

The 7 Deadly Sins of Facebook Marketing

Some smart folks at Ogilvy came up with a list of Facebook marketing sins. When you stop to think about it, these can be applied to just about all marketing efforts, but are spot on when it comes to social media.

1. **Abandonment** – you invite people to participate in your Facebook page or blog or digital company newsletter and then desert the effort... no updates, no follow through. This failure has doomed many marketing campaigns, from print ads to twitter.
2. **Irregularity** – particularly pertinent with blogs... potential customers won't stay involved with your blog and thus your company if you post once in a blue moon.
3. **Wordiness** – in the digital world, less is more... long, boring blogs without a point, padded presentations and bloviating (look it up) kill participation.
4. **Pre-written responses** – marketing is about tailored solutions not trite, stock, hackneyed answers. Individualisation, not one size fits all.
5. **Chaos** – blog sites, Facebook, forums, LinkedIn groups that aren't moderated can reflect poorly on your company. One four-letter tirade allowed on your marketing platform? You get the picture.
6. **Isolation** – everything works together, nothing stands alone. Creating a single use video or individual web offering that links to nothing is a waste of time and resources. It all fits into the strategy or it's useless.
7. **Ambiguity** – a single plan, a single idea spread through any number of media platforms, traditional or digital. This is the Social media mantra. Multiple, confusing messages are harmful, if not fatal to all

marketing/sales efforts.