How the Desire to Fit in Drives Social Media Marketing in Trinidad and Tobago by Wsiwwwexpert

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We all want to feel special, or to be a part of something exclusive. It gives us a feeling of being wanted, or â€œinâ€• on something that not everyone else is getting. Many businesses, though, fail to recognize the power of wanting to be part of the â€œinâ€• crowd when it comes to social media marketing in Trinidad and Tobago.

Create desire

You see it in films and shows... the long line of people waiting to get into a club, or even a store. Only a few are allowed in at a time, or it's invitation only. It makes folks want what's in there all the more.

Creating that sort of scenario is great marketing. It also works for social media as well as. With social media marketing budgets increasing for many companies, the key is to make it money well spent.

â€œI'll have what they're havingâ€•

One mistake businesses often make with social media marketing in Trinidad and Tobago is to simply crank out posts about the company, or offer deals to hook new friends and increase likes. While that's not necessarily all bad, it's got to go further.

One way to increase consumer engagement that is meaningful is through advocates. Most people trust their friends more than they trust what a company is saying. If they are a true fan, and have been pleased with your product or service, they will share that information. And that's where the magic happens.

Consider these 5 statistics collected by Search Engine Watch:

â€¢ 76% of consumers recommend companies they trust to friends and family

â€¢ The millennial age group is skeptical of brand content, but 86% of them say user-generated has the most influence on what they buy.

â€¢ 62% of online shoppers read product-related comments from friends on Facebook, with 75% of them clicking through to the retailers site.

â€¢ 57% of shoppers are more likely to buy after getting opinions from friends.

â€¢ One of the top reasons consumers are driven to act is that their friends shared the reason they bought a product or prefer a brand.

Now, ask yourself: is asking people to like your page, or offering an occasional discount going to prompt consumers to share positive opinions about you with friends? Perhaps, over time, you will win the â€œlikersâ€• over and get them to actually become true advocates, not to simplyâ€œlikeâ€• you fo coupon.

Wouldn't it be better, though, to create a social media marketing campaign in Trinidad and Tobago

that inspires them to become not only a customer, but an advocate? Get them to sing your praises, and you could increase your customer base.

How to make them want you

First, you've got to be offering quality products or services. No matter how many people you entice, if they don't like what they get, they aren't going to speak highly of you. Make sure you give what you claim and offer the best customer service.

When it comes to your social media, social marketing director Tom Ollerton says â€œreward and innovateâ€•. In other words, give people a compelling reason to go to your social site, or Facebook storefront, and engage.

â€¢ One way to do this is to offer exclusive or unique products for purchase that are only available to your social media followers, or visitors to the Facebook storefront.

â€¢ Create a buzz with contests, special offerings for something new, or simply keep people checking in with some unique developments or entertaining bits.

â€¢ Don't hesitate to ask for testimonials that you can use on your social media page.

Creating a campaign that truly delivers what people want can deliver new customers through positive word-of-mouth. Getting what others you trust have, can make you feel like part of the crowd. That's a comfort zone for many.

Is your social media marketing in Trinidad and Tobago winning people over? How do you inspire them? If you'd like to work on a plan that's going to turn friends into advocates, contact our digital marketing Trinidad & Tobago and we can help.

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