

3 MISTAKES YOU SHOULD AVOID

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1. Not engaging with people on social media

There will likely be people who dislike your company or post negative comments for no reason. Make sure you have a member of your customer service team ready to address any issues. Don't ignore them! Respond to their comments, treat them with respect, and if possible, direct them to a private source of communication like email to address their issue.

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2. Not doing keyword research when producing content

You may be producing the most valuable content on the web, but if no one is searching it, no one cares. So try to do keyword research to see what people are searching for.

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3. Not promoting your social media posts

This is especially important if you've just started a Facebook page and don't have a huge following yet. It might be a good idea to invest \$50-\$100 to promote your page a little bit to people who might be interested in your content.

THANK YOU