

8 Mistakes Lifestyle Brands Make Online

(And quick fixes to build a powerful social media engine)

Strategy First.



No clear cut strategy.

We call this the 'throwing spaghetti at the wall' approach. Sure, some of it may stick but it'll be a helluva lot more efficient and effective (not to mention cleaner) to develop a clear, comprehensive social media marketing strategy. A crystal clear strategy makes sure that all of your messaging is consistent and on-brand and makes it super easy to make marketing decisions because you'll know immediately if a tactic flows with your brand, speaks to your audience and drives your business forward.

Your social goals are not aligned with your business goals.

Social media, like any other marketing or sales tactic, should support your business. Your business goals should drive all of your social efforts, rather than your social media existing as an island all by itself. A good social media marketing strategy should align all of your social activities against your overall business objectives.

You don't understand your audience.

Your followers follow your brand online because they expect to get something out of the deal. They want to learn something, they want to be inspired, or they just want to be part of the community. The brands that are building strong followings online never forget this. Always keep one thing in mind: What's in it for them?

Content.

No content strategy.

Crafting a comprehensive, year-long content strategy ensures that you have a consistent voice that is providing real value to your followers. And you won't run into that dreaded problem of not knowing what to say. Planning out your brand's Content Mix is a great way to organize your team's social media activities, and also ensure that everything you share online is on-brand and valuable to your audience.

You're following the trends.

No one likes a cheap knock-off. Your brand has its own unique lifestyle and voice. Stay true to it at all times. Chasing trends is a surefire way to water down your brand. If your audience wouldn't give a hoot about the hottest new social trend, then there's no point wasting your time on it.

Execution.

You're not engaging.

Marketing is a two-way street. Having high quality content that speaks to your target audience is a must, but it's not enough to simply push your message out to the world; you must create a forum for lively, two-way communication.

The wrong person is in charge of social.

Your community managers are on the front lines of communication between your brand and its followers. They should be fully immersed in your culture and have an in-depth understanding of where your customer is coming from. Is that the job for an intern? Nope.

Analysis.

You're not analyzing your results.

Analysis should go beyond reading numbers off of an excel sheet. Analysis allows you to have a clear understanding on whether or not all of the work you're putting into your social media marketing plan is actually moving the needle. Strategy and analysis go hand in hand.

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