

Social Media Marketing Advice

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The owner of Freshly Baked Communications, a company that provides creative content to increase brand awareness for start-up corporations, provided two main points of advice for those who aspire to work in social media marketing:

- Know the Account's Stats
- Change is Good

Know the Account's Stats

Know the target market(s) for each account to ensure that the information posted is relevant. This information can be found through each account's database or simply by looking at the demographics of the account's followers. If there is nothing relevant to post, do not feel obligated to post. Determine which posts are the most popular and why so that you can decide what to continue to add what works well to your pages. Websites such as TwitterCounter.com (and others that require a subscription) provide useful statistics on social media profiles. These quantitative and qualitative analyses are valuable to maintaining social media profiles. Study the account's competition by following or just viewing their profiles and know how they use social media. This can also provide further information on what types of posts are effective for the account's target market.

Change is Good

Never be fixated on one method of social media because it is a rapidly changing field. Current strategies include brands using social media to connect with consumers and anticipate their needs. Brands not only post new information on a product or company but also interact directly with consumers. For example, United Airlines uses Twitter to text customers: they respond to complaints and inform flyers on plane delays. Read up on current trends and attend conferences in order to know the current uses of technology. Knowing what is currently happening on social media is best learned by using it, watching other users and companies, reading technical blogs or newspapers, and watching videos from TED Talks. When she is hiring, she looks for individuals who can handle change and are open to being taught because of the importance of making quick adjustments in this field.

Social media marketing is a new and rapidly advancing field. It requires vast knowledge on the company's statistics and the current trends and changes in the field.