

# 6 Social Media Pitfalls to



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# 1. Do not hard sell.



## 2. Avoid over posting.



# 3. TMI – Too much information



# 4. Poor-quality content



# 5. Have junior staff do it.



# 6. Following trends



# Remember ...

- ✓ Social media is an extension of your business' marketing plan.
- ✓ Encourage senior leaders and influencers within the firm to get engaged and to be part of the content-planning process.
- ✓ In the end, social media should be part of a firm's everyday business practice.



# Who is Penheel Marketing?

Social media and digital marketing consulting firm for CPA firms, small businesses, and non-profits.

<http://Penheel.com>



## **Blogging**

Create blog content quickly while getting SEO tips and best practices pointers.



## **Social Media**

Publish content to your social accounts, then nurture leads based on their social engagement.



## **Marketing Analytics**

Website analytics, online advertising analytics. See which sources are generating the most leads.



## **Search Engine Optimizations**

Improve your rank in search engines by finding and tracking your most effective keywords.



## **Email**

Send personalized, segmented Emails based on any information in your contact database.



## **Lead Management**

Track leads with a complete timeline-view of their interactions with your firm.