5 Mistakes to Avoid When Choosing Social Media Platforms for Your Business

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Choosing the right social media platforms is essential for any marketing strategy, regardless of your business. However, it can be challenging to determine which platforms are the best fit.

While hiring a social media specialist can help, it's important to ensure they're focusing on the most important platforms for your business. Avoid these five common mistakes when selecting social media platforms to optimize your marketing efforts.

Mistake #1: Ignoring your audience

It's tempting to try to establish a social presence on every social media platform available, but this is rarely a good strategy. Managing multiple platforms can be time-consuming, and costly. Instead, focus on a few platforms where your audience is most active and where you can deliver high-quality content and engagement.

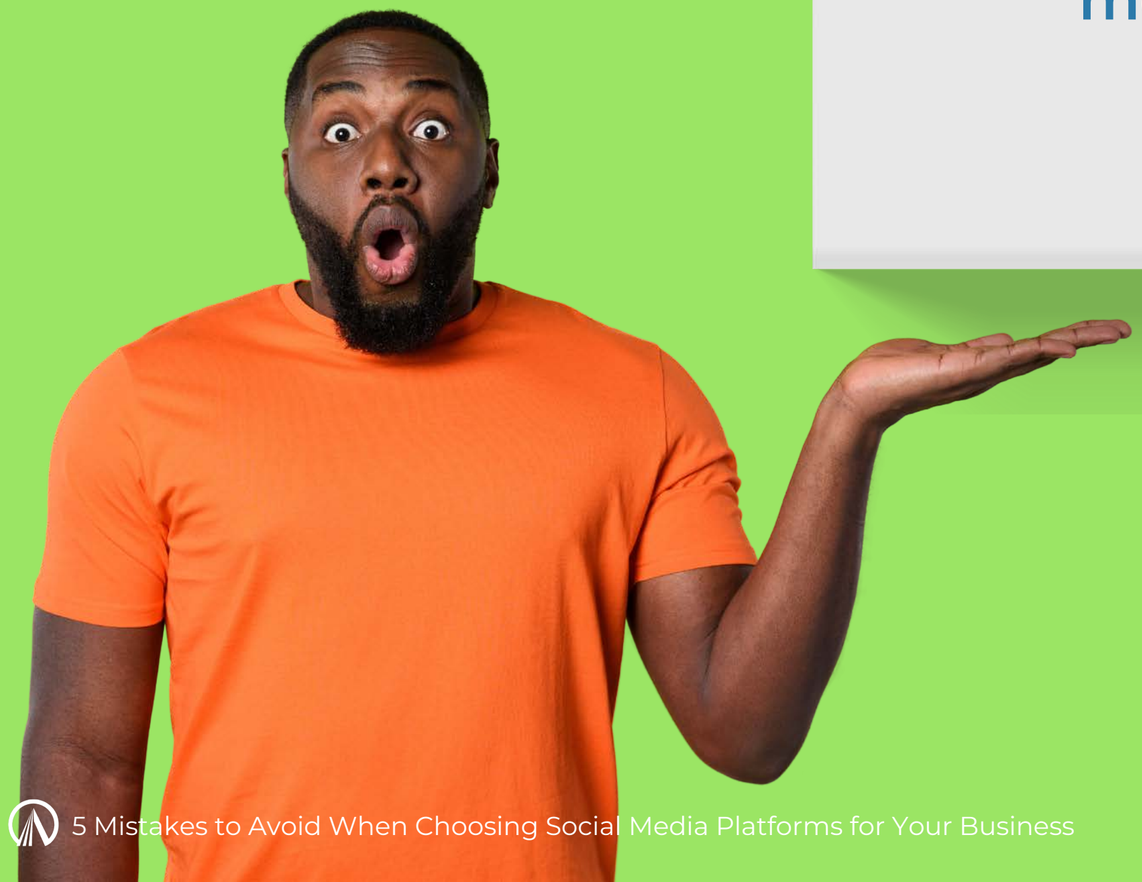
Your audience is the most important factor to consider when choosing social media platforms for your business. Search for existing and potential customers as well as your competitors on different social media platforms to see where they are actively engaging.

