**Why Value is So Important for Your Social Media Campaign**

What is the secret to being successful on social media?

The answer is simple: delivering value.

This might sound obvious to you, or perhaps it’s just obtuse and confusing. Either way, it’s undeniable and perhaps the best way to explain what I mean by this is to show you the opposite.

Which happens to be how most brands use social media…

**The Mistake**

The way that a lot of businesses use social media is to set up their accounts and then occasionally post to them. They’re not posting regularly enough to be considered consistent but what’s worse is the nature of what they’re posting: posts talking about their products and services.

You’ve probably seen these kinds of social media pages in the past. They say things like:

“Our new POS is the best in the industry!”

“Check out our new range of clothing!”

“For service you can trust, give us a whirl”

The thing you have to ask yourself then is: why would anyone want to read that? What incentive are you giving for following your page?

This is something that a lot of businesses simply forget about: in order to get people to listen to them, they need to be offering something in return. The best litmus test you can always use is this: would *you* follow your own page?

**Offering a Service**

The solution is to turn your thinking on its head and to change the way you approach social media. Instead of thinking of this as a chance to promote yourself, think of it as a chance to provide an additional free service to your audience. This should be the same audience you’re trying to monetize but in this case you’re offering something completely free whether that is information, entertainment, news or inspiration. Either way, people need to look *forward* to your posts and they need to know what to expect.

Maybe you sell fitness products? In that case, you could provide a good service to your audience by posting new workout ideas or inspirational quotes every day. Maybe you sell clothes? In that case how about posting images of outfits to give people ideas?

Then, when you want to make a sale, you offer a genuinely exclusive discount. You have the ears and the trust of your audience and now you’re providing a limited time and exclusive opportunity. That’s how you influence through social media!