

# 7 Secrets To Social Marketing Success

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BDXpertise :: November 2011

When done right, social media can make a business more relevant, more accessible and more competitive. A strong social strategy can help you reach thousands of potential customers who would otherwise never have known about your business.

Here are our 7 rules for social media success:

## #1 IT'S NOT JUST ABOUT HAVING A PRESENCE, IT'S WHAT YOU DO WITH IT

It is easy enough to create a Facebook page or open a YouTube account. But it's about more than just having a page or channel. Active promotion is critical – the most successful social media campaigns are ongoing, every day.



## #2 SET GOALS

It's important to outline exactly what you want to achieve from your social media program. Do you want to connect with new prospects? Engage current customers? Set specific, achievable metrics and then create a plan to meet your needs.



## #3 CONTENT IS KING

In addition to making friends and gaining followers, you need to supply content. Be an expert in your field and write articles, develop blog posts, record videos, etc...

## #4 BE CREATIVE AND BRING YOUR BRAND PERSONALITY TO LIFE

Social media offers endless opportunities to try something new and enhance your brand personality. Think outside the box and get creative. This is also your chance to leverage your other online and traditional marketing campaigns and add value through social media.

## DID YOU KNOW?

Over 80% of Americans Use A Social Network (Nielsen)

## #5 MAKE FRIENDS! IT'S ABOUT THE CONVERSATION

This is where a lot of companies miss the boat – communicating through social media is different than traditional marketing. A surefire way to sabotage your social media efforts is to focus solely on your products and brand. Instead, build trust by joining conversations, provide educational information, seek input and develop relationships.



## #6 MONITOR YOUR PRESENCE

Who's talking about you? What are they saying? How many new followers are you getting? What are your best performing posts? These are just a few of the questions you should be answering through your social media initiatives. The bottom line, don't just post something and turn your back – you need to stay engaged with your program.

## #7 REMEMBER, YOU'RE NOT ALONE

So when will you find the time to do all of this? How will you stay up-to-date on the latest social media features and solutions? That's where a social media specialist comes in – someone to create content, manage your accounts and monitor your reputation online.

*BDX offers digital marketing solutions for builders including a turn-key social media package. For more information email [info@thebdx.com](mailto:info@thebdx.com).*

