

Path to Social Media Success

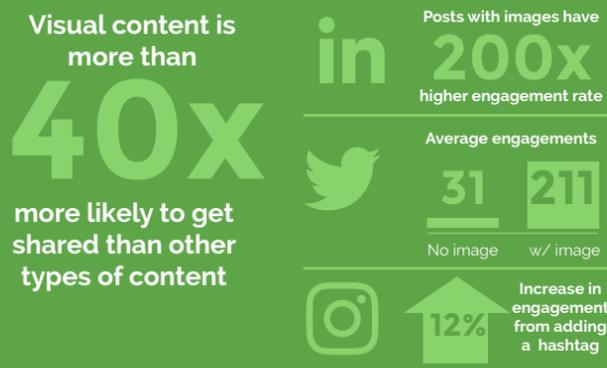
Your marketing is only as good as your last campaign's results. Use the 5 tips below to create meaningful results:

2017.

➔ START HERE

2 Post quality not quantity.

Your audience's time is precious. Make an impact, or it's not worth planning, creating, managing and measuring.



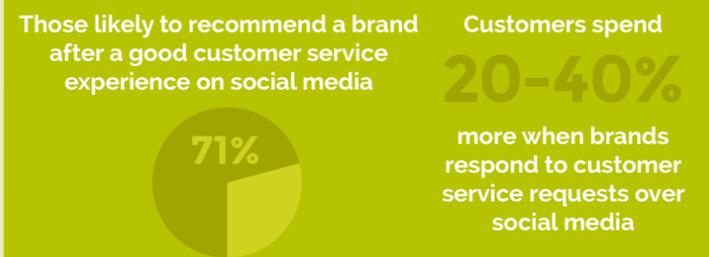
1 Make it great.

There's hundreds of thousands of pieces of content published every minute, so rather than blatant self-promotion, provide something that's unique and valuable to your audiences.



3 Post. Engage. Repeat.

These days, your audience is more likely to contact you via social media than any other method. Improve social validity and brand perception by reacting to their engagement.



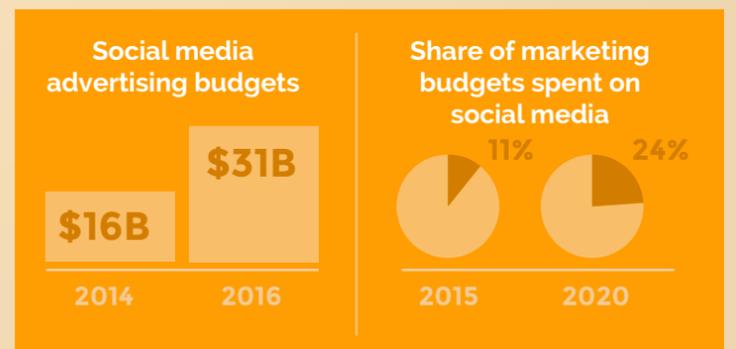
4 Find your goal and the right data to measure.

Taking measurement of social media off Likes, Views, Shares, and Comments alone doesn't tell the full story. True engagement comes from your audience's engagement offline.



5 Staying ahead of the curve.

In an ever-changing marketing landscape, doing the something the same way twice doesn't guarantee success.



SOURCES:
<https://socialpilot.co/blog/151-amazing-social-media-statistics-know-2017/>
<https://getambassador.com/blog/social-customer-service-infographic>
<http://business2community.com/social-media/47-superb-social-media-marketing-stats-facts-01431126#bCjBz0Akhvm54YGW99>
<https://blog.hubspot.com/marketing/visual-content-marketing-strategy>
<https://forbes.com/sites/bernardmarr/2015/09/30/big-data-20-mind-boggling-facts-everyone-must-read/#3aca5f4917b1>
<https://www.dreamgrow.com/21-social-media-marketing-statistics/>
<http://bizjournals.com/bizjournals/how-to/marketing/2015/05/how-social-media-influences-consumer-buying.html>

LEARN MORE AT CAROUSEL30.COM

Path to Social Media Success 2017.

 START HERE

Your marketing is only as good as your last campaign's results.

Use these 5 tips to create meaningful results.