

Quality Over Quantity

Businesses don't always know what they're getting into with social posting. Most turn to **outsourcing** because they don't have the **time to get to know the process** and learn to navigate social media. They may as well be holding up a big **SOS beacon**. You need to be an **expert in the field** so you can provide the **best value to your customers**.

Most companies agree that “**creating compelling content for social media is both the most effective (82%) and most difficult (69%)** part of social media marketing tactics.” It's also one of the most difficult social strategies that brands carry out.

The point is, there's more to **local social media marketing** than you might think. There's a **big difference** between posting to your **personal profile** and posting on behalf of your **business**.

Behind every great business...

... is a group of **great people**! A business starts with the people who run it and ends with the people who use it. Before thinking about what your business should post or what customers want to see, ask yourself if—as a person—**you'd be engaged by that content**. If there's **no voice or personality** in your business's online presence, people get disinterested pretty quickly.

Be personal! Connect with your audience. Brands can be **promotional and engaging** at the same time. Just make sure that the **engaging posts outweigh** the promotional ones.

The good, the bad and the spammy

Everybody has that one person on Facebook who chokes up their feed with **multiple opinion pieces** or “**buy-my-product**” posts. **Don't be that person**. Nobody wants to see that from their friends, and guess what? **Nobody wants to see it from a business, either**.

Focus less on yourself and more on your customers. If someone follows your business, they already know what you are selling. There's no need to **over-saturate** a feed with links to your website: if it's listed on the page, followers already know how to get there.



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So what's the secret? I'll tell you: **providing customers with value** is what makes them want to stick around.

And I'll let you in on another secret: **businesses don't have to post something every day** to keep that engagement. If you can provide value while posting every day, then **by all means, post daily**. If that's not the case, stick to this rule: **quality over quantity, folks. Quality wins every time.**

