

False Digital Marketing Facts

USING SOCIAL MEDIA THE WRONG WAY

Many companies that share uncontrolled posts on social media which are not goal-oriented receive disappointing results from their social media campaigns. You need to ask questions such as:

- What is the purpose of the post?
- Which audience does it address?
- Is the information given clear and correct?

for the contents that you will share on Social Media. In this way, you will keep your post sharings under control and the professionalism level of your company profile will increase.



CONSTANTLY POSTING ON SOCIAL MEDIA

According to the researches, posting too often is seen as "boring" by the followers. Instead of posting too often, sharing posts in prime time will make you trend on social media. You can also gain new followers with regularly shared posts and effective hashtags.



"BLOCKING NEGATIVE COMMENTS"

Social media has become a call center. If a customer uses social media to share his experiences, we don't recommend deleting any positive/negative comments. You can respond your customer saying "Your request will be directed to the relevant department. Our team will contact you as soon as possible" and convey the message that they can easily access you anytime for any problem.



NOT MONITORING SOCIAL MEDIA ACTIVITIES

Monitoring your social media success is very important for you to understand whether the posts work or not. By tracking the success of your content, you can see the number of the new potential customers you acquired through social media or whether your campaigns have reached your goals.

In this way, you can run a successful campaign by revising your social media management.



"I SHOULD USE ALL SOCIAL MEDIA PLATFORMS FOR THE EXHIBITION"

Don't try to do everything at once. If you're new to social media, try to understand which networks are right for you by examining the statistics of each social network. You may not need to have an account in every social media application.



WRONG HASHTAG

Too much use of hashtags does not mean being popular on social media. With true hashtags you can reach real followers. For more details, see the **Hashtags Creation Guide** slide.



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