

Social Media Challenges Your Business Needs To Overcome



Over the past decade, social media has had a tremendous impact on business. Platforms like Twitter, Instagram, and Facebook have transformed the way people communicate and in turn, changed the way businesses communicate with their customers. Social media has become an integral part of customer engagement and many other departments like human resource, sales, product development, and advertising. However, with all the success and achievements brought about by the internet, social media still has some challenges that need to be figured out. There are many reasons why your business can get a loss and to deal with these challenges you need a [good strategy](#) that will help you face these challenges effectively.

In this post, we will look at some of these challenges and how you can effectively tackle them so that your business can thrive.

Turning your employees into your brand advocates

Building an online presence requires you to focus on generating awareness and driving organic reach. To be successful in these you need advocates who will support you in your cause. The employees working in your company will come in handy in such cases. In order for this to happen, you can motivate your employees to subscribe to the business page and share updates about the company to generate more followers. They can share this information through blogs, posts, and tweets. It doesn't matter if your company is big or small, your employees will help eliminate some of the biggest issues facing your company.

Knowing the right social media platform to use

Social media has the widest reach and is the most effective mode of advertising with 90% of people choosing social media to communicate with different brands. 74% of the consumers use various social media platforms to help them make buying decisions meaning that social media is at the forefront of your consumer's purchasing decisions. With these kinds of statistics, choosing the right social media platforms can be a bit challenging but it all boils down to your audience.

Facebook and Twitter are some of the most popular social media platforms that can give your brand good exposure and give you healthy completion with other brands in the market. Instagram is also another popular platform that has many followers and being active in all these sites is important for your brand to gain more followers. You can also subscribe to [auto likes ig](#) on Instagram to help you generate more likes on your brand and gain traffic to your site from curious followers. You also need to find out which sites your target audience actively contributes so that you can reach the right people then spend a good amount of time in exposure and customer engagement.

Developing a good social media strategy

Coming up with a good social media strategy is one of the biggest challenges most businesses face and only a few get the right idea to reap [the benefits of social media](#). You first need to come up with your social media objectives and goals and be very specific so that it can be easier to implement them. Your goals should relate with your wider marketing strategy and business goals but make sure they're attainable.

The social media strategy will help you to gauge if your business is successful or not. After that choose the right metrics to help you monitor the goals you've set and mainly focus your efforts on the leads, impressions, and link clicks. You can do an audit if you have an already established social media presence so that you can gauge your frequency on social media, what is working and what is not and how to improve it. Then you can repeat these audits regularly to assess your performance.

Measuring social media ROI

Social media ROI simply means the amount your business gets back from the money, resources, and effort you invested in social media marketing. Social media ROI is very different from the traditional online marketing because you can't quantify your posts shared or tweets to the clicks on an ad. It all depends on your business goals and how clearly you've defined them. This is where your business strategy will help you to make sure you can quantify your goals. This way you can be able to track your goals with the right tools and you can understand what you're getting back.

Establishing a humanistic relationship with your audience

Social media is one of the best ways of creating awareness and attracting customers, but you also need to know how to retain them. According to statistics, 86% of social media users follow a brand but 60% of them don't like a brand with too many promotions. Which means you don't need to always be

selling but focus more on building a humanistic relationship with your audience. Storytelling is one of the easiest ways to build a bond between your audience and your brand.

If you want your customers to be loyal to your brand you need to give them a reason to stick around. With storytelling, you can easily introduce your core values, this way you give potential customers something they can relate with and a reason to stick with your brand. You can publish story-driven and inspirational content that will humanize your brand and that [represent your brand's](#) mission to make it more relatable to your audience. Being responsive is one way of increasing the connection you have with your customers and increasing brand loyalty, but above all giving your brand a human face connects on a level people understand better.

Final word

Above are some of the common challenges your business will face when using social media, but they're challenges you can overcome. Social media gives you a platform, customer loyalty, and brand awareness but you also need to have a clearly laid out strategy on how to manage your social media platforms. This way you can be able to quantify your returns and identify places that need to be changed.