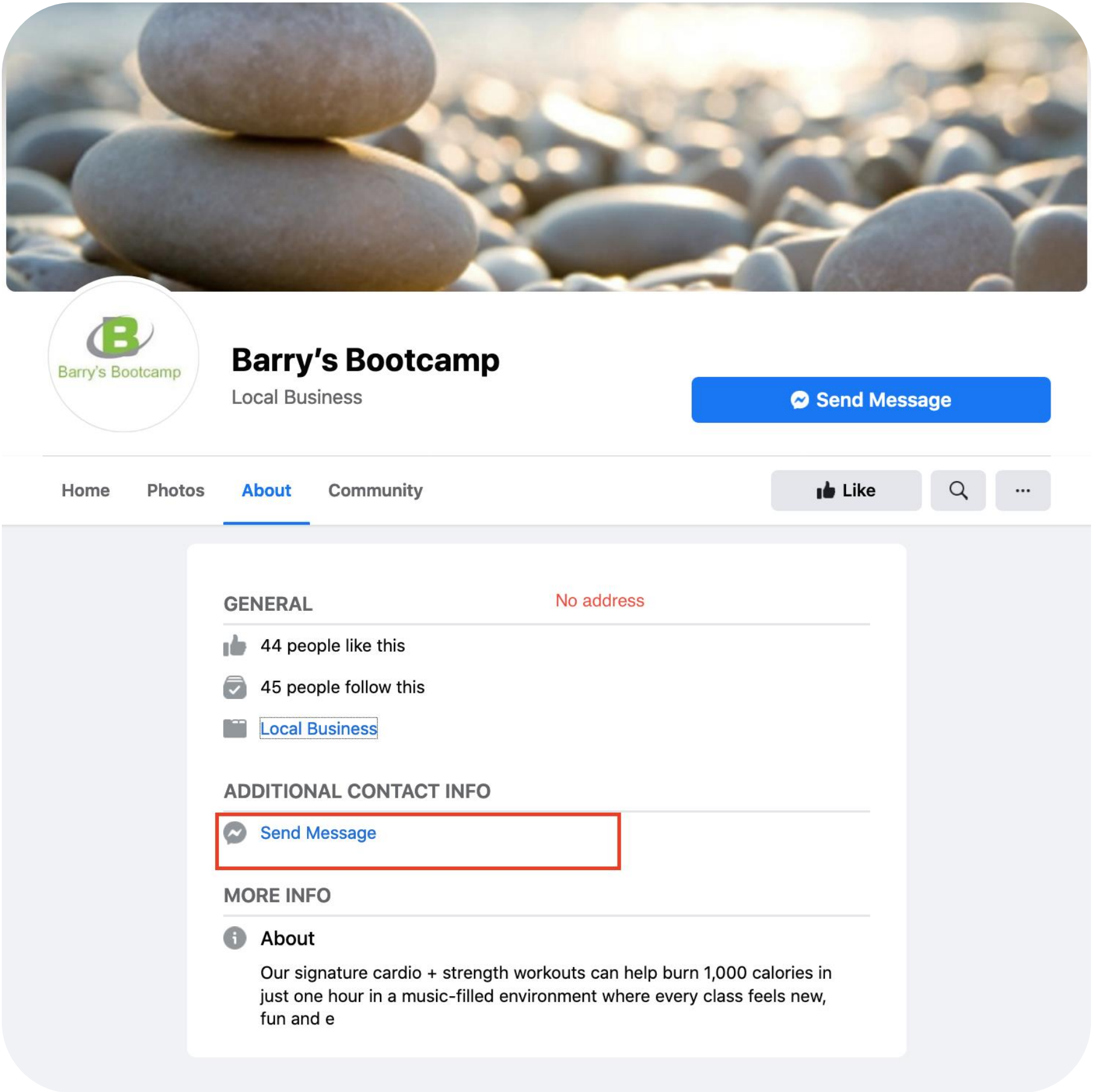
- 228 people like this
- 241 people follow this
- Local Business