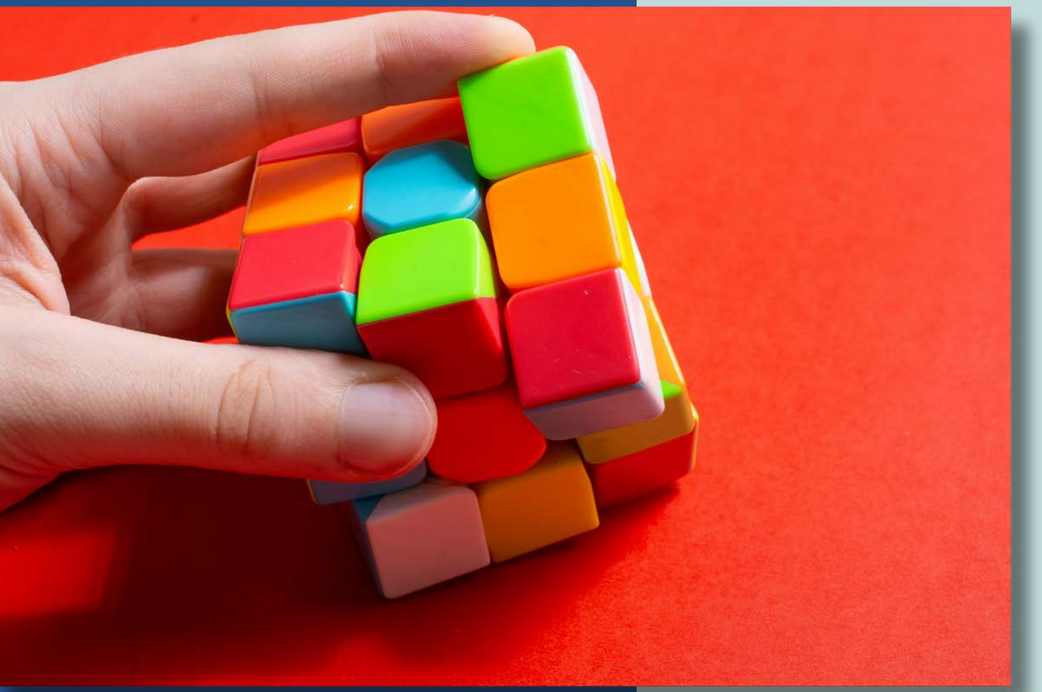
Mistake #2: Neglecting to research the platform

Before committing to a social media platform, it's essential to understand how it works and what kind of content performs well. Each platform has its unique features, communication protocols, and target audiences. Spend some time exploring the platforms you're considering and make sure they align with your brand and marketing goals.

40% of B2B marketers say LinkedIn is the best place to get high-quality leads if you’re looking to reach C-suite and other high-ranking decision makers

75% of B2B buyers and 84% of C-level executives are influenced by social media when making purchasing decisions. (IDC)





Mistake #3: Failing to keep up with best practices

Social media platforms are continually evolving, and what worked yesterday may not work today. It's important to keep up with the latest updates and changes and adjust your strategy accordingly. This could mean shifting your focus to new features, such as video or live streaming, or adjusting your content to meet new algorithm changes.

This is where a great partner or specialist can come in handy, as it’s their dedicated job to keep track of what’s new in social media best practices. A specialist can also help you decide where to focus your efforts and then maintain your presence continuously.

