

Why Many Businesses Fail at Social Media Marketing

Top Reasons Social Media Marketing Fails

DALLAS, TX, USA, December 22, 2014 /EINPresswire.com/ -- Businesses today know that a key component of any successful [marketing](#) campaign is social media. However, a number of small businesses make errors in their effort to promote themselves on popular social networking platforms and significantly hinder their progress. [SocialCentiv](#), whose software helps businesses improve their Twitter marketing ROI, recently released an article outlining the types of errors to avoid in business marketing on social networks that could turn a potential marketing win into a definite fail.



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In the recent blog article "Bitter Tweet: The Top 6 Biggest Social Media Marketing Fails So Far in 2014," SocialCentiv outlines six key reasons social media marketing efforts failed to work for select prominent companies this year. One key issue addressed is communicating the right messages through things like hashtags, and having an awareness about how others will view what is being promoted. According to the SocialCentiv team, businesses should "make sure to thoroughly research and understand any hashtag conversations that you choose to partake in. Many hashtags begin to trend because they contain sensitive and/or dramatic content. Don't be dubbed insensitive just because you weren't practicing your due diligence."

According to the company, with the use of tools like SocialCentiv, less mistakes are made that get in the way of the effort to reach prospects. SocialCentiv does the leg work in finding

conversations on Twitter relevant to one's offer and engaging prospects. The platform is equipped to scour through a mass number of conversations at a time and interact with Twitter users on a one on one basis for more valuable feedback. SocialCentiv is currently offering a free 7-day trial for businesses interested in learning more about the benefits of the software.

Those seeking to learn more about SocialCentiv can visit socialcentiv.com and sign up for the free trial today.

Find SocialCentiv on Twitter <https://twitter.com/SocialCentiv> and Facebook <https://facebook.com/SocialCentiv>.

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