**ADDITIONAL CONTACT INFO**

- Send Message

**MORE INFO**

- About**  
Austin Custom Homebuilder



**Barry's Bootcamp**  
Local Business

Home Photos **About** Community

**GENERAL** No address

- 44 people like this
- 45 people follow this
- Local Business

**ADDITIONAL CONTACT INFO**

- Send Message

**MORE INFO**

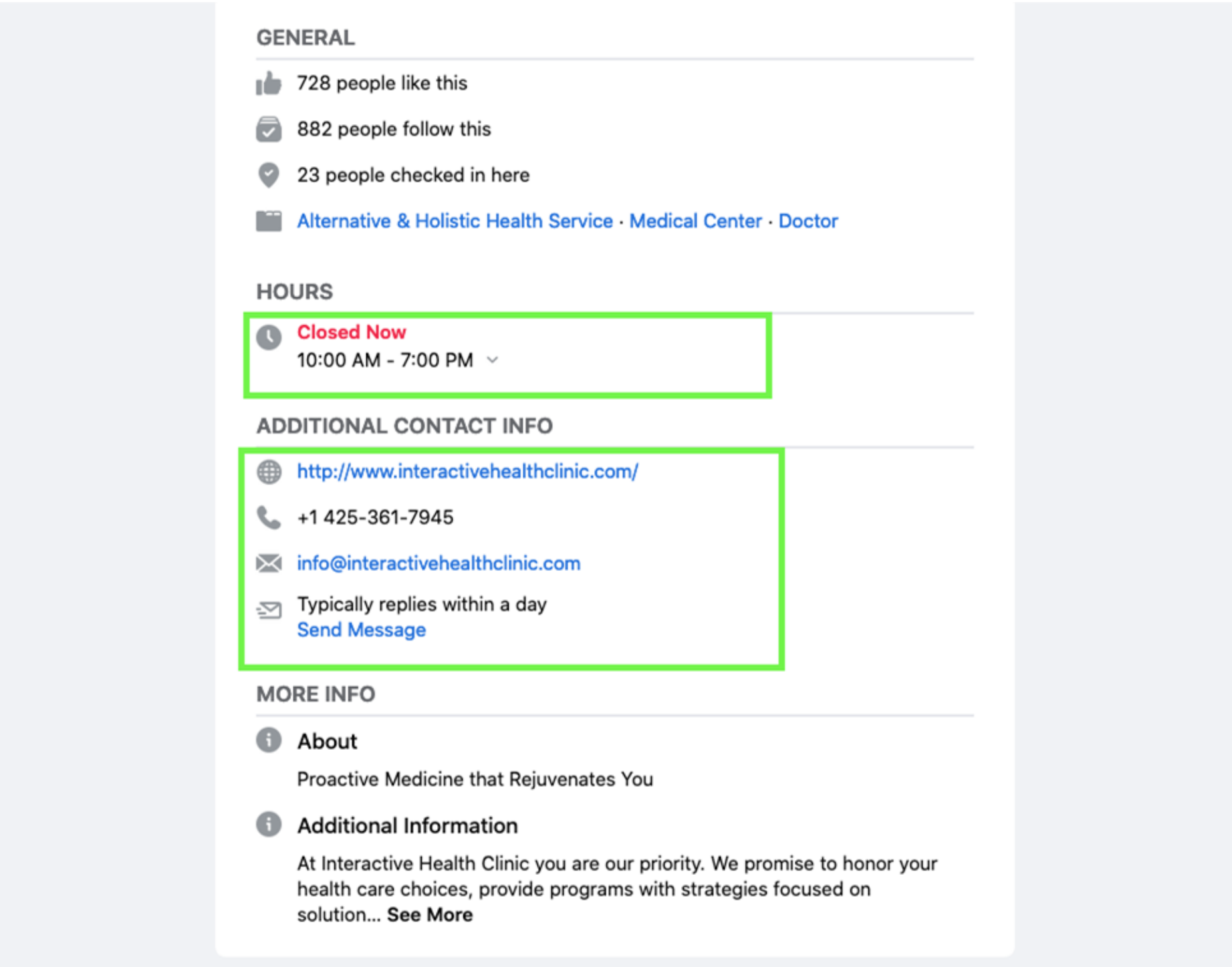
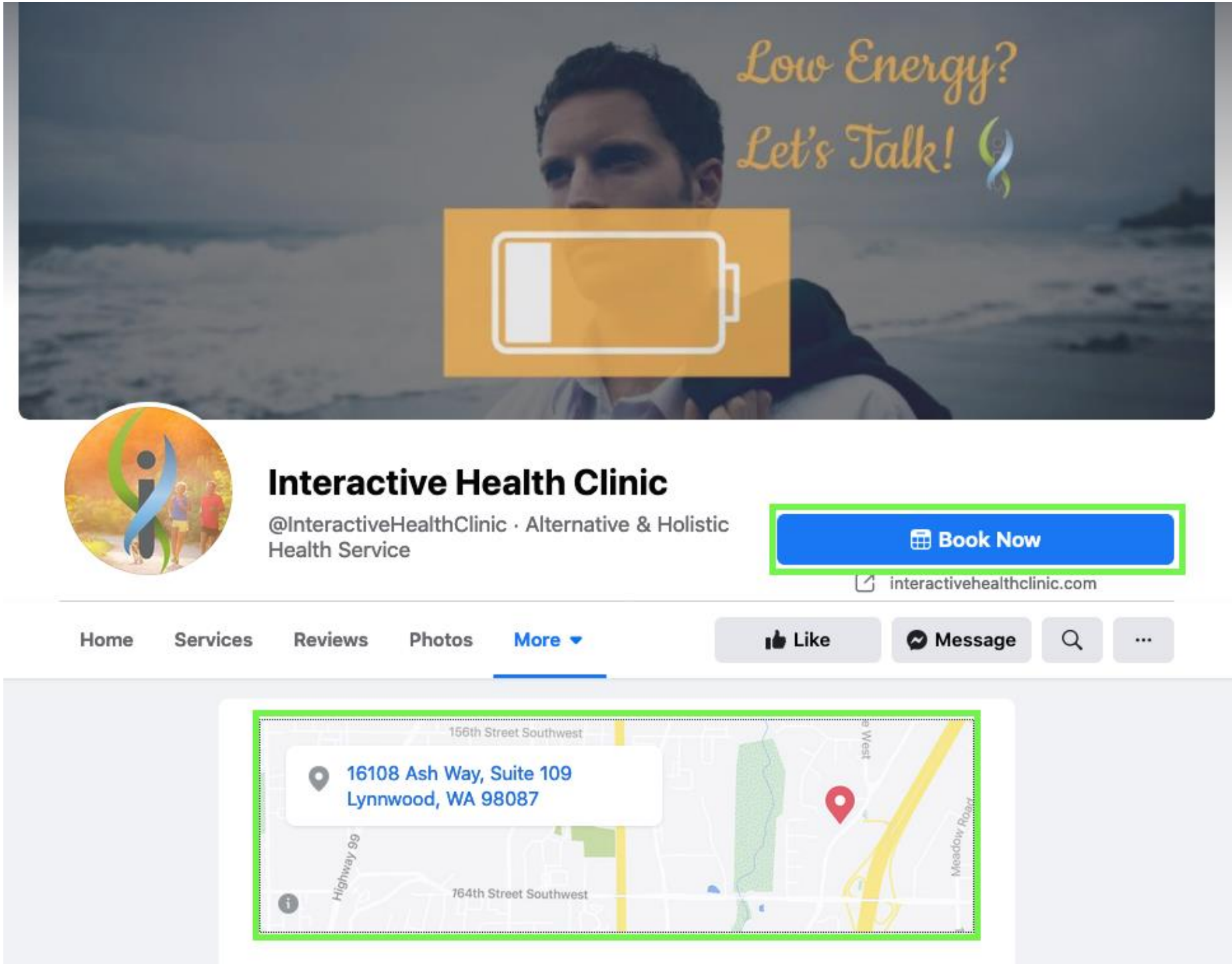
- About**  
Our signature cardio + strength workouts can help burn 1,000 calories in just one hour in a music-filled environment where every class feels new, fun and e

