

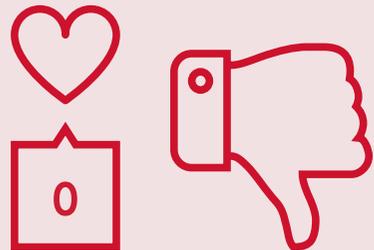


Social media myths

“MY CUSTOMER’S AREN’T ON SOCIAL MEDIA”

Unless your target audience are on a desert island with nothing but a coconut, then your audience are online, and you need to stop thinking differently.

With 74% of adults using social media, chances are your target audience are out there, ready to meet you at your next conference or event.



“I MUST USE EVERY SOCIAL NETWORK FOR MY EVENT”

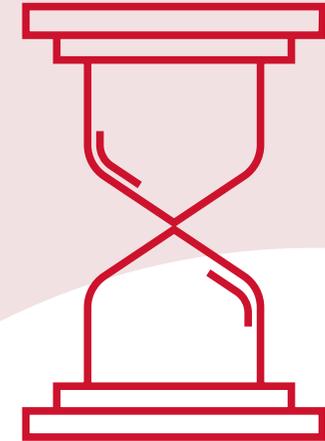
Don't spread yourself too thin. If you are new to social media, spend some time working out which social networks are right for you by researching the demographics of each network.

“THE MORE CONTENT I SHARE ONLINE THE BETTER”

The biggest reason why someone will unfollow your business online is because you overpopulate their news feed. Each social network is different and just because you send 5 tweets a day, it doesn't mean you do the same on Facebook. Only share information that is interesting for your audience, and relevant to your business.

“IT’S ALL ABOUT ME, ME AND ... ME”

No, it's not. Promoting your business does have a place in your social media marketing, but not as big a place as you may think. 80% of what you share online should be about your industry, and content your audience wants to see from you. 20% of what you share online should be about your business. Build brand awareness online, without hard selling.



“IT’S OK TO IGNORE, OR DELETE NEGATIVE COMMENTS”

Social media has become a customer service outlet. If a customer turns to social media to vent about their experience, you can't just delete it, or ignore it. You need to openly approach it, recognise the issue, and take the conversation offline ASAP.

“I DON'T HAVE TIME TO MEASURE MY SOCIAL MEDIA ACTIVITY”

Measuring your social media success is crucial to finding out when something is, or isn't working. Being able to track content success, understand where new leads are coming from, and how many sales are coming from social media is a main feature of each social network and you need to find the time to utilise this.



Careful planning leads to strong results

So spend some time doing this upfront. Use our handy Exhibitor Training Modules, they'll show you just that. Find them all at www.etf.com.au

For more information, contact your Exhibitions & Trade Fairs' representative. They can help you through the guides and answer any questions you have. After all, if you're going to ask a question, ask an expert!

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