

## The Top 10 Creative Secrets about Social Media Marketing

No comments



*There are a few tips and tricks for social media marketing that, while necessary, you may not have heard of. Here, we shed a little light on the matter. Social media marketing is the lifeblood of artists and bands everywhere because, other than live performances, it's where your audience is. As a result, it's easy to fall for several misconceptions about its benefits, but after you've spent some time doing the work involved, that becomes very apparent. If you're in that situation, you know it's a big job, and you may feel overwhelmed as a result. Below are ten social media marketing secrets you won't see anywhere else that hopefully will put your mind at ease when doubt creeps in.*

### 1. The Costs of Social Media

Thousands of articles online will tell you that it's free, but the fact is you're paying with your time. It is easy to think that it's free, but you're paying for it with your time. To do this well, you need a strategy to implement it, and that does not just fall out of the tree – it is not just something you come up with. In addition, if you want to supercharge your

marketing efforts, you should consider paying to promote it, which requires another level of strategy and effort.

## 2. There Are Multiple Ways to Accomplish a Task

The internet has plenty of free and paid resources for social media marketing. However, it's important to note that there's no one right way to do this. In fact, what actually works is a combination of different strategies that have worked elsewhere in the past. Music marketing is a business that needs to be addressed by the many online marketing experts out there.

## 3. The Number of Followers Determines Your Success

When it comes to social marketing, volume is everything. It's difficult to launch a successful crowdfunding campaign, for instance, unless you already have a decent following to market to. You can succeed on Facebook, Twitter, Snapchat, Instagram, YouTube, email lists, and just about any other platform you choose. Success comes from having followers, and building that list takes time.

## 4. Social platforms aren't as effective as your personal platform

Using a social platform has the disadvantage of restricting you to its terms and conditions, as well as its layout, format, and features. You cannot change these things but can be changed by the platform at any time. Plus, the social following can be deceiving. For example, Facebook doesn't even allow you to reach more than 3% of your followers without paying! Even though most people feel the concept is dated, your website is still the best place to connect with others about you and your music. The next is your email list and newsletter, which remains #1 for fan communication, despite feeling dated to many.

## 5. Social Worlds Are Constantly Changing

Beware of getting too comfortable with anything that you're doing because it's guaranteed to change by next year. What works well on one platform today will soon become outdated as platforms and audiences evolve. Six months ago, your audience loved Facebook, but today it's all about Instagram, and in 18 months, who knows? As much as possible, you must stay on top of the latest and adapt your marketing strategy accordingly.

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## 6. Choose the Right Platform

You need to choose the right social media platform for your business. Here are some of today's most popular networks.

1- The most popular network, Facebook, has over 2 billion users and regular users.

2- The popularity of Instagram is attributed to its visual content. It has the highest engagement of all social media networks.

3- A great platform to network with like-minded entrepreneurs. LinkedIn is the world's largest business network.

4- There is a lot of interest in Twitter's short and crisp content.

6- Youtube: Video marketing is the current trend in online marketing, so you should take advantage of it.

It is up to you to determine which platform is best for your business. It can be one or multiple platforms. To attract prospective customers, you should tailor your content to each platform. It is common for businesses to think they must be present on every social media platform. However, this can waste time and energy. Instead, it is best to concentrate on those networks where your customers are.

## 7. Maintain a High Level of Quality

Make sure you don't lose out on quality when showcasing your brand across multiple platforms to reach a larger audience. Make sure you focus on the quality of your content over the quantity. Go where your target audience is and share informative content with them to get the best results. According to some experts, it may be beneficial for all types of businesses to start on one platform, build their brand there, and then expand to others.

## 8. Don't Forget to Respond

When you respond to customer queries promptly, you give the impression that you are not interested in what your target audience wants. By not responding to your target audience or not interacting with them, you give the impression that you don't care. Statistics show that over 80 percent of customers expect businesses to respond to their social media posts within 24 hours. This creates a negative impression of your business.

## 9. It's Impossible to be Everywhere

Even though it would be nice to be on Facebook, Twitter, Snapchat, Instagram, YouTube, TikTok, and any other of the top 50 social platforms, you need time to do what you do best, which is make music. It is quite easy to burn out with social marketing being a full-time job. The fact that you'll need to adjust to changing platforms constantly means that when it comes down to it, you're better off concentrating on a few where most of your fans hang out since that's where most of your fans hang out. By keeping up, you'll at least not burn yourself out.

## 10. There Will be Times When You Don't Get it Right

Don't beat yourself up – release your regrets; you will lag behind on some platforms unless you hire a team with specialists for each of them. You'll get really good at one or two platforms and just float along on any others you use for marketing. Don't beat yourself up – it happens to everyone.

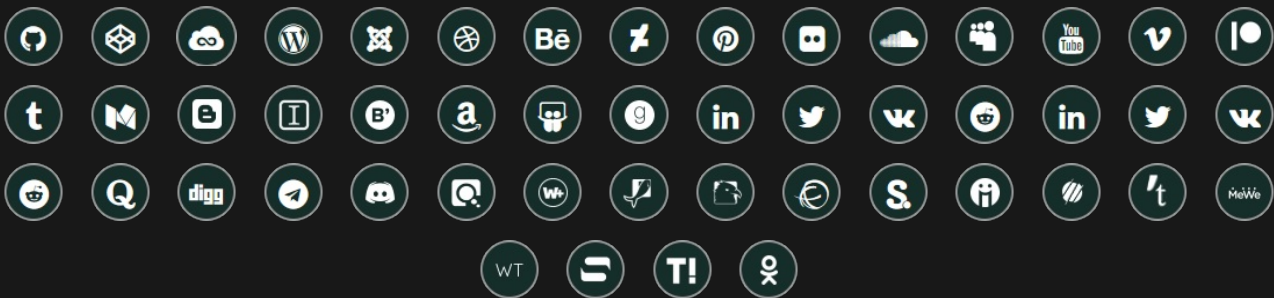
### Conclusion

In this article, I cover more of the bigger picture than the nuts and bolts of social media marketing. However, it's meant to put you at ease when you start feeling like you're falling behind. Simply take a breath and take a step back. You're doing okay if you do some social media marketing every day. If you don't feel overwhelmed, then it's time to worry.

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