# Solution: Make Your Page Searchable

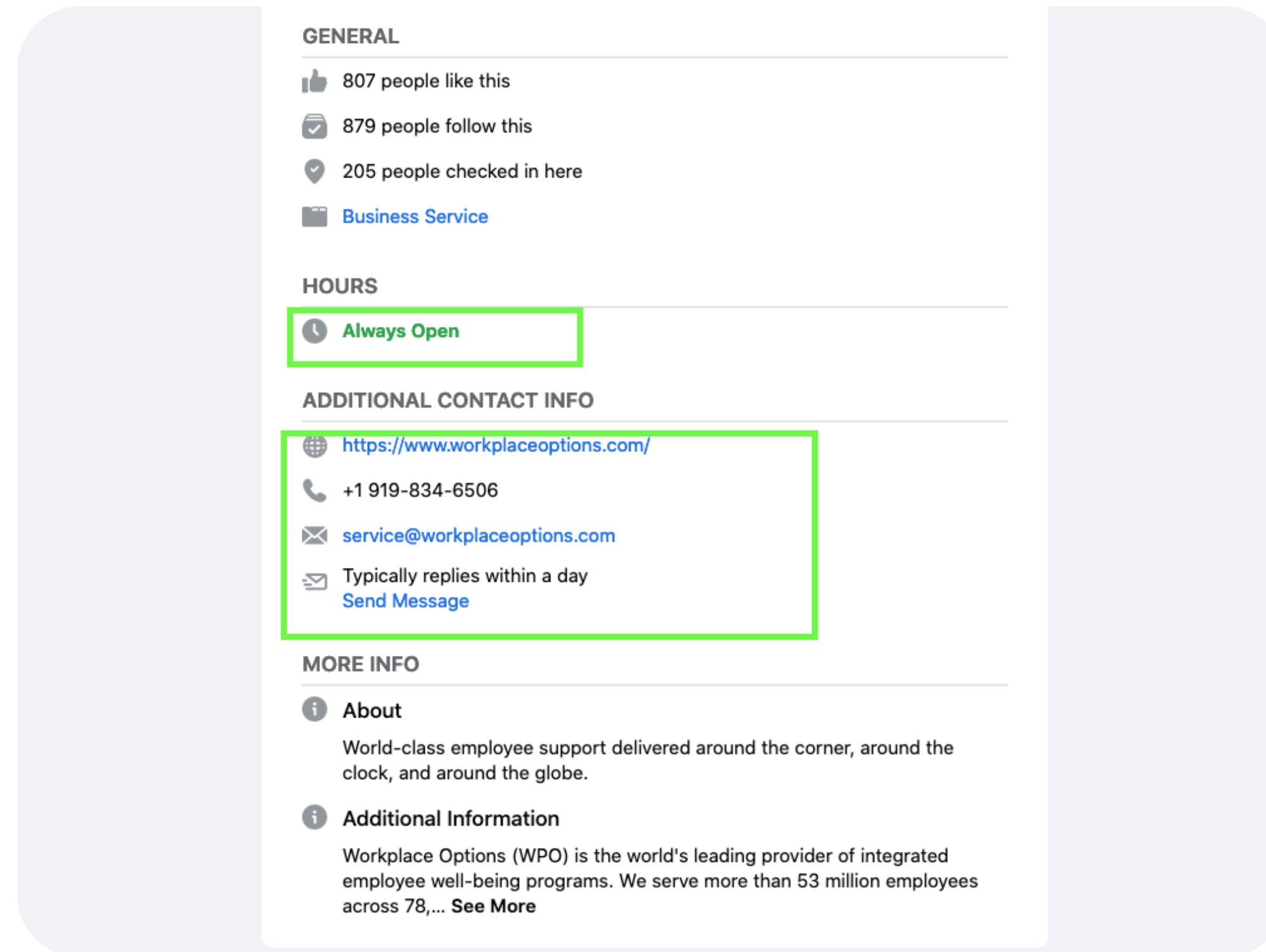
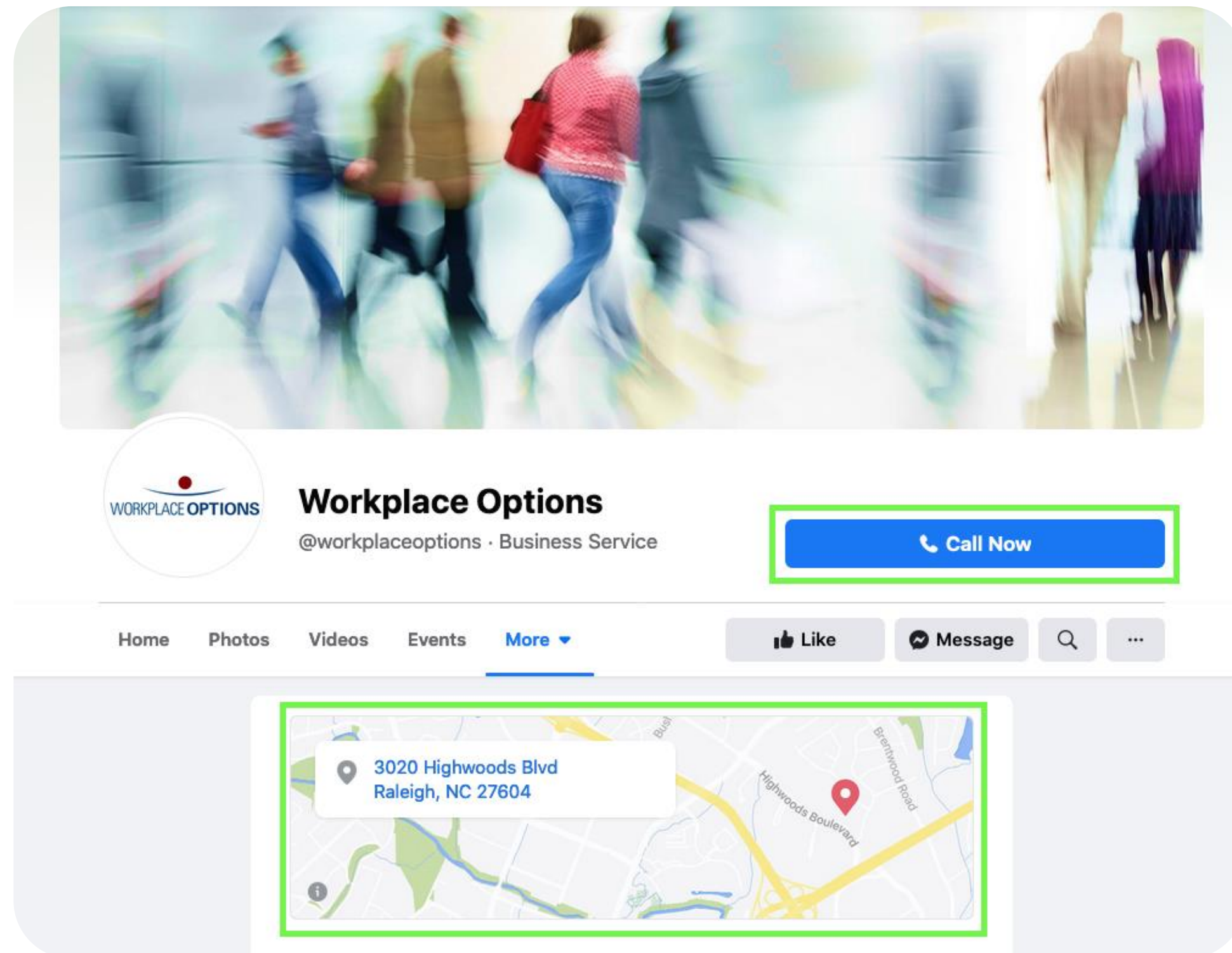
- Update address and embed the map
- Add contact info
- Upload images of the shop / cafe / salon
- Mention service and delivery options
- Add “Order now”, “Book now” buttons



# Solution: Make Your Page Searchable



# Solution: Make Your Page Searchable




# Social Media Marketing Mistakes That Impact Business

## Mistake #2: Posting irrelevant / poor content


- Not making a safety statement on the page
- Not posting to the page regularly
- Posting generic content that doesn't engage the audience
- Avoiding interactive content formats (videos, polls)



# Mistake #2: Posting Irrelevant / Poor Content

 **Flywheel Coaching** September 8 at 3:00 PM · 🌐 ⋮

Over the last few months, many companies have had to adjust to a portion or all of the team working remotely. If creativity, innovation and the integration of new employees are important processes for your company, then pay very special attention to how your team is collaborating in these areas. There are significant long-term implications to the remote working equation if not done properly. From poor employee on-boarding and productivity to compromised new product devel... **See More**



ENTREPRENEUR.COM **6 Ways Leaders Are Failing Their Remote Teams**  
Avoid these mistakes to better lead your remote team.

too much text

no spaces


generic image

# Mistake #2: Posting Irrelevant / Poor Content

 **Intercontinental Exchange** ✓  
June 27, 2019 · 🌐

Half of the world's energy is traded on ICE, and 98% of energy companies — like [Petrobras](#) — list on the NYSE. Intercontinental Exchange is the home of the NYSE, and the home of energy.

