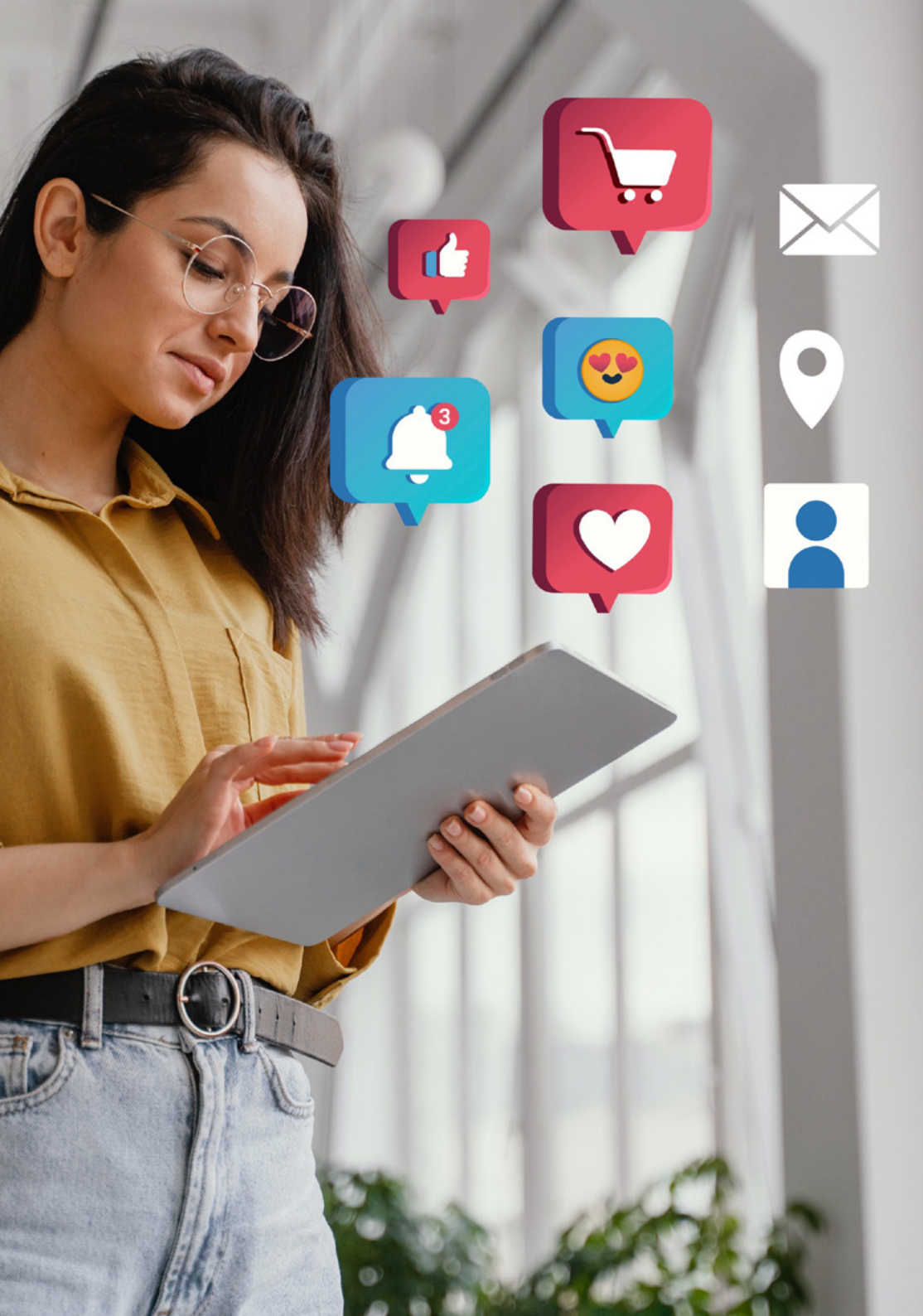




Ten Social Media Marketing Mistakes You Might Be Making (And How to Fix Them)

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Introduction

Social media marketing is a powerful tool, but without a plan, it can quickly feel like you're busy churning out content but struggling to know what's effective.

Whether you're new to the game or have been posting for years, it's easy to fall into common traps that hold back your success.

