

# Six wrong steps in B2B Social Media



# 1.

## **Not having a clear strategy.**

One of the biggest mistakes B2B companies make is not having a clear strategy for their social media efforts. Without a strategy, companies may post inconsistently, share irrelevant content, or fail to effectively engage with their audience.

# 2.

## Focus on the wrong platforms.

B2B companies should choose the social media platforms where their target audience is most active. Focusing on the wrong platforms can result in wasted time, resources, and ineffective marketing efforts.

# 3.

## Posting too much promotional content.

B2B companies that post too much promotional content can come across as spammy and turn off their audience. Instead, they should focus on creating informative and educational content that provides value to their audience.

# 4.

## **Ignore comments and messages.**

Social media is a two-way conversation, and B2B companies that ignore comments and messages can damage their reputation and miss out on potential business opportunities..

# 5.

# Lack of consistency.

B2B companies that post inconsistently on social media can lose the interest of their audience. Consistency in posting and messaging is important to maintain engagement and build a relationship with your audience.

# 6.

# Failure to measure results.

B2B companies that do not measure the results of their social media efforts may not know what is working and what needs improvement. Measuring results helps them adjust their strategy to improve engagement, lead generation, and sales.