

# Table of contents

**01** Flyers - will they work  
in your industry?  

---

page 3

**07** Facebook ads  
formats  

---

page 28

**02** How to complete your  
Facebook profile  

---

page 7

**08** Personal branding  
on Social Media  

---

page 33

**03** 5 things not worth doing  
in Social Media  

---

page 11

**09** Facebook groups -  
how to use them?  

---

page 37

**04** Mini  
strategy  

---

page 15

**10** 6 main mistakes of marketers  
in small companies  

---

page 41

**05** Social Media competition  
analysis  

---

page 19

**11** How to increase your  
company's income?  

---

page 46

**06** How to write articles  
for a blog  

---

page 24



# 03

## 5 things not worth doing on Social Media

---

In modern world it is easy to think that you can get anything you want. It is kind of true – on social media you can publish anything that's not forbidden by the rules of the portals you use, but should you really do so? There is a number of behaviours that should be avoided, because they can mean for example lack of professionalism. What are the 5 things not worth doing on social media?

## 1. Buying followers

When starting our company's fanpage we want to see the effects of engagement straight away – likes, followers, comments. There is nothing wrong with such a desire, as long as it stays only a desire and you will continue gaining followers slowly by publishing good quality content. Of course it is possible to buy thousands of followers – such offers can be found on websites like eBay, but do they have any value? The answer is: No. There is a number of reasons why it is not worth to invest in buying followers. First of all, it is a waste of money. At the moment you can buy 1000 fans for as little as \$4. In theory our profile gains followers, but they are not active.

Usually it is a group of people from for example Asia, that has nothing to do with your brand, industry or country. It will be much better to invest \$4 in advertising, which will attract people who are actually interested in the products or services you offer. Bought followers won't benefit your company and can cost you a lot – Facebook's algorithm is pitiless and can begin to reduce your content's reach. Your real followers will discover your lie very quick and turn away from you.

## 2. Fake engagement

Facebook dashboards are full of posts shouting „Tag a friend who..” or „Which actor do you like the most? Vote with reactions!” Such content is usually unaesthetic and the users have mixed feeling about it – they treat it as SPAM. Facebook already took action to fight these kind of posts and by changing the algorithm it is starting to delete content, that encourages to tag a friend, comment or vote with reactions.

### **3. Relying on Facebook's organic reach only**

Facebook cuts the organic reach with every algorithm update. It is not surprising - Facebook is now a medium with such a huge processing power that even if its creators wanted all or most of the content to reach the recipients, it would not be possible. Like in traditional media, where no one expects the ads to be published for free, on social media you also have to pay to reach more people. The organic reach became a privilege for brands. Only the most attractive content has a chance to be published in a natural way. The majority has to start paying for their campaigns and most interesting posts. Content is king, so try publishing high quality posts, that are beneficial for your followers. Only then, thanks to the users' engagement, your organic reach can rise. However, it is definitely safer and more effective to invest in paid advertising.

### **4. Inviting friends to like your fanpage**

Usually the first thing we do after starting a fanpage is inviting all of our friends to like it. And that's where we should ask ourselves a question – are all of our friends really interested in the topic of the fanpage? The answer is most likely: no. And what does Facebook have to say about it? The biggest social media platform is not developed enough to be able to tell if someone liked a fanpage because they are actually interested in the topic or just because they like the its owner. So if you publish a post, that is interesting only for people passionate about the topic of your fanpage, and most of your followers are not, Facebook will start cutting your reach. Therefore, if you want to invite your friends to follow your site, make sure you invite only those who are actually interested in its topics.

## 5. Stolen content

The so-called duplicate content is the bane of modern times, especially for industry authorities. It is well-known, that with the large amount of content published on the internet, it is very difficult not to double some information. A lot of content is repeated to such an extent that we forget what the original source was. Stealing is a crime. You can try protecting yourself against theft, for example with a special plugin in CMS, but it is not a big problem to go around it. No one says that getting inspired by other people's content is forbidden, but you have to remember that plagiarism is not allowed, so always add a link to the original website or the name of the book, from which the information you publish come from.

Those 5 things are just the tip of the iceberg, when it comes to publishing content on social media. There are a lot of rules for certain platforms only and a lot of advice can be given to private users only.





# 10

## **6 main mistakes of marketers in small companies**

---

Nowadays a social media strategy often becomes a standard attachment to a marketing strategy of a brand. Most of the companies are aware of the potential hiding in social media. But there's plenty of new brands that just began their adventure with Facebook or Instagram. What are their main communication mistakes?

## **1. Lack of constant customer service**

Brands that decide to start their activity on social media often forget that internet users are used to immediate reactions of brands. It is commonly known that clients are more willing to talk about negative experiences than the positive ones. This rule applies to social media as well. In the era of the internet, fans prefer fast and free contact with the brand via social media than having to call, wait, get angry when trying to contact the hotline. Using one of the social media channels the client expects an immediate response, doesn't matter what time of the day it is. That is why it is so important to monitor tags in social media that include your brand and response straight away to appearing comments and messages. Lack of response can lead to losing not only followers, but also clients.

## **2. Communication unsuitable for your target audience**

A lot of companies don't know how neglecting proper communication can affect building relationship with their clients. The more posts that do not involve the target audience you publish, the less actively the fans will contribute to the profile. Facebook offers native tools that allow you to explore information about your target audience, and even verify what profiles they follow (Facebook Insights and Facebook Audience). After such analysis you will be able to decide what kind of language and communication style to choose to „talk” to your fans. If your audience is mainly teenagers then the message tone may be more relaxed, with the addition of emojis. If it's mostly mature people, the communication style should be semi-formal. This way it will be easier to make contact with recipients and build a relationship with them. One of the main mistakes of marketers in small companies is using a very formal style, which is unsuitable for their target audience and the social media platform itself.