In this ebook, you'll discover ten key mistakes organisations make with social media marketing — and how to fix them. These aren't just theoretical tips; they're practical insights that you can apply today to improve your approach, connect with your audience, and discover what's working for you.

Ready to ditch the guesswork and start seeing better results? Let's dive in!

1. No Plan? No Progress.

Posting on social media is just the tip of the iceberg. Sure, it's the visible part of your efforts, but without a solid plan underneath, you're floating around without direction. Think of social media marketing as a journey—without a clear destination or roadmap, you're bound to get lost along the way.

To really see progress, you need to define your goals (and make them SMART).

What do you want to achieve? Is it brand awareness, lead generation, or community engagement? Without answering these questions first, you're just hoping something will stick.

If you're unsure where to start, don't worry! I've written a book, *Planning for Success*, that will guide you step-by-step through the process of building a one-page social media marketing plan. It'll help you align your goals with actionable steps, so you can stop posting randomly and start seeing results with a clear focus.

PLANNING for SUCCESS

A practical guide to setting and achieving
your social media marketing goals



Discovering Luan Wise's new book, "Planning for Success – A Practical Guide to Setting and Achieving Your Social Media Marketing Goals," has been a game-changer for our marketing team.

Tim Hughes: CEO and Co-Founder, DLA Ignite



2. It's Not About You: Know Your Audience.

One of the biggest mistakes businesses make on social media is assuming their audience cares about them as much as they care about themselves. But here's the truth: it's not about you. It's about your audience and what they need, want, and care about.

When you fail to research and understand your audience, your posts are like shouting into an empty room. If you don't know who you're talking to, how can you create content that resonates? Knowing your audience means speaking their language, addressing their pain points, and providing value that truly matters to them.

Start by creating a detailed persona for your ideal customer. Personas are a key resource that will help you understand demographic information, motivations, preferences and behaviours. Once you know your audience, you can craft content that speaks directly to them, making your posts more relevant and engaging.

Want to know more about creating personas? Check out **this blog** and my **FREE online tool** that will guide you through the process.

3. Don't Ignore the Competition—Your Audience Isn't.

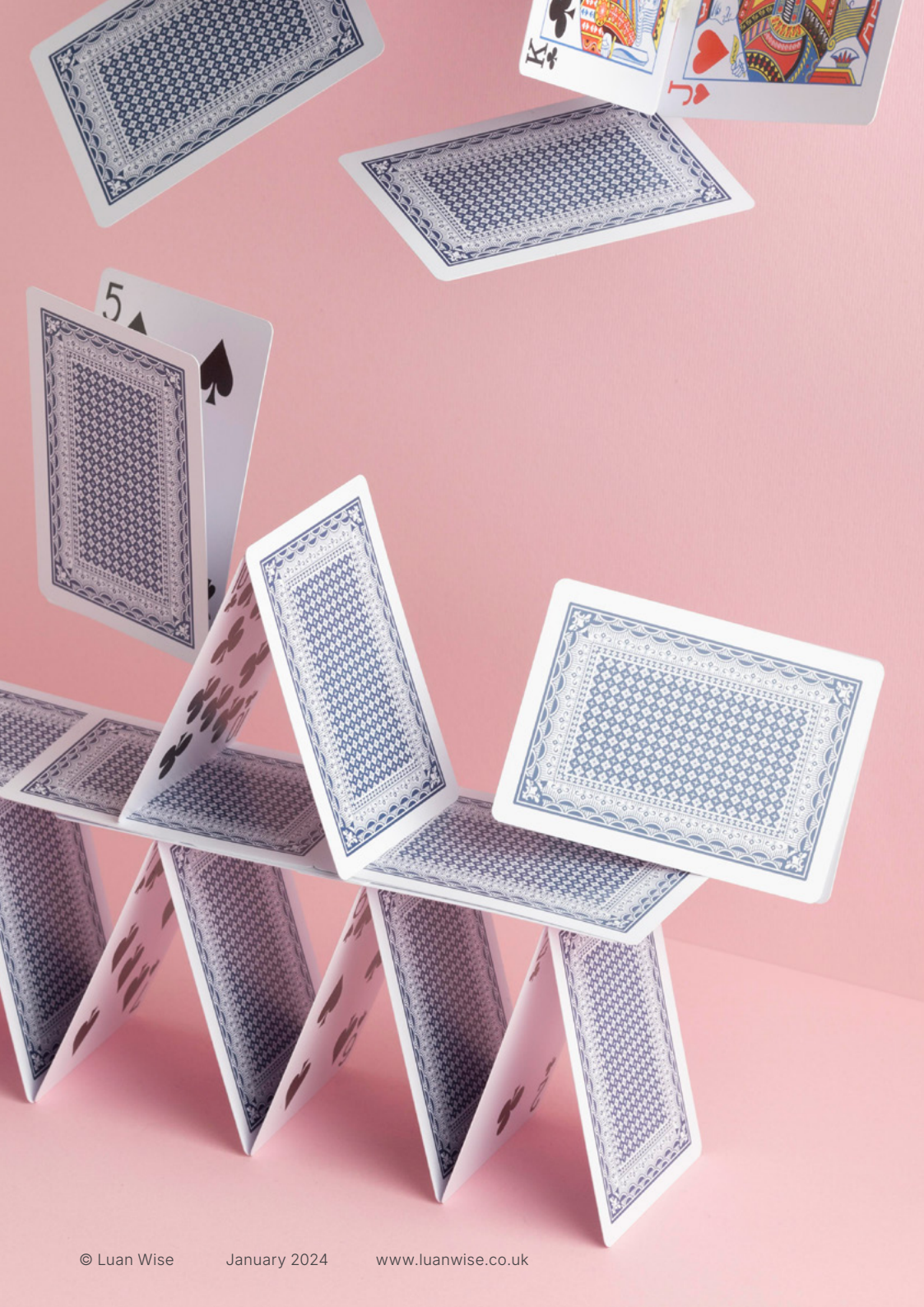
If your audience is seeing your competitors in their social feeds, then you should be paying attention to them too. It's not enough to focus solely on your own content; understanding what's happening in your competitive landscape is key to standing out.