 25  6 Shares

 Like  Comment  Share 

unstructured text



no visual at all



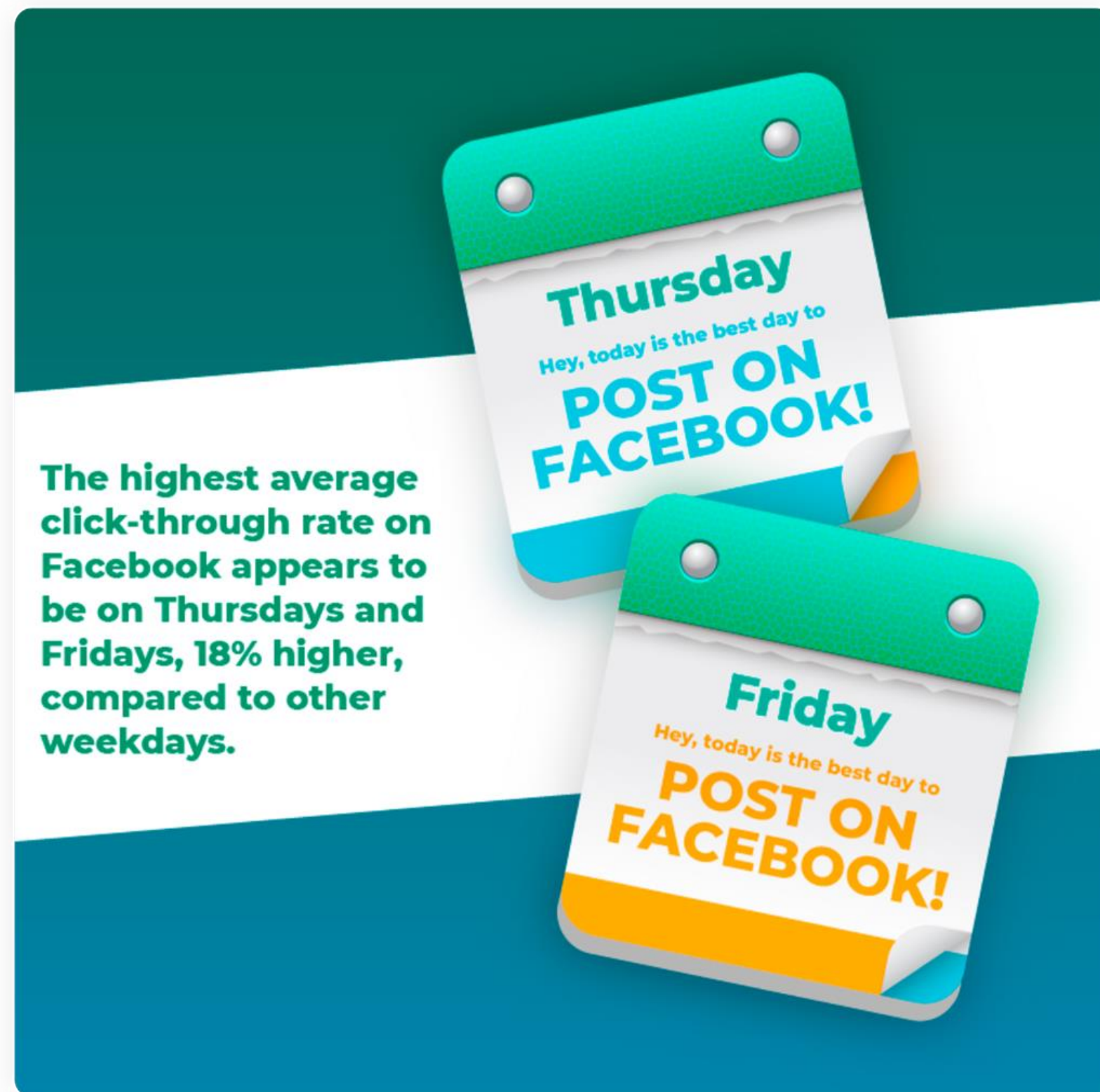


# Solution: Create a proper Content Plan

- 40% of engaging content
  - (questions, polls, and quotes)
- 30% of promotional content
  - (special offers, and discounts)
- 20% of educational content
  - (pieces of advice, tips, and hacks)
- 10% of curated content
  - (content from other industry experts)



# Solution: Build Posting Consistency



## Choose the best posting time

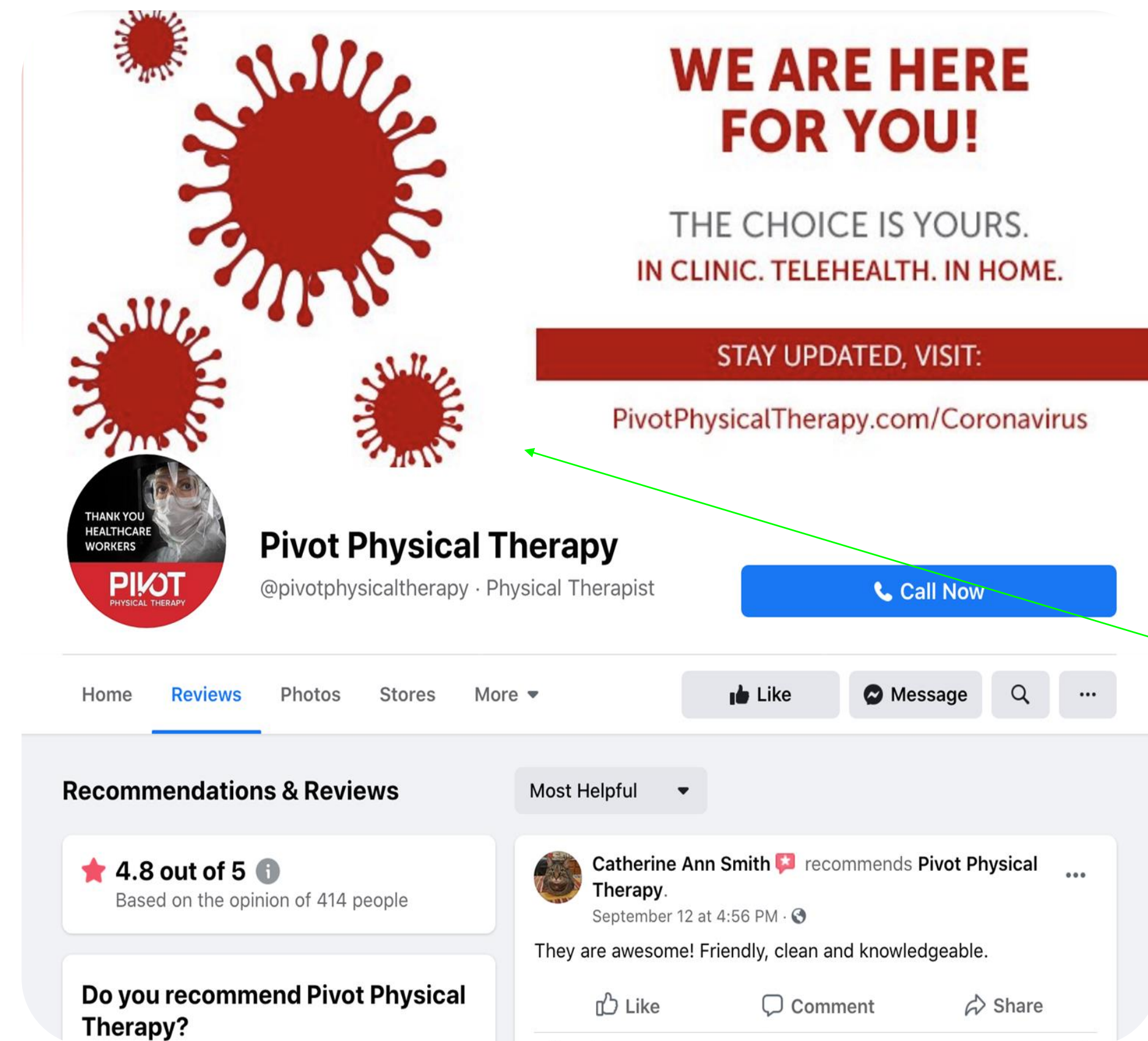
### Facebook:

- Thursday and Friday between 1:00-3:00 PM

### Instagram:

- Between 9:00-11:00 AM

# Solution: Create a Proper Content Plan






catchy slogan

Clear CTA

bright visual

# Solution: Create a Proper Content Plan

 **Juice Plus+**   
August 31 at 8:01 PM · 

Are you worried that monster might be creeping into your bedroom at night?  Well here's how you can brew your own anti-monster spray for Childrean   
You'll need the following ingredients... 

