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Social Media Resolutions for 2014



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Widely recognized for his ability to energize sales teams and drive revenue results, David works with businesses and C-level executives on social media and sales strategies. Follow him on Twitter at [@dsteel](https://twitter.com/dsteel).



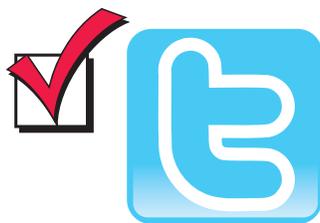
With 2014 just ahead on the horizon, now is the perfect time to start planning and setting goals for your social media and marketing calendar to ensure steady business growth and profit in the upcoming year.

In this eBook, we will be looking at some easy fixes you can make in the weeks ahead that will have a tremendous impact on your social media reach, engagement, and your business in general.

Time to get started!



Define your social media goals for 2014



What are you looking to accomplish in the New Year? Do you want to gain more followers on your social media platforms? Boost your marketing efforts? Do you have a dynamic team in place, and are they drinking the same juice you are?

Sit down (either alone or with your team) and write down some professional goals for 2014. Think about what it is you are representing with your brand and how you can best reach your audience. Would a contest bring you the followers you need and also deliver your brand's message? Or how about a Twitter campaign specifically targeted to your market audience? It's important to stay relevant without losing sight of who you are and how you'd like to be perceived by consumers and potential clients.

Get rid of the clutter

Digital clutter is common and something we tend to put off to deal with more pressing matters, like checking Facebook statuses and reading BuzzFeed. In this chapter, we will discuss some easy—and painless!—ways to clean out some of that clutter so you can breathe easy in the new year.

Do you keep a lot of pictures online or in your phone? Postal Pix is an easy-to-use app that allows you to click on any image from your social media accounts (like Facebook or Instagram) and have them printed/sent to your home. Use this inexpensive service to create photo books and albums you can share with friends and family and remember to delete those pictures from your phone/computer to save memory!

Google Drive is a great way to backup word documents, spreadsheets, memos, etc., and it doesn't take up any space on your hard drive. You can also share docs with friends, family, and associates for personal events and business deals.

Take this opportunity to do some spring-cleaning on some of your favorite social media networks. Unfriend/unfollow your ex's sister's cousin, your old boss, or connections you haven't reached out to in years. While you're at it, take a moment to update your profiles to make sure you are including the most up-to-date information about yourself and your business.

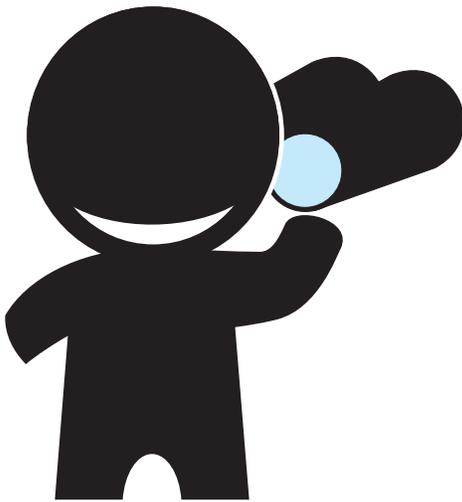


Look at what your competitors are doing

Chances are you already know who your competitors are. Take it a step further by paying attention to the kinds of posts they are writing/sharing on their social media outlets, the kind of interaction they have with their followers (if any at all), and which of their posts are getting the most clicks. This is a great plan of action for a few reasons, but primarily because you can outsmart them if you see there are areas where they are lacking and you can learn from some of the mistakes they made along the way. If you see something that is working, think of new ways to do the same... but better.

Focus on one social media platform at a time so as not to get too overwhelmed. Master Twitter before moving on to Facebook (or vice versa) and so on.

Take some time with your team for a brainstorming session. What sets you apart from the competition? Maybe your company boasts excellent customer satisfaction in a field fraught with confused and dissatisfied buyers. Work that angle and show your customers how much you care about satisfying their purchasing needs. Carve your niche.



Make a marketing checklist

This one is extremely important in order to stay on top of your goals. Make time each day to cross things off your list, even if you only have an hour to devote to finding prospects, gaining leads, working on internal marketing, etc.

Are you a morning or a night person? Set aside a block of time and steer clear of any distractions (close those extra windows you have up on the computer and turn off the phone if you need to). Grab your favorite beverage and make yourself comfortable. Allocate the time you have available for things that will help your business grow (10 minutes to read what your competitors are doing, 10 minutes on Twitter/Facebook, 10 minutes to handle marketing strategy, etc.). Though this may seem a bit repetitive to you in the beginning, you'll soon develop a routine that will make staying on top of your marketing goals a reality.