One of the biggest mistakes brands make is operating in a vacuum—focusing inwardly without considering the broader context. Ignoring your competitors means missing opportunities to learn what resonates with your shared audience, what gaps you can fill, and how to position yourself as the preferred option.

Stay ahead with a **competitive benchmarking report**. By gaining a clearer picture of your market position, you can make informed decisions that set your brand apart. This report provides in-depth analysis, comparing your social media performance against industry peers, direct competitors, and aspirational brands. Discover not only your strengths but also areas to improve, and spot emerging trends that can shape your future efforts.

Let your competitors inspire innovation - by observing their approaches and identifying opportunities to offer something fresh, relevant, and authentic. Use what you learn to push boundaries and create a lasting impression that's unmistakably yours.





4. Content Needs Structure: Build Your Pillars.

Content without structure is like a house of cards—it's flimsy, inconsistent, and hard to build on. Content pillars are the core themes or topics that guide your content creation, ensuring consistency and clarity across all your social media platforms. Without content pillars, your posts can become random and disconnected, making it harder for your audience to understand what your brand stands for.

By defining a few key content pillars, you create a framework for your posts, making it easier to produce content that aligns with your goals and resonates with your audience.

Whether it's product education, industry news, customer stories, or behind-the-scenes looks, content pillars help you stay on track and give your audience a reason to keep coming back for more.

5. Analytics Are Your Guide. Don't Ignore Them.

Ignoring analytics is like driving without a GPS — you might be moving, but you have no idea if you're heading in the right direction. Social media is all about tracking what works and what doesn't, and the best way to do that is by paying close attention to your performance metrics. These insights go beyond simple numbers; they help you understand how your efforts are driving results across the entire marketing funnel.

Analytics provide a clear view of your audience's journey—from **awareness metrics** like reach and impressions, to **consideration metrics** such as engagement and video views, and finally to **conversion metrics** like downloads and purchases. By analysing these stages, you can identify where your audience is engaging and where they may need more support to move further down the funnel.

Most social media platforms provide native analytics that offer a baseline understanding of performance. For deeper insights, tools like Orlo, Hootsuite or Sprout Social, allow you to track multiple channels and metrics simultaneously.

Turning these metrics into actionable insights becomes easier with a **Stop, Continue, Start framework**. Use your data to identify what's underperforming and needs to stop, what's showing promise and should start, and what's already working well and needs to continue. This structured approach keeps your efforts focused on driving meaningful results.



