

Is your social campaign being ignored?

 By [Anton Koekemoer](#)

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Most of the social media gurus and experts will tell you that social media is all about setting up monitoring processes for your brand, and to be responsive to the questions and needs of your target market. It's very rare that they will tell you what to do when you have no audience at all when you start with your campaign.

What do you do if you have no audience and no one is talking about your business or brand at all on the social web? What strategies can you implement to get the ball rolling with your campaign? Do you feel lost? Fear not because there are a couple of things you can do to start sparking the conversation on social media.

1. Get involved

One of the most common reasons anyone struggles with conversation on social media is simply that they are not present.

2. Start the conversation

Social media is really not just about monitoring the conversation busy happening online....

3. Ask questions

A great way to start a conversation online is to start your conversations by sharing interesting topics and asking questions that will encourage discussion.

4. Content is king, but so is conversation

Another great way to get the conversation going is to create and curate valuable and insightful content that your audience would like to share with their own networks.

5. Create a list of your network

Create a list of your network consisting of people who you would like to talk to on a regular basis.

6. Reward your network

No matter who you are or what business you are in, I bet you there will be someone who will be willing to talk about you online.

Read the [full article](#) on www.memeburn.com.

ABOUT ANTON KOEKEMOER

I'm your friendly neighbourhood digital marketing specialist and growth hacker. I specialise in helping brands connect with targeted customers by enhancing their online presence through emerging web-based communications channels. I translate business objectives into comprehensive initiatives that focus on humanising brand identity while maximising measurable business results.

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