

HOW TO SOLVE YOUR SOCIAL MEDIA MARKETING CHALLENGES.

Effective use of social media can bring great opportunities for your business, but with so many options and platforms available it can often seem like a daunting task.

Here are some of the most common social media marketing challenges, and how you can overcome them.

1 Creating a social media marketing strategy

Without a clear plan it can be difficult to get the most out of your social media marketing efforts.

Solving this challenge:

Be clear on what your goals are, how you'll succeed, and what you want to measure, for example number of followers, or interactions. Formulate a plan and content calendar that you can regularly review and improve to stay on track and remain focused on your goals.

2 Developing an authentic connection

Audience engagement is now frequently the most important measurement of success.

Solving this challenge:

Engage with your audience and respond to each comment in an authentic way by asking questions, linking to other blog posts, providing insights, or offering help with a problem.

3 Producing consistently good content

Managing social media accounts is extremely time-consuming, and remaining creative and original is one of the toughest challenges to overcome.

Solving this challenge:

Experiment with simple yet effective content ideas such as a glimpse behind the scenes of your company, creating original visuals, or starting conversations with your followers to keep your content varied and interesting.

4 Getting content to a large social audience

Producing great content and promoting great content are two very different things. Often one of the biggest challenges is ensuring your content reaches your target audience.

Solving this challenge:

Leverage existing contacts and actively seek out those who will benefit from your content. This could include emailing your content to friends, family and co-workers; direct messaging influencers on social media, joining LinkedIn groups, and republishing to popular content curation websites.

5 Using data to back intuition

In the early days of social media marketing, data could be difficult to access but now there are a multitude of easy-to-use tools that provide access to these insights.

Solving this challenge:

Streamline your data collection with the [Google Analytics add-on for Google Sheets](#), which allows you to access, visualise, share and manipulate data from Google Analytics, and easily see what's working and where there's room for improvement.

6 Creating quality visuals and graphics

Visual content is 40x more likely to get shared on social media than other types of content, meaning investing in quality visuals is vital.

Solving this challenge:

If you're struggling with the time or design skills to create your own high quality visuals, there are plenty of options with stock photos and free image sources. Avoid overused stock photos, ensure each image is correctly sized for specific networks, and design with your brand guidelines in mind.