STOP doing what's not working or what's dragging your performance down



CONTINUE the practices that are already driving engagement and delivering on your goals



START testing new ideas, such as platform features, emerging trends, or insights drawn from competitor analysis

6. Quality Over Quantity: Show Up the Right Way.

Platforms aim to keep users engaged and, on the platform, enjoying a personalised experience, which is made possible through technology. Algorithms prioritise the content users see based on their patterns of engagement. This means that if your audience isn't engaging with your posts, they're less likely to appear in their feeds, reducing your visibility.

In the race to post more frequently, many organisations forget that quality always trumps quantity. Posting just for the sake of posting can overwhelm your audience and dilute your message.

Instead, focus on creating high-quality content that speaks to your audience's interests, needs, and challenges—while ensuring it's accessible, diverse, and inclusive.

Quality content engages your audience, builds trust, and encourages them to interact with your brand. Engaged followers are more likely to share your content with their friends, family, and peers, expanding your reach and boosting visibility, which ultimately drives better results.

Remember, consistency is key, but that doesn't mean you have to post if it's not providing value. Find a posting frequency for each platform that works for you and your available resources. A few well-crafted posts each week, focused on your core pillars, will deliver better results than an overload of rushed, low-quality ones.





7. No Replies, No Relationships.

If you're not engaging with your audience, you're missing out on valuable opportunities to build relationships. Social media is a two-way conversation—it's not just about broadcasting your message, but also about listening and responding to your community. When followers comment, ask questions, or provide feedback, it's your chance to connect, build trust, and show that you care.

Ignoring comments or messages can give the impression that you're not interested in your followers or that you don't value their input. Make it a priority to engage with thoughtful comments or responses that add value to the conversation. If appropriate, consider sending private messages (DMs) to connect more personally with your followers. Additionally, take time to comment on others' posts to build awareness and meaningful connections.

The more you interact with your followers, the deeper your relationships will be, and the more likely they are to support you and your organisation.

8. Don't Sell First, Build Trust.

Jumping straight into sales pitches can be a turn-off for your audience. People come to social media to connect, learn, and be entertained—not to be constantly sold to. If your first interaction is a hard sell, you risk pushing potential customers away.

You wouldn't propose on a first date, so don't share a calendar link in a LinkedIn connection invite!

Before you promote products or services, focus on building trust by sharing valuable, relevant content that helps solve your audience's problems. Share tips, success stories, and helpful resources that speak to their needs. Storytelling is also crucial—let people know what you do, who you work with, and the impact you've made. This not only helps build visibility but is also an easy way to connect with your audience and showcase the value you bring.

