

## How can you improve engagement with Followers and Fans?

digital business podcast range





## Effort = No Reward

Businesses can get dis-heartened.

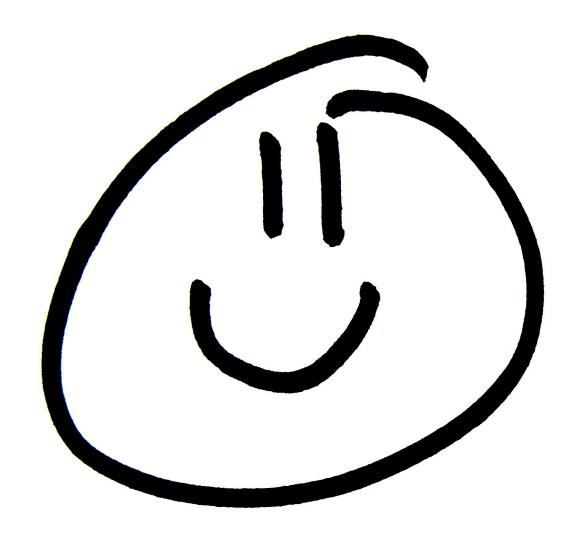




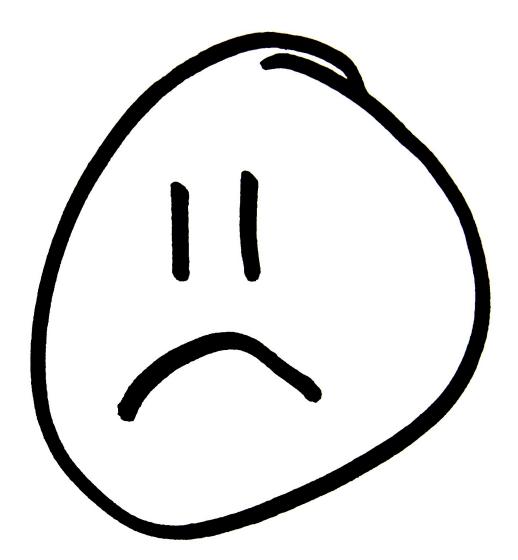
### Why is no one engaging?

- 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...



Viral

#### **Gather Speed**

Great to fast track exposure

May put off relevant audience

#### **Steer Clear**

Easy to find material

Not relevant & not interesting

#### **Sweet Spot**

Ideal spot for Social Media

Very difficult to achieve

#### **Easy Pickings**

Easy to achieve & create content

Not massively engaging

Boring

Not Relevant in the slightest

Very Relevant



# Think before you post





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