

Top Social Media Mistakes Made by Retailers Cheat Sheet

Social media changes all the time. It's hard to keep up and know what's working to drive traffic to your store and sell products all while running your business. Who has time for that?!

Thankfully you have the below cheat sheet ☺. Use this with the video *Top Mistakes Retailers Make on Social Media* to ensure your business is optimized, showing up, and leveraging the power of these marketing tools.

Instructions: Simply check off the boxes below based on your store's social media, and follow the instructions next to each box. This is a great resource to use with your team, or on your own, to make sure these mistakes get fixed, fast.

Enjoy!

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Mistake #1: No Social Media Plan

- I have a plan!** I know what social sites our customers use, I post there consistently (knowing how often and what to post), I have social media goals and know how to track success.
- I don't have a plan.**
 - ✓ **How-To Fix:** Research where your customers are and create a plan for posting content there weekly. Set S.M.A.R.T Goals (specific, measurable, achievable, relevant, timed) for your social media. (For example: Increase Instagram followers and engagement by 20% in 3 months; increase foot traffic by Facebook Lives by 10% within 2 months.) Then, have a tracking system in place and measure successes weekly or monthly.

Mistake #2: Focusing on How Often to Post Versus What to Post

- I focus on quality content versus quantity.
- I'm constantly wondering if I'm posting too much or not enough on social media.
 - ✓ **How-To Fix:** Focus on creating social media content that your perfect customer groups (PCGs) connect to. Posts that would intercept their attention online, versus interrupt it. Then start paying attention to engagement, it should go up.



Mistake #3: Siloed Marketing Efforts

- My marketing works together and is integrated. For ex: I grow my email list using social media, I have social media signage in-store, when I promote events I promote them everywhere (email, Bot subscribers, social media, print, in-store).
- I focus on one platform at a time, and never integrate marketing channels.
 - ✓ **How-To Fix:** Focus on an upcoming campaign (which should include goals) and assess all active marketing channels. Plan content and ways to integrate all active channels to support a campaign or sale, to reach your goals.

Mistake #4: Lack of Consistent Branding

- I have complete brand consistency across all online and offline platforms (logos, brand colors, same font(s), etc.).
- I do not have brand consistency across all online and offline channels.
 - ✓ **How-To Fix:** Option 1: Use a tool like Canva.com's Pro account to upload your brand colors and fonts, and use Canva.com every time you design posts and graphics with your colors and fonts. 2. Work with a graphic designer to create consistent graphics and posts.

Mistake #5: Posting Hashtags on Facebook

- I never post hashtags on Facebook, unless I'm using something funny or branded for ex: #isitfridayyet or #mystorename.
- I post hashtags on Facebook.
 - ✓ **How-To Fix:** Stop posting hashtags to Facebook ☹️ If you're posting from Instagram to Facebook, remove hashtags from the post before publishing to Facebook.

Mistake #6: Posting Blurry/Dark Photos or Videos

- I post quality pictures and videos to my social media.
- Sometimes or often my posts or videos are dark or blurry.
 - ✓ **How-To Fix:** Use natural lighting or a light kit. Make sure you have the right settings on your camera/phone camera.

Mistake #7: Not Using Stories

- I post Stories weekly to Instagram and/or Facebook.
- I don't post to Stories on Instagram and/or Facebook.
 - ✓ **How-To Fix:** Post to Stories at least weekly, especially on Instagram. Try posting daily to IG Stories since they expire after 24 hours.

Mistake #8: Missing Information.

- My social media profiles, website and online listings have all the needed and up-to-date information (address, contact info, website, consumer known brands, product categories, up-to-date pictures, store hours, etc.)
- My social media profiles, website and/or online listings are not up-to-date/I don't know if they're up-to-date.
 - ✓ **How-To Fix:** Use a tool like Moz.com/local or Yext.com to scan your business and see if any incorrect information is shown. Also, review your social media accounts, website, and online listings to see what information is listed, and make sure it's up-to-date and includes contact information, store hours, products you carry, list consumer known brands, and has updated photos and/or videos.

Mistake #9: Not Interacting

- I always respond to people who leave comments on my social media accounts, and I network with other social media accounts.
- I don't always respond to people who leave comments on my social media accounts, and I don't always network with other accounts.
 - ✓ **How-To Fix:** Respond to everyone! Make it easy to respond by turning on notifications if someone comments on Instagram and/or Facebook, and respond fast, or delegate someone on your team to oversee responding. Also, schedule time each week to network with other social media profiles that have followers you'd like to get in front of.