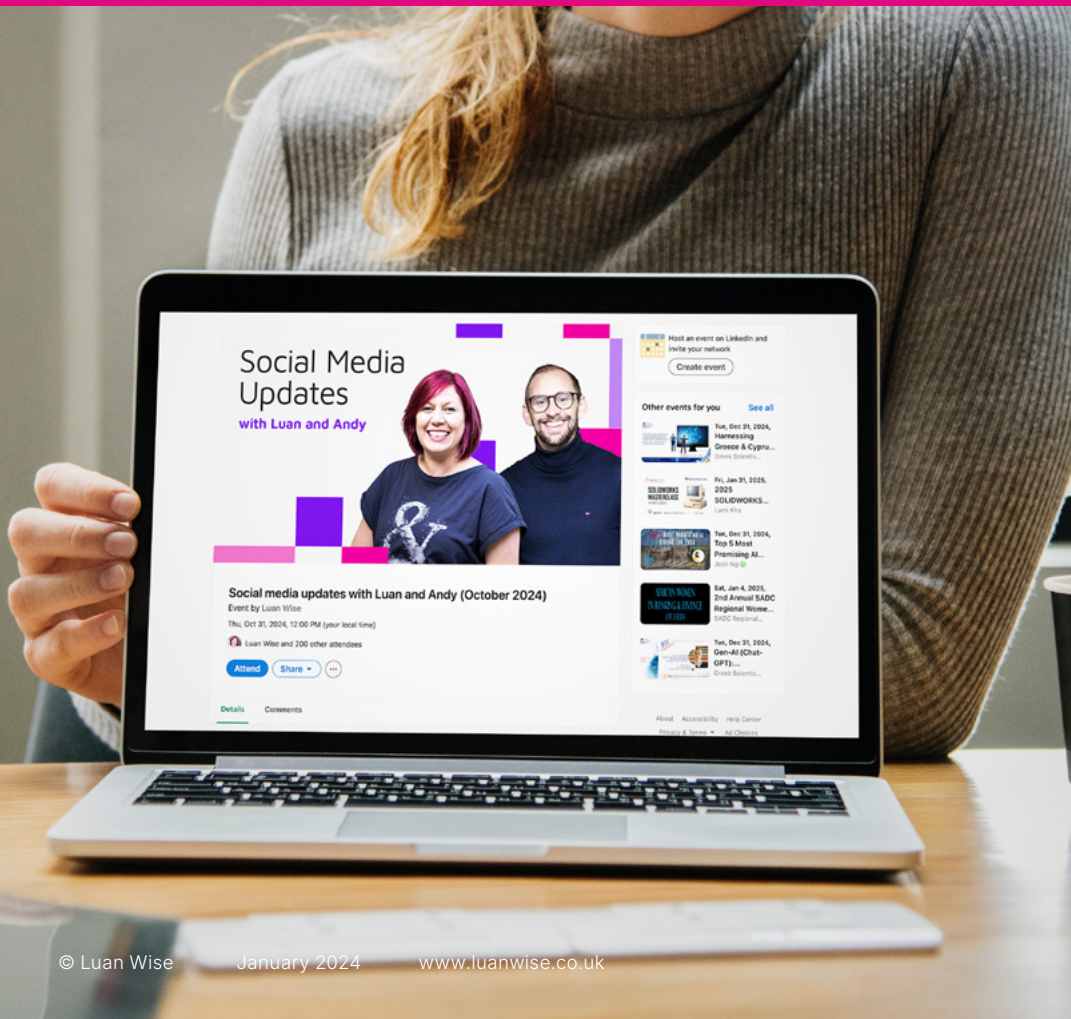
Once trust is established, your audience will be more likely to engage with your offers and become loyal customers. By building strong relationships, you can turn clients and others in your network into advocates. When people are clear on what you do, they'll be more inclined to refer you—whether through word of mouth or making introductions.



9. Stay Current: Features and Trends Change Fast.

Social media evolves rapidly, driven by changes in platform features and shifts in user behaviours. The external environment, including trends, cultural shifts, and technological advances, also influences how your audience engages online. To stay competitive, it's crucial to understand these changes and adapt your approach, ensuring your approach remains relevant while supporting your overall business goals.

Staying on top of changes can be overwhelming. Read my weekly email updates for the most important news and join FREE monthly live events where we explore new trends and latest features, helping you stay in the know, in just one hour.





10. It's a Marathon, Not a Sprint.

Expecting overnight success on social media can lead to frustration. Social media marketing is a long-term game—it's about consistent effort, building relationships, and showing up day after day. Chasing viral moments or quick wins might give you a temporary boost, but true growth and engagement come from sustained, thoughtful presence.

Don't get distracted by flashy growth hacks or 'new shiny things' that promise instant results. Focus on creating value for your audience, maintaining consistency, and learning from your analytics. In the long run, these efforts will deliver far greater results than any quick fix.

About Luan Wise

Luan Wise is a chartered marketer and fellow of the Chartered Institute of Marketing (FCIM) with over 20 years' experience in agency, client-side and consultancy roles working across sectors including b2b and b2c professional services, higher education, manufacturing, learning & development and more.

A specialist in social media, Luan has trained thousands of business professionals across the world via open social media training courses and in-house programmes. She is a course instructor for LinkedIn Learning and an accredited lead trainer for Facebook and Instagram.

Luan is author of the 'Relax! It's Only Social Media' and 'Planning for Success: A practical guide to setting and achieving your social media marketing goals', 'Using Social Media for Work: How to maintain professional etiquette online' and 'Smart Social Media: How to grow your business with social media marketing'

If you would like support to remove the guesswork from social media marketing, and get results in 2025, get in touch via email: sayhello@luanwise.co.uk

For further information about Luan, visit www.luanwise.co.uk or search @luanwise on:

