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where every small business owner can achieve big business success

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I Have 1,490,987,765,123 Likes On Facebook

Our Social Media is buzzing. We are trying to understand what it means!



You need to be tech savvy these days. It's essential. Not being on Facebook, Twitter, Instagram or LinkedIn is like not having a mobile phone or still using a fax machine! It makes you look hopelessly out of date. But how do you measure the success of your online systems? Is it the number of hits? Numbers of friends, followers, likers, whatever? Number of comments you get on your posts?

How is online different from any other aspect of your business? Despite what many people believe, it isn't. It's not about likes or friends. It's not a 'new economy'.

So the answer is as dull and boring as it is obvious: you measure your online success by how much money it puts in the bank.

Seriously, you expected anything else? We've all heard the boasts before. I have 27,000 followers on Facebook. I come up first on Google. I get re-tweeted more than Pink. Let me have a look at my accounting software and see where I enter the number of likes I have on Facebook ... hmmm ... can't see it. Let's see where my hashtags appear on my balance sheet. Strange ... can't find that either ... Where do I enter my number of re-tweets in my profit and loss? Has to be here somewhere...doesn't it?

Get the idea? None of that stuff matters. It's rubbish. It's just hot air spouted by people who don't know anything about business. The only thing that matters is how these things contribute to your bottom line, just like everything else you do. So then, how are your online strategies *creating business opportunities*? How is it you are building a website and social media platform that *attracts and connects with your target market*? How are you *creating a fusion* between the online and offline aspects of your business? How are you working towards being *effective* online and not just *popular*?

SHOW...ME...THE...MONEY.

So what should you do? Carefully consider your social media plan. How are you measuring whether it is successful or not? Do you know how many sales it generates? Are you using social media in a productive way that puts money in the bank, or are you just using it to 'stay in touch' or because you think you should be?

Now you need to consider how much time and money is being spent on social media as a percentage of your marketing budget? Unless you are an online business, this should be less than 50%. If you don't know the answer, that's a problem as well!

Take a moment this week to think about this and remember, you measure your online success by how much money it puts in the bank. Nothing else.

Best always

Stefan

Stefan Kazakis

stefan@businessbenchmarkgroup.com.au

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