



How can you improve engagement with Followers and Fans?

digital business podcast range



Effort = No Reward

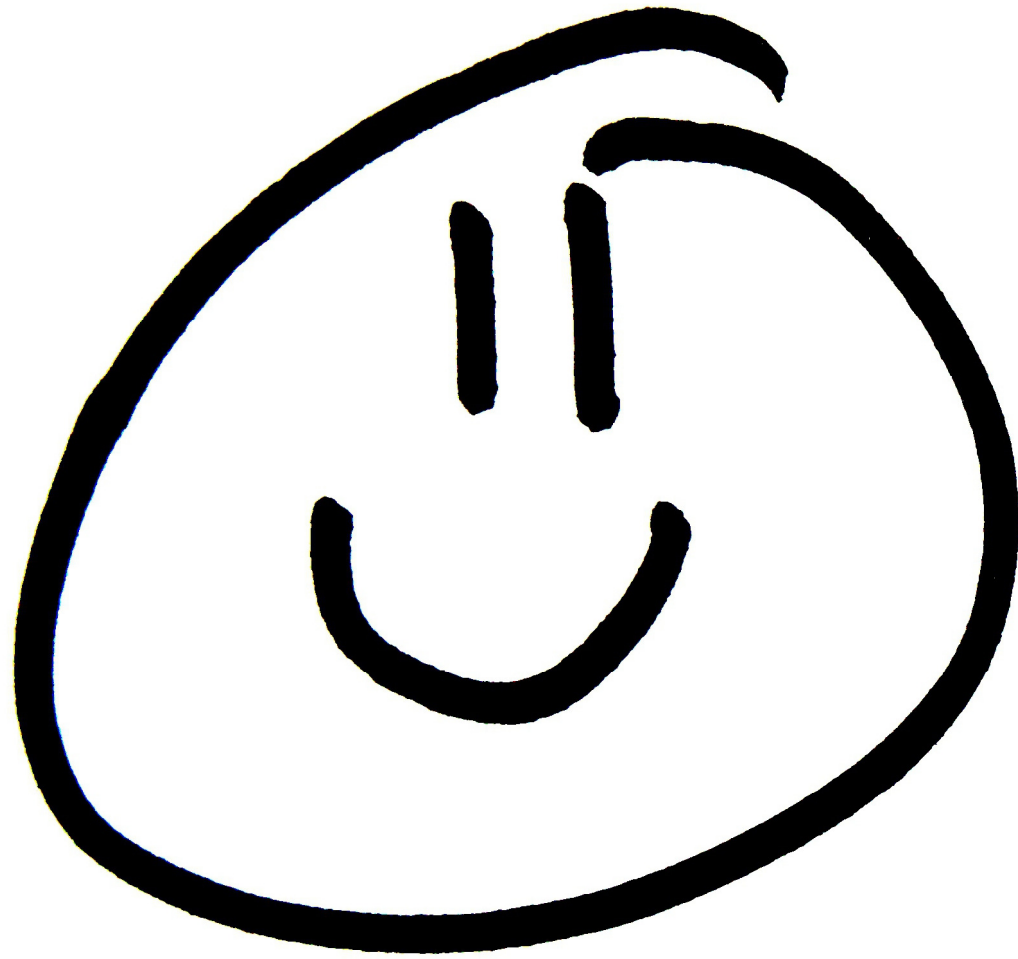
Businesses can
get dis-heartened.



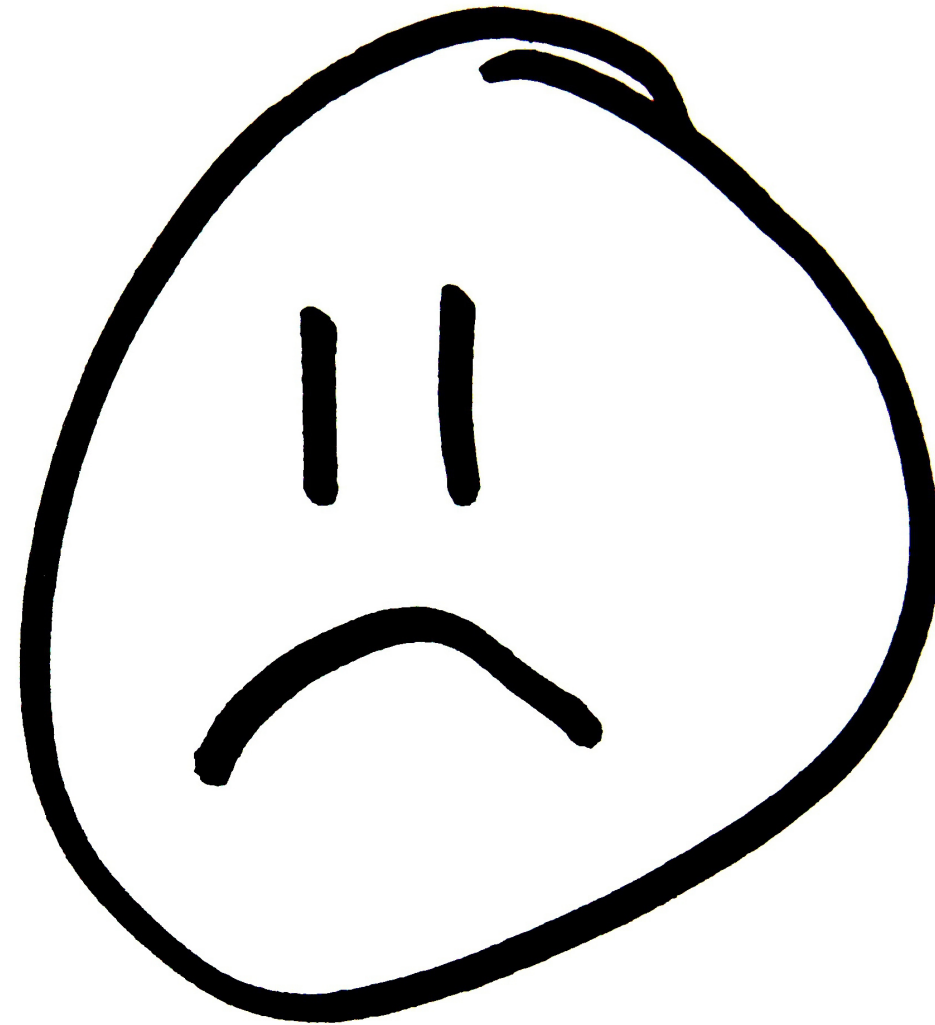
Why is no one engaging?

1. No one is Following or Listening
2. Trying to appeal to the wrong audience
3. Posting Material that's not interesting.





Good Content



Bad Content

Ways to improve Social Media engagement..

- > **Quality** of the Content & Subject Matter.
- > **Incentivising** users to act on your Material.
- > **Consistency** of the information you are posting.

Don't use HARD SELL on Social Media.



Keep you posts **Regular & Fresh.**



and not...

Irregular & Stale



“Content is King”

Well, not always..



Think

before you post





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