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THE BUSINESS NEWSLETTER FROM AUSWILD & CO
PO Box 527 Kogarah NSW 1485
Chartered Accountants and Business Consultants

Website: www.auswild.com.au
Telephone: (02) 9588 0100
Facsimile: (02) 9588 7865

THE MISTAKES BUSINESS OWNERS MAKE ON SOCIAL MEDIA

Are you a business owner who is not reaping any results from social media despite your efforts? *Tiffany Wilson* of marketing agency **Chronicle Republic** advises business owners not to give up. "Social media is one of the most powerful marketing tools today," says Tiffany, and in this month's article, she lists what some of the common mistakes business owners make and how to avoid them.

- **No social media strategy**

If your social media presence is lacking goals and objectives, it is unlikely your efforts will convert to real results. Business owners need to have a clear idea of what they are trying to achieve from social media and how they are going to achieve it. You must have a solid plan to achieve your end goals.

- **Lacking an objective behind every content piece**

Life is busy and social media posts often end up being done at the last minute, posted in desperation just to have something up on the page. This is a waste of opportunity for businesses as social media is a powerful marketing tool.

The key is to create content with your audience in mind. Focus on what your audience might like to see instead of what you want them to see. Every image, video, blog or link that you share should engage, entertain, build awareness or inspire your audience.

- **No consistency**

Building a social media channel with engaged followers is not easy. It can take 6 to 12 months of consistent efforts to see real results.

Regularly posting useful content is a must. Without consistency, you overlook the opportunity to create anticipation from your followers. Have a structured approach to your social media content each month, plan what you will post and schedule it in advance.

- **Not dedicating enough time and money**

Business owners should not regard social media as a free advertising platform. It requires time and money to achieve results and, as such, resources need to be allocated from your marketing spend to this channel just as you would for any other marketing efforts such as direct letter drops or newspaper ads.

- **Leaving it to the millennials**

It's easy to believe that social media can be managed by the tech-savvy millennials in the office. In reality, social media for business is complex and very different to personal social media. It can't be taught in a one-day course and the main channels are constantly changing.

It takes a lot of time to stay on top of the new technology, algorithm changes and trends to ensure that you are implementing the optimal strategy to reach your target market. If you don't understand how the social media algorithms work, you could be doing damage to your organic reach.

- **Not connecting with people**

Let's say you've created an Instagram profile that is high-quality, value-based and well thought out. But you are still not achieving the results you want. Why? Engagement is the key to success. This is a time-intensive process and to get the best engagement, you must connect and interact with your audience one-to-one on a regular basis. You can't expect your audience to come to you. You must go to them.

- **Not targeting the right people or not targeting at all**

Don't focus solely on the number of followers you have. You must focus on getting the right followers on your accounts – quality over quantity. Target people who will potentially convert to dollars for you.

Some accounts may seem to have a large following, but they are often fake followers or followers overseas who will never do business with that company.

If you don't have the right followers, your content efforts are wasted. Your engagement rates will also be low as the people following you will most likely not like, comment or share your posts. As such, you need to know exactly who you are going to target, and the tools and methods you are going to use to reach them.

*This article was first published in **MyBusiness** and was written by **Tiffany Wilson**. Tiffany is the founder of **Chronicle Republic**, a boutique Sydney marketing agency for real estate, property and interiors professionals. **Chronicle Republic** helps businesses tell their brand's story through engaging and meaningful marketing that captures attention.*

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CONGRATULATIONS to **Peter & Francesca Terry** who are celebrating their 40th Wedding Anniversary this month.....and to **Ken & Ros Rich** who have recently celebrated their 50th Wedding Anniversary. What a great innings for the Terrys & the Richs.....our very best wishes to **Alf Hunt** for a speedy recovery. **GET WELL SOON**, Alf.....and our **CONDOLENCES** to the Wright Family on the recent passing of **Ken Wright**.....Birthday Greetings go to **Matthew Baxter**, **Mike Koureas** and our very own **Lee Payne** who celebrate special birthdays this month. **HAPPY BIRTHDAY** to you all.....and a **HAPPY RETIREMENT** to **David Wells** who is stepping down as Financial Controller at Clancy Motors, Bathurst.