

GoodFirms Unlocks Unpredictable Reasons as to Why People Unfollow the Brands on Social Media

GoodFirms unveiled the survey of social media to know the reasons that prompt the people to unfollow the brands.

WASHINGTON DC, WASHINGTON, UNITED STATES, September 27, 2019 /EINPresswire.com/ -- In this competitive digitalized world, businesses from every industry have made their presence on social media platforms. Social media is playing an integral role by supporting businesses to communicate with peers and potential customers. The various social platforms also allow creating the companies profile and help them to share and create awareness about their branded products and services.

All sizes and types of businesses use social media platform to obtain more visibility to build awareness of their brand and attract potential customers. But, many businesses are facing challenges and not understand why people unfollowed their page on social media. For the same reason, GoodFirms had conducted a survey on

[Top Reasons a Brand Gets Unfollowed on Social Media.](#)

In this survey, there were about 450+ social media users from all around the world who were asked several questions to identify the reason why people unfollow the brands and help the brand managers, social media marketers, and entrepreneurs to know the user habits and their experience.

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The research team of GoodFirms shares valuable insights to guide businesses and marketers to avoid social media mistakes”
GoodFirms Research

Surprisingly, there were several reasons revealed such as 79.37% of them were no longer interested, 66.99% of them unfollow because of irrelevant content, 41.50% posted too often, 38.59% inappropriate posts, 37.14% lack of engagement, 13.11% fake news, 12.38% too much of promotion & 10.92% poor quality of products.



Today, there are excellent digital marketing companies in the market that are helping businesses in promoting their brands. Here, at GoodFirms, you can get associated with the [Best Branding Agencies](#) that are listed based on several qualitative and quantitative measures.

List of best branding companies at GoodFirms:

- Icecube Digital
- Creatlive Studios
- Dot Com Infoway
- FlyNautt LLC
- DgMSEO
- Social Media 55
- Ally Digital Media
- WIMB - Where Is My Brand
- KitelyTech
- WeCrazies

Globally renowned B2B GoodFirms is research, ratings, and reviews platform. It performs a scrupulous research process which includes three main key factors that are Quality, Reliability, and Ability. These components are sub-divided into several metrics, such as determining the past and present a portfolio to recognize the complete background of each firm, on-hand experience in their proficiency, online market penetration, and client feedbacks.

After the assessment, comparing is done between all the agencies and then focusing on overall research process firms get the scores that are out of total 60. Hence, then list the top marketing companies, brilliant development companies, best software providers and other outstanding organizations from various industries.

Recently, GoodFirms has also curated a list of [Top Public Relations \(PR\) Firms](#) along with genuine reviews and ratings.

List of Best PR Agencies at GoodFirms:

- SmartSites
- Edelman
- BCW (Burson Cohn & Wolfe)
- Ketchum
- MSL
- Ogilvy
- APCO
- W2O
- Padilla
- Havas Media

Additionally, GoodFirms boost up the service providers by asking them to engage in the on-going research and present the strong proof of their work. Thus, grab an opportunity to be indexed in the list of top companies as per their categories. Obtaining a chance to be in the catalog of best agencies at GoodFirms will eventually enhance the visibility, attract customers, and grow your business by globally.

About GoodFirms

GoodFirms is a Washington, D.C. based research firm that aligns its efforts in identifying the most prominent and efficient digital marketing companies that deliver results to their clients. GoodFirms research is a confluence of new age consumer reference processes and conventional industry-wide review & rankings that help service seekers leap further and multiply their

industry-wide value and credibility.

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