

## How outsourcing social media can help your business grow

Most business owners these days are scrambling to make the most out of social media. While it's still arguably in its infancy, there's no denying that a successful social media strategy can be very effective in increasing customer loyalty, improving brand recognition and even driving direct sales.

However, managing a range of social media properties is a time-consuming task. For best results there needs to be constant updates, ideally several times per day. You also need to respond to fans and followers quickly when they contact you, meaning it's usually not OK to just check your messages once per day. In addition to being time-consuming, it's also quite the minefield and it's easy to take a wrong turn and actually end up harming your brand.

These are good reasons to consider outsourcing your daily social media duties to a skilled professional - a social media manager. They can handle the whole thing for you, from posting new content to replying to discussions and forwarding support questions to you.

This will free up your time, allowing you to focus on other activities in your business that you perhaps enjoy more, or find more profitable to work on. You also won't need to keep up with what's happening in the social media world (which is constantly evolving at a quick pace), as your social manager will stay on top of current trends and the latest and most effective techniques.

The tradeoff, of course, is that you'll have less control over what goes on your pages if you let someone else handle it. Sure, you could theoretically require that all posts and comments are approved by you before they go live, but it's not going to be effective at all, and your social manager will most likely be very annoyed with this. It's better to just try to find someone you can actually trust to handle things well on their own, and give them enough authority and autonomy to do so. Just tell them to always come to you if they have any questions or feel uncertain about something.

There's also the ever-present question of money. There's no denying that a skilled social media manager will cost you a few bucks, but in many cases it will

be worth it. You'll save time, and you'll most likely get much better results than you would've gotten if you were to try doing everything yourself.