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# **Starting Off on the Right Foot with Social Media Marketing**

Social media marketing isn't really that mysterious; if you take the time to learn the basics, you can achieve quite a bit in a short time. However, in order to ensure that you're on the right track with your social media marketing efforts, here are a few points to keep in mind:

**Target Quality Sites:** Becoming successful with social media marketing is a matter of knowing how far you can take things by sticking to a few good sites. A major error many novice social media marketers make is to try and target all the social media sites they can identify, thus being more interested in quantity over quality when it should be the other way around.

Even if, by some miracle, you manage to use every last social media site available, you are unlikely to succeed with every campaign. So, do something good for yourself and focus on some good sites, thereby avoiding spreading yourself out too thin and start from there. Plan on being an active user and be consistent in your content posting. If you use the sites actively, you will find that your response rate skyrockets. Keep the urge to set up accounts on other sites and services that aren't used as often to a minimum.

**Use Relevant Buttons on Your Website:** Voting buttons can be highly effective if used the right way; if you look around you'll see almost all the blogs carrying these buttons that make it easy for their readers to share their blog on social media sites.

Don't overdo it, though, by putting up buttons for every last social media site available online - stick to ones you know are relevant to your readers and to sites you are using. You don't want more than four buttons on your blog.

You really have to understand the mindset of social media users if you want to learn how to connect with these people. The better you understand your target audience, the more you'll be able to meet their needs. When you don't take the time to understand people, you may be offering them something they don't care about. So if you're already part of the social media arena, it's well and good -if not, then it's about time you got started.

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