Don't just post... Engage!

We've all heard it before. Social media is about the interaction and engagement. But what does that mean exactly?

Engage your audience: it's more than just following people; you really need to interact and engage with them online or they're going to lose interest and unfollow you with a swift finger swipe. And while posting content is extremely important, if you leave questions unanswered on your Facebook wall or don't respond to customers in a timely fashion, they're likely to find their answers elsewhere. Don't let this happen to you!



Go Mobile! Did you know that nearly 75% of smartphone users access their social networks at least once per day? I mean, it makes sense, right? When was the last time you logged into Facebook from your phone? (It's been five minutes for us). If you are working with a web designer, make sure that your site can be viewed on all e-readers, tablets, and smart phones.



Give your website a facelift

If there's one thing your friends at Sneeze It have learned, it's that first impressions mean everything. A website with broken links, missing images, grammatical errors, etc., will reflect poorly on your company and it may hurt your credibility.

It's not expensive to completely overhaul your website and brand messaging. If you follow a company and are impressed with their graphics, tweet/email/FB message them to see who they hired. This is the highest compliment you could pay to a company who beefed up their messaging, and I'm sure they would be glad to help!



Show, don't tell

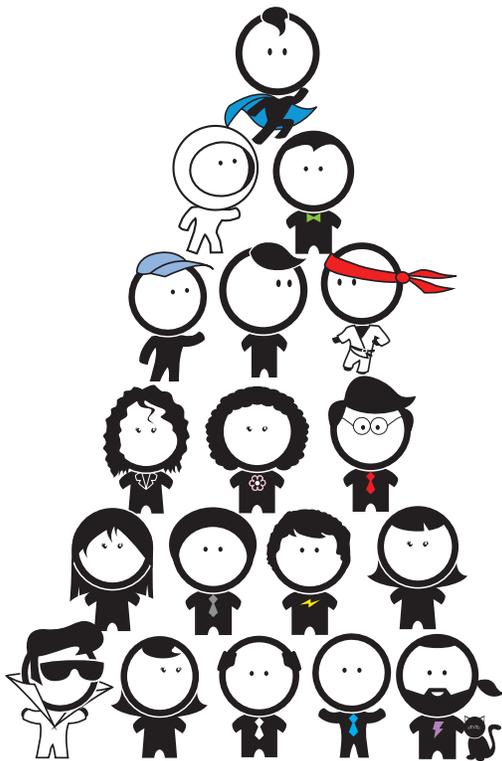
Between Facebook, Instagram, and Tumblr alone, more than 400,000,000 images will be uploaded daily in 2014. Given the fact that so many potential clients exist on these three platforms alone, it's time for you to speak to your prospects in a language they can understand—via pictures.

Did your intern spot a cool window display on her way into the office? Have her upload a picture to your company's Instagram account. Excited about a new product launch? Snap a photo. Going to hobnob with the leaders in your field? Take a group selfie. There are so many ways you can get in on the action and market your brand as friendly and approachable by adding some transparency.



Collaborate with your peers

There is strength in numbers and collaborating with other businesses, influencers, and communities can really help get your name out there. Find a core base of brand ambassadors and ask them to be involved in a video or help contribute to an article about your brand. Reach out to bloggers (still a very influential market) and ask if they'd like to write up a review of your website or a product and promise a link-back or compensation in return. Because so many bloggers are heavily involved in social media, this is a great way to bring your brand to a bigger audience.



You can also collaborate with another small business owner by cohosting an event promoted by both businesses to offer even more services to your respective clientele. For example, a business specializing in high-end baby clothing may want to collaborate with a company specializing in strollers for an upcoming baby expo. The opportunities really are endless when you start to think outside the box.

However you do decide to reach out, you should always make sure that this collaboration really is beneficial for both parties involved.



Don't let a bad review get you down

Imagine the following scenario. You go out to eat with a group of friends when your buddy Colin orders a sandwich with stale bread, inedible cheese, and a pickle that has seen better days. Your friend is more likely to turn to Yelp or Facebook to air his grievances than he is to quietly sulk with his sad sandwich.

This trend means that for every 20 stellar reviews, you are bound to get at least one or two that could be detrimental. The good news is that there are ways of solving this with rigorous damage control (for example: if you're the owner of the restaurant, reach out to him via Facebook and tell him his next meal is on the house). Turning a bad situation around can mean the world to a customer and will be excellent PR for you and your brand.



Happy 2014!

Like to learn more?

If you're interested in learning more about hashtags, or how Sneeze It can help your organization reach new audiences through social media channels, [contact us](#) today!

Is your business effectively using social media?