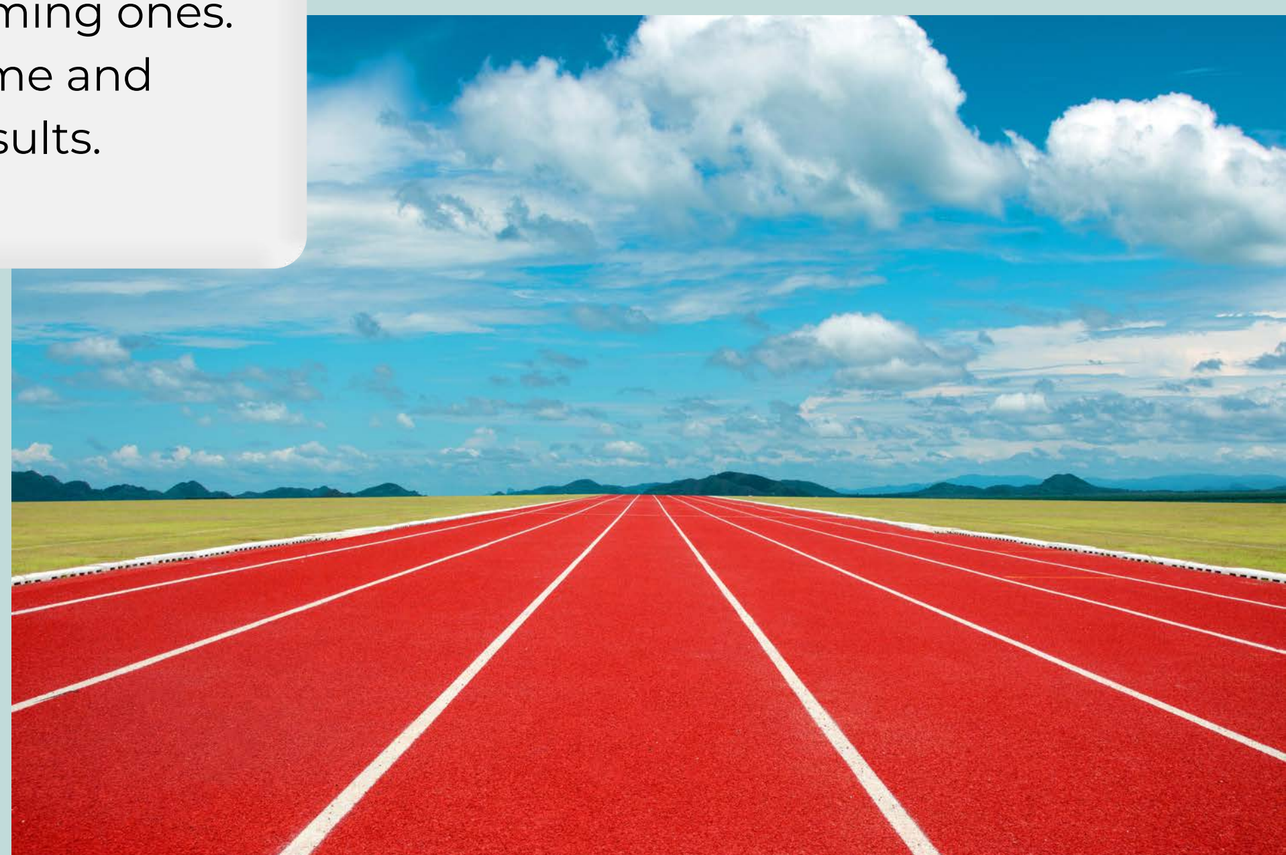
Over 90% of B2B buyers use social media to engage with industry thought leaders and 72% use social channels to research solutions. (Marketing Profs)

Top Tips (from Gartner) for boosting your LinkedIn presence:

- Use LinkedIn Groups to build relationships and connect with potential buyers.
- Use LinkedIn Ads to generate leads and drive traffic to your website.
- Publish high-quality, original and helpful content on LinkedIn Pulse.
- Use LinkedIn's targeting features to find potential customers.
- Connect with thought leaders in your industry.

Mistake #4: Not tracking your results

Finally, it's essential to track your social media results to determine which platforms are delivering the best ROI. This allows you to optimize your strategy, focus on high-performing platforms, and adjust your approach on underperforming ones. Without tracking your results, you risk wasting time and resources on platforms that aren't delivering results.



If your goal is to increase brand awareness, you might track metrics like reach, impressions, and social media shares. If your goal is to generate leads, you might track metrics like click-through rates, conversion rates, and form completions. Whatever you choose, set your benchmarks, check your analytics, and review and adjust your strategy as needed.

Mistake #5: Inadequate resourcing

Choosing the right social media platforms for your business requires careful consideration and planning. But oftentimes, social media is a channel that's overlooked and under-managed—which can lead to many of the mistakes above.

Resourcing a dedicated resource or partner with the social media experience you need will help you keep ahead of these potential pitfalls and deliver quality work in a timely and valuable manner. By doing so, you can establish a strong presence on the platforms that matter most to your audience and deliver the results you need to grow your business.

Aventi Group

We all know businesses need a social media presence—but the social media world can be confusing and ever-changing. That's where Aventi Group comes in.

We provide you with social media support that will take social media off your to-do list, allowing you more time to focus on what you do best. Some of the services we provide include:

Services Offered:

- Social Media Marketing Strategy
- Content & Creative Campaigns
- Virtual & In-Person Event Support
- Social Platform
- Livestreaming
- Event Production
- Social Video and Design
- Social Channel Management
- Social Measurement & Analytics
- Custom Social Dashboards
- Community Management
- Social Listening: Brand & Competitive
- Influencer Strategy & Management

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