

Social Media

Marketing

What social actually does, and what it does not.

Realistic expectations

- Builds awareness and familiarity
- Provides service and fast response
- Gathers unfiltered customer language
- Amplifies content produced elsewhere
- Reaches people not searching yet

Common overreach

- Expecting direct sales at scale
- Chasing follower counts as a goal
- Assuming organic reach is reliable
- Treating every platform the same
- Measuring vanity metrics only

THE DIFFERENCE THAT MATTERS

Organic reach on most platforms has declined for years. Treat it as earned distribution, never as guaranteed.

Response time in social service is now a competitive dimension. Public complaints left unanswered are visible indefinitely.