

# Do You Need a Social Media Marketing “Attitude Adjustment”?

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You probably know by now that you really should be using social media as part of your marketing efforts for your small business. But if you've been putting it off and/or don't believe your endeavors will translate into traffic (and, in a perfect world, sales/conversions), grab a pen! It may be time to ask yourself a few questions and mend your ways for the sake of measurable ROI (return on investment...of your time).

## #1 Do You Truly Understand What Social Media Marketing Is All About?

The real intent of marketing through social media is to improve brand recognition/customer loyalty and drive targeted traffic to your website while expanding your professional network. But what is the mechanism to achieving these results? It's building real relationships. Social networking *is* networking. Your web content and advertising (on and offline) can be impersonal and objective; any number of people could create your ad or publish your web content. Social media is personal. Social media is you. Social media lets people know who you are.



## #2 Are Your Expectations Realistic?

Social media is not a magic potion for your business. It doesn't work overnight. Or in a week. Not likely in a month. Social media alone does not a marketing strategy make. Your profiles on social media sites cannot replace the value of having a website. And you'll still need things like business cards and perhaps rack cards, brochures and other printed marketing materials.

## #3 Are Your Ducks in a Row?

You want to make sure you have “filled in all the blanks” on any social media channel you choose to create a profile for. You wouldn't want potential clients to find your profile and have it seem unfinished! (Let alone direct them to a profile that is sorely lacking in the information they seek.) Incomplete profiles will not paint you as a professional, legitimate business worth following.

As mentioned in #1, the intention of social media marketing is to increase traffic and build your network. How can you accomplish that fully if you don't have an interesting site with compelling content, a site that people actually want to visit?

## #4: Are You Truly Being Yourself?

As brought out previously, just like in-person networking is about you and those you network with personally, networking via social media should be personal. (Of course, you don't want to forget this is also about business; steer clear of posts and comments that harbor overly religious or political undertones and anything that could be deemed offensive to the potential clients you're trying to attract. It's all about balance...)

Your followers want to see you as a person, not as your mission statement or your marketing strategy. Share a joke, post a photo, give shout outs. With that being said, keep these things in mind when putting a social media plan in place:

Don't let someone post to your social media profiles on your behalf who doesn't know your business well enough that you would let them stand up in a room of 100+ people and tell them about your business.

Don't just copy and paste. Don't just post links without adding some of your own words to give your audience a feel for why you are sharing it.

Don't just post other people's quotes all the time. Mix it up!

Think about public figures and why people follow them. Others are interested in their lives and experiences. You may not be a superstar, but if people are following you, there must be a reason. *Be yourself.*

Bonny Clayton, aka [Your Web Chick](#), is an award-winning Administrative Consultant specializing in web design, social media and e-mail marketing. A tech-geek with a creative streak, she helps small business owners and entrepreneurs establish and maintain their online presence. She is committed to serving them according to their needs, whether that is "giving them a fish" or "teaching them to fish".