

THE IMPORTANCE OF MAKING SOCIAL MEDIA CAMPAIGNS SOCIAL



Many social media advertisers plan the campaign so anti-social that it makes the phrase "social media" as much of an oxymoron as "military intelligence". If you make your social media advertisement campaigns anti-social you completely destroy the entire vision of social media marketing. Those who come to social media seek out a refuge from the normal one-way, forceful marketing that comes at them each day. Statistics show that people receive tens of thousands of advertisements on a daily basis. Consuming this much advertising gets tiring, and at some point, people quit paying attention. Social media marketing is supposed to work against the typical ebb and flow of marketing. Many companies that are blind to the social media process program Facebook and Twitter pages to spam their followers with one-way intrusive advertisements. It cripples the business. Eventually, people will begin ignoring you, and may even remove you from their feed all together. Your follow and fan base will fail, whether in actual number or in attention from the numbers you have. The common misconception among new social media marketers is that you must have more followers or fans than your competitors. That is why so many turn to bots and schemes that entice people to follow or fan your business. However, this is not always the case. In fact, it is rarely the case. The follow or the fan is much like a business card. You can give your business card to just about anybody. When a person follows or fans you, it is comparative to them taking your business card. However, it is what you do after they take it that matters. What are you doing to get them engaged and paying attention to your business? Attention is the true secret to social media marketing. If you are not planning a social media advertising campaign that gains attention, then it should be considered a failure. However, a successful social media campaign has been proven to be beneficial for growth and shareholder value. A New York University study found that success in an online campaign directly correlated with the company's digital IQ. Instead of naively blasting campaigns at your prospective customers that follow and fan your pages, find innovative ways to be daring and different. Sticking out from the crowd will help people pay attention to your business, instead of tuning it out like the thousands of other advertisements that they get throughout the day. Learning how to make social media campaigns social requires an asserted effort to learn the psychology of social media and how it affects our society on a day-to-day basis. This year, more companies have spent more money on digital marketing than any other means of traditional marketing. Take advantage of the trend by learning how to engage readers and attract attention by implementing social media campaigns into your business.