

EXERCISE: Getting Social

1. 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?

2. How much time and money are you spending 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!
