



5 Reasons Your Social Media is Not Working



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No Engagement

- ▶ If your pages have loads of followers, but no engagement, you are wasting your time and money
- ▶ Check your Facebook insights
- ▶ Check how many profile visits you got on Instagram
- ▶ Check if you are **reaching the right people**

Your Audience Is Not Ready To Buy



- ▶ It is important that you are focusing on **buying traffic**
- ▶ However, most of your followers are not ready to buy yet
- ▶ You have to be consistent until they are

Lack Of Brand Identity



- ▶ Are you jumping from one business idea and promotion to the next?
- ▶ Define your brand and make sure your audience can identify and recognise you

You Focus On The Wrong Numbers



- ▶ Focusing on likes is the wrong approach
- ▶ You have to ensure that you are getting the **right followers** and they engage with your brand
- ▶ **Engagement** is worth more than Likes

You Have No Sales Funnel



- ▶ If you are opening a store, you will need to have the infrastructure
- ▶ The same applies to digital marketing
- ▶ You need a funnel to convert traffic into sales

Time To Change The Game?
Find out how we can help
at toucan-marketing.biz/



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