



Austin Trahern Provides Tips for Creating an Effective Social Media Mix

Social media opens the digital world for businesses and therefore, having the right social media mix is essential.

COLORADO SPRINGS, COLORADO , USA, July 23, 2019 /EINPresswire.com/ -- Social media has overtaken our world. Whether you are a business owner, or you are a consumer of virtually every product, social media is paramount. Businesses that do not have any social media presence are viewed as slightly less trustworthy. Yet, for a business owner, social media has revealed a new level of communication between them and their consumers. However, there are different social media networks cropping up every day. How are businesses expected to reach their target market effectively?

[Austin Trahern has](#) made a career of answering this question for many businesses, across a plethora of industries. Here are the cross-industry tips that Trahern has found to help every business find their perfect media mix.

Stay Current

There are so many different social networks available now, with more cropping up daily. While it is unrealistic to use each of them, it is advised to stay current with them. Keep track of the trends and listen to your target audience. Let your audience be your guide. A business wants their social circles to be revolving around their personalized target audience. Therefore, a business should be able to evolve with the social whims of their audience. This should not be a consistent change by any means. Yet, staying current can help the business decide which social networks will reach the greatest number of potential clients.

Be Consistent

It might take a little while. After all, when learning a new platform, every account is entitled to growing pains. However, it is important to be consistent with posts as soon as possible. That way, the people who follow the business will come to expect updates or new content at a specific time. For blogs, emails, discounts, or news in general, it is important to keep the information flowing at a consistent pace.

Let Your Business' Personality Shine

Every business has a personality; a culture. This personality develops over the course of the business' lifetime, but it is usually established early. Working with this personality and showcasing it throughout a business' social media mix helps establish a repour with their audience. Just like following an influencer, people follow a business because they are interested in their expertise and posts. They do not follow it for the sales pitch, they follow the business for the delivery. Therefore, it is up to the entrepreneur to make that delivery entertaining and engaging.

In summation, [Austin Trahern is](#) an expert in making a business' social media work for them. That is why he has decided to share these tips. Social media is such a big part of a business' success, but it can be confusing. That is why there are experts like Trahern, who do their best to

teach entrepreneurs social media essentials. [Austin Trahern's goal](#) is to help entrepreneurs throughout the country to successfully navigate their own social media mix.

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