



Common Mistakes In Social Media Marketing

By Ryan Parenti

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One of the biggest benefits of social media is branding you or your business as a leader in your field. You can reach an audience that you otherwise wouldn't reach through social networks and you can also connect with them on a more personal level.

This makes you more likable and allows you to deepen the relationship you have with your market. With that being said let's jump into how to enjoy the benefits of social media branding.

Free Or Paid? Two Ways To Large Brand Awareness

There are two major ways to get the word out about your business with social media. One major way to **increase your brand recognition is through paid advertisement** on social media.

You can run ads on many of the major social networks and have your advertisement displayed before tens of thousands of people. Not only is it effective but many times it can be inexpensive.

Another option is to **develop a network of people who come to know like and trust you**. Just realize that social media is all about connecting with people on a personal level. If you are simply promoting your business you are doing "fake networking."

The goal is to connect with people.

Be Wary Of "Fake Networking..." Unless You WANT To Be Branded As A Spammer

It's O.K. to promote your business with social media because let's be honest, nothing moves without a sale. However, you should be wary of using any blatant all-to-common spam techniques.

Social networks are filled with people who are just trying to "turn you on" to their business opportunities. You want to brand yourself as a source of expert information and you can't do that if you are shouting about your new product every 2 days.

Don't get me wrong, everyone wants to get more traffic but the goal of social media branding is to develop a relationship and position yourself as the expert.

Hey... Can I Move In With You?

Through social media I have developed real connections with people. One person has even suggested that I move in!



Develop a personal connection with your market and your profits will enjoy the benefits of social media. Just be real, provide valuable content and genuinely help people.

Expert content is what puts you ahead in social media. So start giving away your best secrets because it PRE-sells people on your offer and lets everyone know they can look to you to help them. Being a source of valuable content is the core of any successful social media

technique.

Building A Following Of Fans Is Easy

Through social media branding you give valuable content that positions you as an expert... and ya know what happens? People start to follow what you do!

Now you can have your very own “following” quicker and with less effort than ever before!

Just be aware of your actions and make sure that you are following social media etiquette. Avoid spammy techniques and give people results in advance. Once you do they will look to you for the next step!

Social media is a great technique for business. The only question is will you go out and start building your fan base?

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