Well-structured text

Engaging emojis



Interactive format

  27

11 Shares

# Solution: Create a Proper Content Plan

 **Quick Wins Consulting** ...  
September 18 at 7:01 AM · 🌐

You Don't Have To Do It Alone. Hire a Fortune 500 Consultant Today – For FREE!

Quick Wins Consulting is offering their Smart Business Assist Program to Small Business Owners at No Cost. 20+ Year Fortune 500 Consultants Will Help You:

- Grow Revenue – profitably and predictably
- Lower Costs – without sacrificing quality
- Increase “Output” – do more work with less effort
- Know Where Your Money Is – spend only on what works

Take advantage of the huge opportunities as markets re-open and recover.

Contact Us Today  
888.403.1984  
info@quickwinsconsulting.com  
<https://lnkd.in/eiq62HQ>  
[#QuickWinsConsulting](#)  
[#RedesignSuccess](#)

Well-structured text

full info



mobile-first creative

# Solution: Create a Proper Content Plan



Whether it's BOGO or \$1 OFF on any 20/24 oz specialty beverage, the choice is yours! Sit back and relax this Sunday with your favorite BIGGBY® beverage in hand. To redeem, simply show this coupon to your barista! Direct coupon link can be found here if needed:

<https://buff.ly/3kxw0ZV>

Offer valid through 9/21/2020





← short and well-structured text

← easy-to-find link



← visual featuring the offer

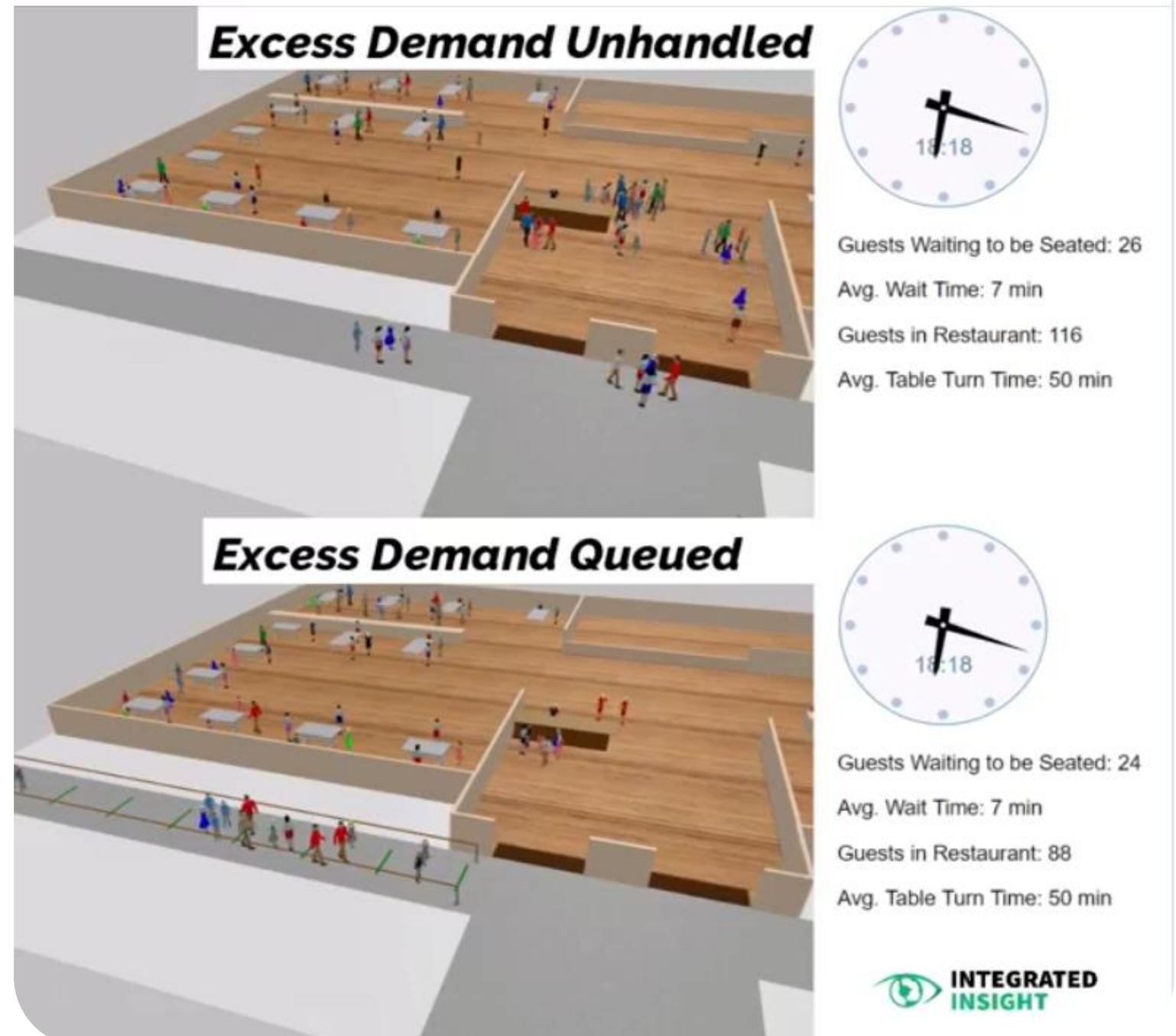
# Solution: Create a Proper Content Plan

 **Integrated Insight** is  sharing a COVID-19 Update.   
September 1 at 9:17 PM · 

When restaurants re-opened after strict quarantine protocols our team of [#IndustrialEngineers](#) set out to identify how [#restaurants](#) can optimize available space to increase throughput and guest satisfaction scores.

As the weather gets colder, it will be even more imperative for restaurants to maximize inside space and implement innovative queue management to handle excess demand.