Mistake #10: No Consistent Focus on Building

- I have specific strategies to grow my audiences monthly.
- I don't have specific strategies to grow my audience monthly.
 - ✓ **How-To Fix:** If you're a Crystal Media Insider, use the Building Resources inside of membership to give you several ideas on how to continuously build dependable and undependable audiences. If you're not an Insider, brainstorm ways you can grow your audiences, and make sure this gets done monthly. You should consistently focus on building.

Mistake #11: Set It and Forget It Mentality

- I or someone on my team is actively involved in our social media by posting in real-time from the store or events and responding to all comments.
- I schedule posts and/or ads and never check anything or respond.
 - ✓ **How-To Fix:** What makes social media so successful for brands is having the real-time and human element. Don't just schedule everything, make sure you include some real-time posting like going Live and always respond (see Mistake #9).

Mistake #12: Not Humanizing the Content

- I post pictures and/or videos with people in them.
- I never include people in my social media posts.
 - ✓ **How-To Fix:** Include people in your posts! You'll most likely get more engagement on posts that include people than those that don't. And, if you have items that can be worn, always wear them for your social posts, they'll sell faster and your audience wants to see how it looks on.

Mistake #13: Not Diversifying

- I post different types of content like photos, videos, slideshows, albums, text posts and I go live.
- I always post the same type of content (for example, just one photo).
 - ✓ **How-To Fix:** Focus on posting a couple of different content types every single week. Start with a photo, and a video.

Mistake #14: Sharing Posts or Links on Facebook

- I never Share people/businesses posts to my Facebook.
- I hit the Share button on other people's/businesses posts and publish to my Facebook page.
 - ✓ **How-To Fix:** Stop hitting the Share button for your business Facebook Page! Posts that are shared tend to get some of the lowest reach on the platform. Instead, if you see a post you want to share, create a new post in your own words, tag the account you're sharing from, and include a new image or upload the image they used by saving the image from the original posts to your computer or phone before creating your new post.

Mistake #15: Not Using Analytics

- I check on my social media and website analytics at least monthly and use them to plan next month's marketing strategies.
- I never look at my social media and website analytics.
 - ✓ **How-To Fix:** First, if you have a website make sure you have Google Analytics installed (which is free). Then, set a reminder to check the analytics on your website and all active social media sites to see your audiences, measure what content your audience is responding best to, and plan your next month's (or next quarter's) marketing strategies.

Mistake #16: Doing it all alone.

- I have at least one other person who helps me with social media for my store.
- I do not have anyone who helps me with my social media.
 - ✓ **How-To Fix:** Delegate, hire or get an intern. If these strategies won't work for your type of store or budget, then make sure you have the training needed to know how to successfully marketing on social media so you don't waste time trying to figure it out on your own, and to get support when you need it. One group is the Crystal Media Insider membership program, where you get training and support from a team of experts. Learn more at <http://crystalmediaco.com/insider>.

Mistake #17: Tagging Consumer Known Brands in Posts

- I never tag the manufactures and brands on social media that I sell in my store.
- I do tag the manufactures and brands on social media that I sell in my store.
 - ✓ **How-To Fix:** Stop tagging the manufactures and brands you sell! When you tag these companies, the consumer can click to their profile, and buy directly from them, bypassing you! It's ok to list the name of the consumer-known brand, and you can use a hashtag, but don't directly tag those brands.

Mistake #18: Not Creating an Event Page on Facebook for In-Store Events

- I always create Facebook Event pages for my in-store events.
- I don't use Facebook event pages for my in-store events.
 - ✓ **How-To Fix:** Next time you have an in-store event, create a Facebook Event through your business page and share the event details like date, time, details. Take it a step further and advertise the event page to get more people showing up.

Mistake #19: Not Segmenting

- I segment my audiences on social media and email through targeting and using separate email lists.
- I don't segment my audiences, I send the same thing to everyone.
 - ✓ **How-To Fix:** For email marketing, make sure you're using an email service provider like Constant Contact or MailChimp that allows you to have many lists, so you can segment customers based on things like the brands they buy, gender, their location, loyalty, etc. For social media, use targeting features within Ads Manager (for Facebook and Instagram) and consider using post targeting for Facebook posts to ensure the right people are seeing your content based on who that person is.

Notes:

To get social media training and support, consider becoming a Crystal Media Insider at www.crystalmediaco.com/insider.

