



Social media made simple  
for YOUR business!

## WHAT SOCIAL MEDIA CAN'T DO FOR YOUR BUSINESS

Most businesses are beginning to understand the need for social media to help in marketing their businesses and reaching consumers that might not otherwise find them. Most businesses understand the huge increase in mobile phone users means more chances for their business to be found if social media sites are being properly set up and organized. And most businesses get that implementing a social media strategy will take some time and dedication. With all the benefits of social media, there are some things that social media just can't do.

Social media cannot turn a bad service, business or product into something it is not. If you own a restaurant and serve crummy food, social media will consistently bring out the fact that you serve crummy food. If you have a crummy product, you have a crummy product and social media is not going to make your product better. But if you are open to new ideas, social media can bring these to your attention and give you the opportunity to improve on what you are presenting.

Social media cannot replace your marketing strategy. It should never be your only strategy. Social Media is one avenue to include in an overall marketing strategy and key marketing principles.

Social Media does not replace good customer service. With every social media site I manage, there comes a time when we need to act on a customer's request. It could be a request about seating at a concert or scheduling an appointment or even a complaint. Your social media strategy must include a prompt and courteous way to handle these requests as well as an individual to take ownership of these issues. Remember it is out there for the whole world to see and so is your response.

Social Media does not deliver overnight results. As I said above, most businesses are starting to understand this. Consistency is key.

Social Media does not help you deliver good quality. If you have a blog that is boring or provides little or no information, why would someone want to keep coming back to you? If I serve small, overpriced meals in my diner, why would folks want to come back? Concentrate on good quality and content and build reputations with people who will want to come back for more.

Social Media will not guarantee sales. While the whole purpose of social media is to expose new customers, clients and potential buyers with your product or service, there is no guarantee they will end up buying. The fastest way to turn a prospective buyer off is to constantly pitch your services or goods to them. Developing relationships is what social media is all about.