The simulation model below indicated that being prepared to handle excess demand will be critica... [See More](#)



Well-structured text

Comprehensive graphics

# Solution: Create a Proper Content Plan

**CME Group**  
September 12 at 1:48 AM · ⚙️

The cloud storage market could triple in value to over \$100 billion annually by 2024. For financial services that means more market data in the cloud. <http://spr.ly/6182Gty1i>

OPENMARKETS.CMEGROUP.COM  
**Why Financial Market Data is Moving to The Cloud - OpenMarkets**

← nice and short lead

← customized link



# Social Media Marketing Mistakes That Impact Business

## Mistake #3: Not connecting with followers

- Not answering comments
- Not replying to reviews
- Ignoring inbox



# Mistake #3: Not Connecting With Followers

The screenshot shows the Facebook profile for Athleticco (@imathletico). At the top is a video of runners. Below it is the profile header with the name 'Athletico' and '@imathletico · Sports'. A navigation bar includes 'Home', 'Events', 'Reviews', 'About', and 'More'. Below the navigation bar are 'Like', 'Message', and search icons. The 'Recommendations & Reviews' section shows a rating of '3 out of 5' based on 4 people. A poll asks 'Do you recommend Athleticco?' with 'Yes' and 'No' buttons. A review from Patrick Mishra (November 27, 2019) includes a handwritten note: 'I'm tired, It's too cold, It's too hot, It's raining, It's too late, Let's go'. Below the review is a 'Write a comment...' field. Another review from Deeksha Sharma (April 2, 2018) is partially visible at the bottom. A red box highlights the '3 out of 5' rating, and red arrows point from the text 'No answers' to the 'Write a comment...' field of the Patrick Mishra review and the Deeksha Sharma review.

This block shows three individual Facebook reviews for Athleticco. The first review is from Deeksha Sharma (April 2, 2018), who recommends Athleticco and says: 'Not only place where you will get information about Running/cycling /triathlon but also place for boosting the confidence.' The second review is from Karan D Malhojra (April 2, 2018), who recommends Athleticco and says: 'Place where you will get Running, Cycling and Triathlon inspirational content.' The third review is from Mike Wilcox (February 12), who does not recommend Athleticco and says: 'Stop putting nonsense on useful groups you muppets. ta!'. Each review includes 'Like', 'Comment', and 'Share' buttons and a 'Write a comment...' field.

# Mistake #3: Not Connecting with Followers

The screenshot shows a Facebook business page for 'Maine Coast Homes'. At the top is a video of a modern kitchen and dining room. Below the video is the business name 'Maine Coast Homes', the handle '@mecoasthomes', and the description 'Kitchen & Bath Contractor'. There is a 'Learn More' button and a website link 'mainecoasthomes.net'. The navigation bar includes 'Home', 'Photos', 'Videos', 'Reviews', and 'More'. The 'Reviews' section is active, showing 'Recommendations & Reviews' with 'No Recommendations Yet' and 'No Rating Yet' highlighted by a red box. Below this is a poll asking 'Do you recommend Maine Coast Homes?' with 'Yes' and 'No' buttons.

## Solution: Connect With Followers

- Respond to direct messages
- Answer to reviews, especially negative
- Interact in comments



# Solution: Connect With followers

**Blackmores**  
September 14 at 6:00 AM · 🌐

Important event announcement 📢 Despite best efforts and optimism, it's with great sadness that we announce the cancellation of the 2020 Blackmores Sydney Running Festival on 8 November. Yet not all is lost runners! Today we're excited to launch the [Blackmores Sydney Running Festival Virtual Run](#) 🏃🏃 You can run safely your way on your day from 20 September until 8 November — just remember to follow official health advice. To sign up and for official FAQs: <https://bit.ly/2Fud...> **See More**



**Important event update**

**BLACKMORES**

**Blackmores**  
Health & Wellness Website

[Learn More](#)

**Lynda Calder**  
Inevitable. 👍 1

Like · Reply · 1d

**Author**  
**Blackmores**  
It was a tough decision. Will you be joining us for the virtual run, Lynda? We'd love to see you there - online of course 😊  
- Alex

Like · Reply · 1d

**Lynda Calder**  
**Blackmores** I will. Just have to register. 👍 1

Like · Reply · 1d

**Author**  
**Blackmores**  
Great to hear Lynda! What distance are you doing and where will your finish line be? 😊  
- Alex

