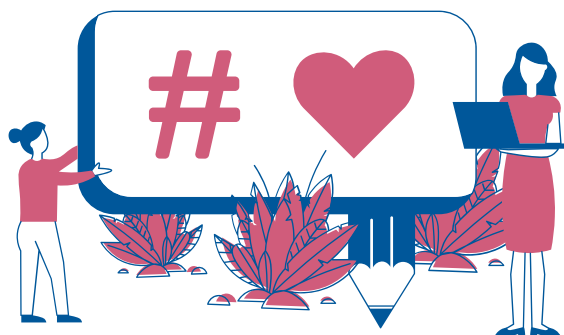




Page Likes and Followers don't always mean Sales! Focus on the people, not the numbers.

Behind every follower is a someone reading, watching and learning about you from your caption, branding or images.

Sometimes I can be so pro-analytics that I have to stop and remind myself that there are real humans that I am trying to resonate with.

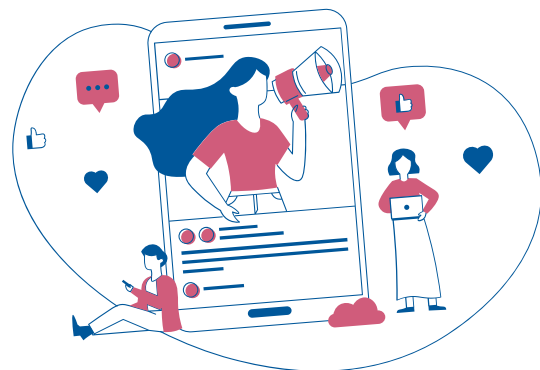


Insights are a goldmine! Especially once analysed and a strategy is built and executed. To make sure you are successful always have an underlying, unspoken approach to make your content appeal to your audience.

**Be data-driven... but don't let the data drive you.
Think of the customer.**

We can all get caught up on the likes or views a post has or we can compare our engagement to that of HUGE influencers/brands. You may also feel disheartened that your post 'only got 20 likes and a few comments.' But that's okay... more than likely those 20 people who have liked your post are actual customers who are interested in your business.

it's time to shift your mindset from stressing over the numbers and using that time to build an engaged community of like minded people. This engaged community will prove themselves as better quality customers over having 100's of disengaged followers.



Likes do NOT = Sales

Comments do NOT = Leads

Asking Questions does = Conversations

Conversations do = Builds Trust

Trust = Sales

So let's say it louder, together, and for the people in the back... page likes and followers don't always mean sales! But I'll tell you what does increase sales, good quality social media content that you've built for your customer.

By engaging with your customers on social media with what you post, you'll be able to test out new products or explain current products and see your audience's reaction. You'll be able to show off your work and be proud of the service you're bringing to your community. Your audience will grow to trust and love your business. These will then turn into sales and repeat custom. If you build that connection with your followers then they will want to come back time and time again and even spread the shoutouts to friends and family.

Here are some ways to connect with your audience;



Be Active

If you're going to do this right, you have to show up when your followers expect you to. This means by sticking to a posting regime and replying to customers in a timely manner.



Go Live

As daunting as you might think it is, going live will help build a loyal fanbase. You can introduce yourself, tell them about events/stalls/markets you might be at, or any offers you have on your products.



Be Human

Interact with things that are happening in real time. Whether that be opening hours to late deliveries or new products to staff birthdays. It could even be local events that are happening or celebrations/holidays.

But hey, that's just in my opinion... xxx

Make sure to follow me across all social media channels for more tips and tricks within the social media game.

