

# Why Most Businesses Fail at Social Media and What You Can Do to Succeed

By Nadine Mullings  
The B.E.S.T. Marketing Strategist™  
[www.nadinemullings.com](http://www.nadinemullings.com)

Social media is an awesome free tool to increase your brand awareness, amplify your messages, and reach new audiences. That's why many small business owners, coaches, and consultants are using social media with great results. However, although the various social media platforms are free, it does take time, effort, and energy to get results from organic (not paid) social media marketing. Let's explore why most businesses fail at social media and what you can do to succeed.

## 1. Wrong Approach

Social media should not be used as an advertising platform — it's supposed to be **social**, not commercial. An easy way to approach your efforts is to think about the 3-C's of Social Media: Connections, Conversations, and Conversion:

- **Connections**

No matter which social media network you use, one of the main reasons you are on social media is to make connections. As a business owner it is important to make sure that you are making **quality** connections with potential clients, prospects, partners, etc. Be selective and be sure you are connecting with individuals who will be interested in your business and what you have to say.

- **Conversations**

If content is king on social media, then think about conversations as the queen. You need both the king and the queen to play the game of social media marketing. Create conversations on your social networks. For example, ask your followers or fans key questions that can help you decide what their needs are. A good rule of thumb is to have about 80% educational or entertaining content and only 20% promotion.

- **Conversion**

One of the major differences between using social media for business and using it for personal reasons is conversion. For business purposes you want to convert your fans or followers to leads, contacts, email subscribers, and eventually prospects and customers. That is why it is important to have **strong calls to action** in your social media messages that encourage individuals to subscribe to your blog or your email list.

## 2. No Plan

I always talk about the importance of having a social media marketing plan. Many people get intimidated by the word "plan", but it doesn't have to be complicated. Your plan should include the following key elements:

- A definition of your ideal target audience
- The purpose of your social media marketing campaigns
- Your social media marketing goals
- The best social media platforms for your business
- Your content and engagement strategy
- Your content calendar.

### 3. No Consistency

Lack of consistency is one of the main reasons why most businesses fail at social media marketing. To get results from social media you must use it consistently. Here are some tips on how to do that:

- **Be Committed**

The first step to being consistent with anything is to be committed. You must be committed to using social media marketing as a marketing activity for your business.

- **Limit Your Social Media Platforms**

With so many different types of social media platforms out there, it can easily become overwhelming to keep up with several different platforms, so limiting your social media networks will enable you to stay consistent.

- **Schedule Your Activity**

Although it is important to show up on social media “live,” scheduling some of your social media activity can help you to stay consistent. Use your social media marketing plan to decide what you will be posting, when, and use one of the many calendaring tools available to keep you on schedule.

- **Check Your Analytics**

Make it a habit to check the results of your social media marketing. This will help you to make adjustment and stay consistent with your effort. No matter which social media platform you may use, if they offer some insights on your results, be sure to check your analytics.

So once you have the right approach, you have a plan, and you are consistent, you should see results from your organic social media marketing efforts.

#### **About Nadine:**

Nadine holds a Masters of Business Administration with specializations in marketing and E-commerce from the University of Florida. She took the traditional path of entering corporate America in search of her big dream job with the nice salary, corner office, laptop computer, and company car. After 15 years in the corporate world she liberated herself to become a marketing consultant helping business owners and entrepreneurs because she realized that the path to financial and personal freedom is business ownership. She created a company that focuses on taking the stress out of successful marketing for independent business owners, entrepreneurs, coaches, and consultant. Please visit her at [www.nadinemullings.com](http://www.nadinemullings.com).