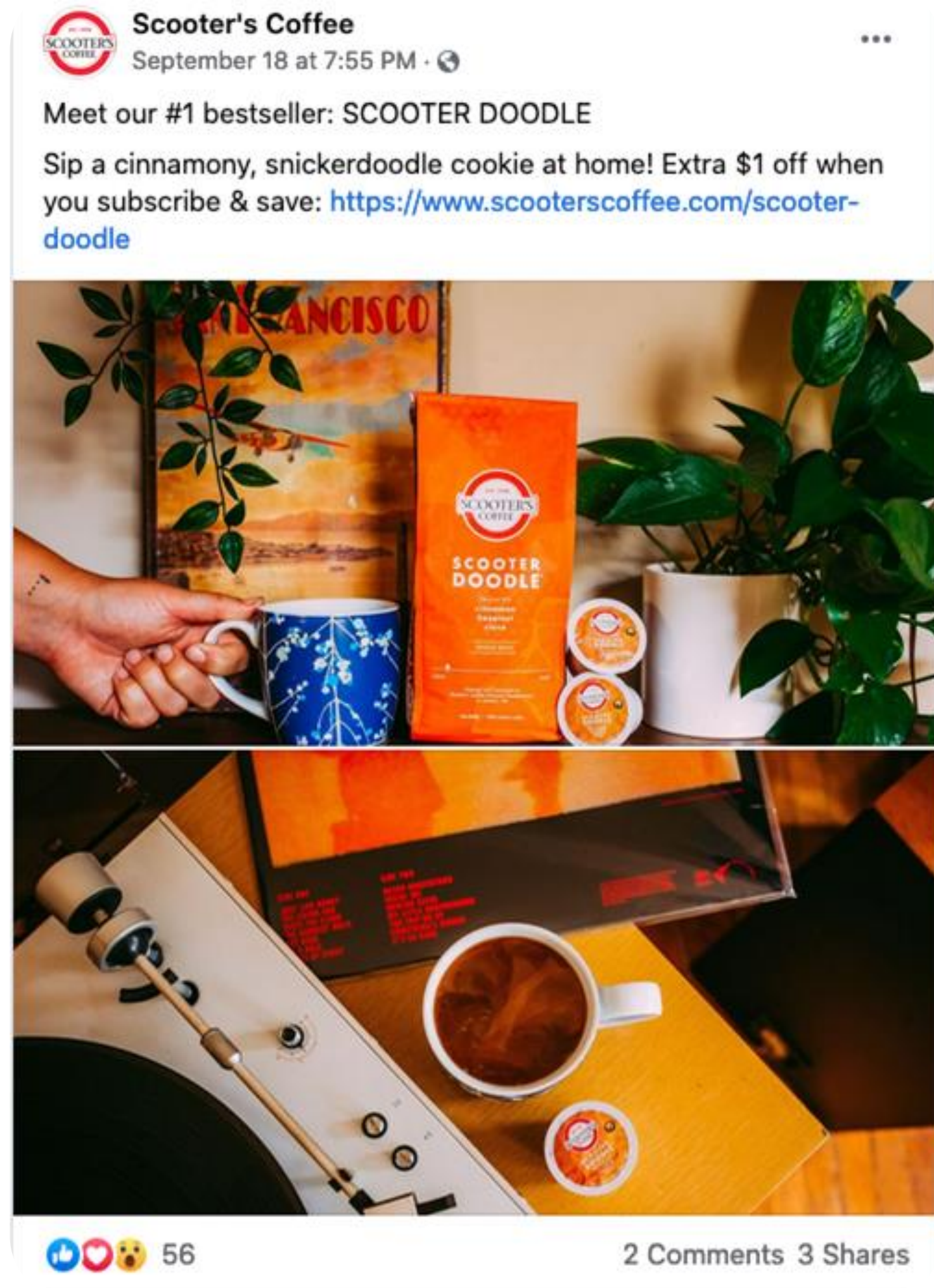
Like · Reply · 15h

**Lynda Calder**  
**Blackmores** I'll do the 21.1km and my finish line will likely be at my home. 😊 In Ermington.

Like · Reply · 9h

a personalized dialogue

# Solution: Connect With followers

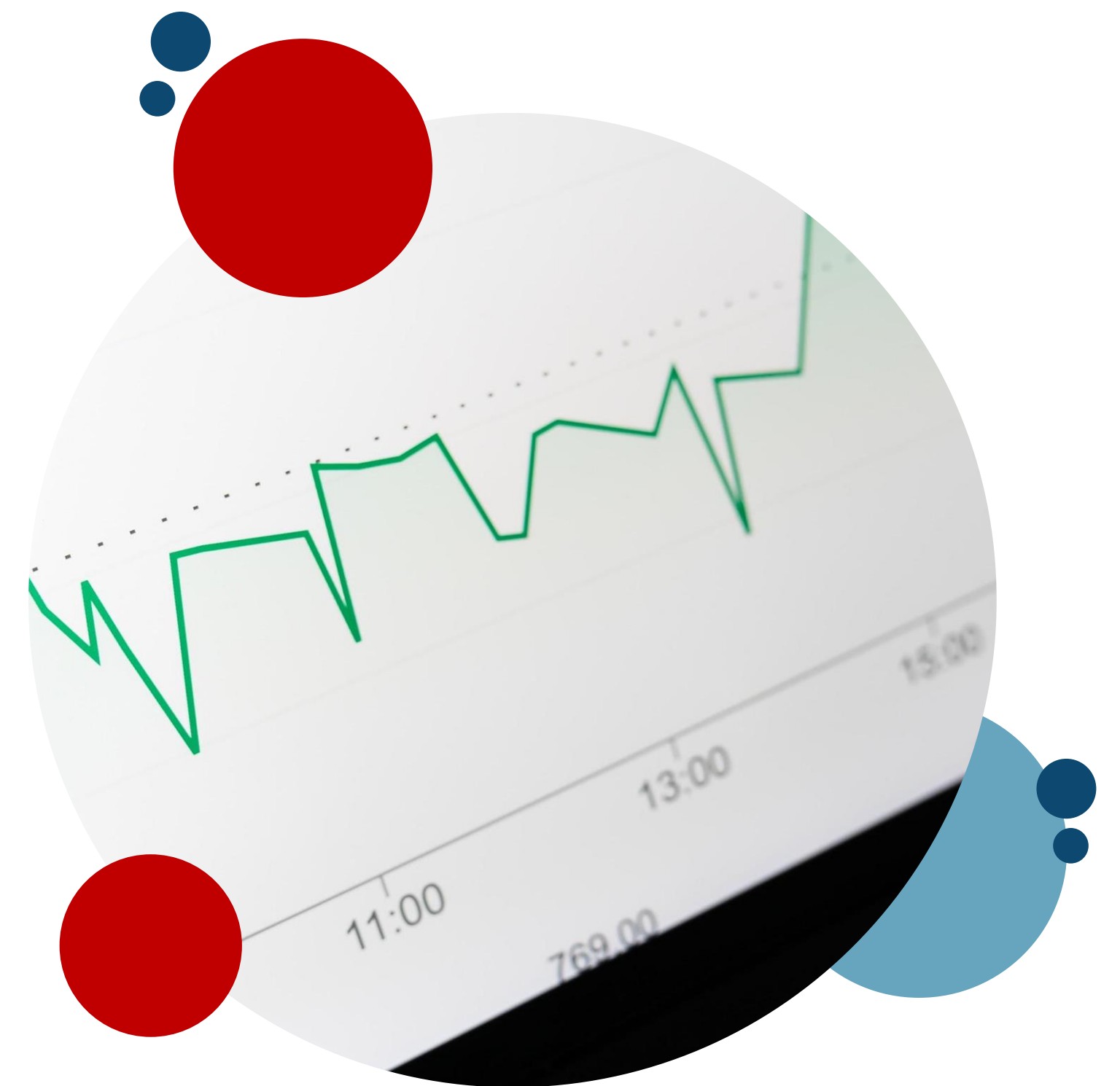


← a nice and detailed response to a short question

# Social Media Marketing Mistakes That Impact Business

## Mistake #4: Not using analytics tools

- Not tracking reach and engagement metrics
- Not staying in the loop of overall page performance



# Solution: Keep an Eye on Your Performance

- Track post reach and engagement
- Check which posts perform best
- Use your post performance to guide your future social content calendar





WSI DASHBOARD CALENDAR CONTENT ANALYTICS Search by keyword CREATE POST W

Pages 08/23/2020 - 09/21/2020 Data compared to Jul 24, 2020 - Aug 23, 2020 EXPORT

WSI Corporate

WSI World

WSI World

Facebook CONNECT

LinkedIn CONNECT

Pinterest CONNECT

Connect more

### WSI World Metrics for: Aug 23, 2020 - Sep 21, 2020

Quick overview of your Twitter Profile activity

**3,574** - 0.06%

Total Followers

The total number of Followers of your Profile over the selected time interval

**190** - 201.59%

Total Engagement

The number of times people took positive action on your Profile

**52** - 1.96%

Total Tweets published

Total Tweets to your Profile for the selected period

#### Engagement

**190** - 201.59%

Total Engagement

The number of times people took positive action on your Profile

##### Engagement Metrics Breakdown

Favorites	125
Retweets	65
Total	190

#### Tweets published

**52** - 1.96%

Total Tweets published

Total Tweets to your Profile for the selected period

##### Published Posts Metrics Breakdown

Video	0
Photo	35

# Summary Checklist

- Have a social media strategy in place
- Make your business page visible
- Post regularly
- Add various content formats and types
- Answer messages, comments, and reviews
- Regularly check your page statistics and adjust

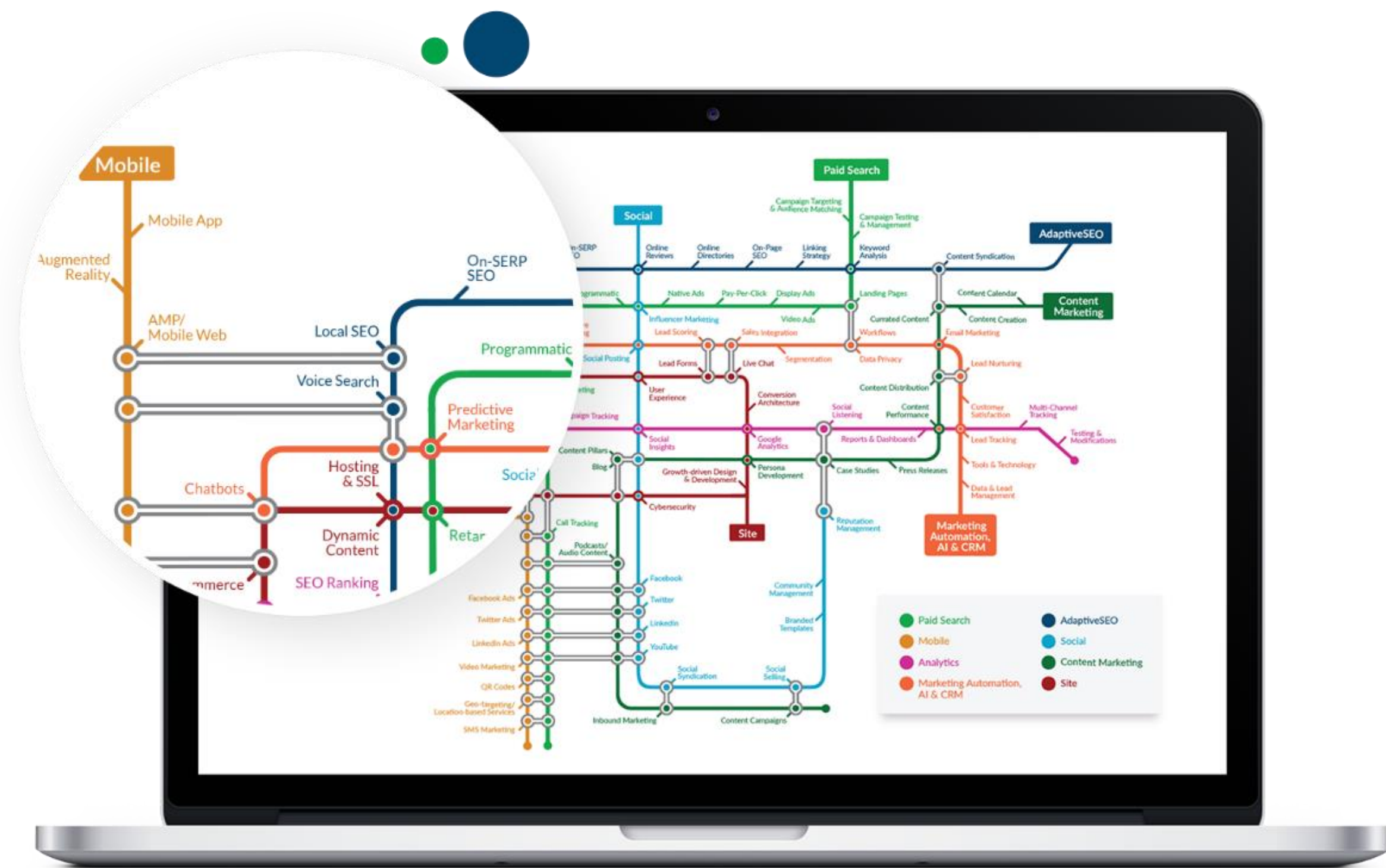


# REACH OUT TO YOUR LOCAL WSI CONSULTANT

## Talk to us, we can help!

Your social media strategy needs to be adapted to your industry, market, and audience which is where WSI can help.

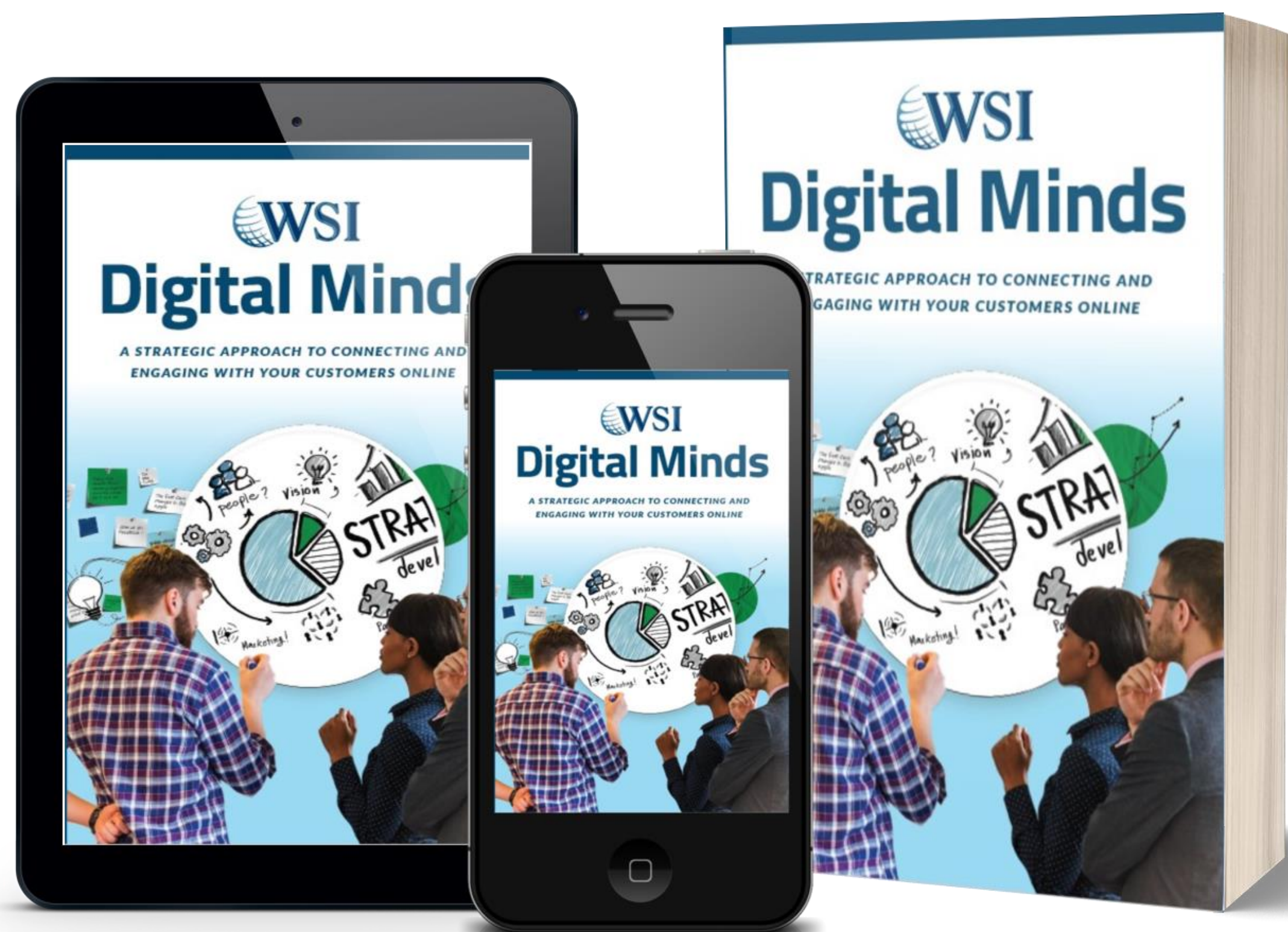
Reach out to your WSI Consultant or email [contact@wsiworld.com](mailto:contact@wsiworld.com).





**Now it's time for some Q&A**

# READ MORE ABOUT DIGITAL MARKETING IN OUR 3<sup>RD</sup> BOOK



Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit

<https://bit.ly/wsibook3>



**Thanks for joining us. Share your feedback.  
See you next time!**