

# The Business Owners Guide To Hiring A Social Media Director

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## Tip #1

### Understands Your Goals

Do you want to increase customer loyalty? Stay 'in the know' for when potential customers may need you? Or is your primary goal to increase your top-line revenue?

A good Social Media Director will start by asking you about your goals and then will propose campaigns to make sure you reach them.

If a potential Social Media Director starts by telling you what they can do for your business without first asking you what you want to accomplish, you'll likely end up frustrated and disappointed by them down the road.

## Tip #2

### Understands Your Customers

A Social Media Director is a marketing expert. And that means they need to get inside the minds of your customers and finds out what motivates them.

They don't necessarily need experience in your industry, but they should make every effort to find out about your customers so that they can create powerful campaigns that move you towards your goals.

## Tip #3

### Values Your Privacy

If you're like most business owners, you want to keep your professional and personal lives separate.

A good Social Media Director understands this and make sure protecting your privacy is a priority.

## Tip #4

### Is Skilled On All Major Platforms

The “big five” social media platforms are Facebook, Twitter, LinkedIn, Youtube and Instagram.

A good Social Media Director should be experienced on all of them and will be able to show you how each is relevant to your business. There are techniques and tricks on each of these platforms they can use to help hit your goals.

Ask a potential Social Media Director how they plan to use each platform for you and see how they respond.

## Tip #5

# Uses Direct Response Marketing

There are 2 types of marketing: Brand Marketing and Direct Response Marketing.

Brand Marketing uses the shotgun approach to build awareness about your business over time, with the hope that some of the people that see your message eventually want to buy from you.

With Direct Response Marketing , each campaign is designed to compel your prospects to take a specific action- whether that action is to join your mailing list, contact a sales rep or take out their credit card and make a purchase.

Your Social Media Director's job is to get highly targeted leads and send them to your sales funnel. If you don't have a sales funnel set up, your Social Media's job is to set one up so that all of your leads aren't being wasted.

## Tip #6

### Focuses On Measurable Results

“Half the money I spend on advertising is wasted; the trouble is, I don’t know which half.” The problem with brand marketing is that you have no way of knowing WHICH of your marketing efforts are leading to sales, and which ones aren’t.

So not only is a good portion of your ad spend wasted, but you never get accurate feedback about what works which you can use to refine your offers and grow your business. Good Social Media Directors know exactly how to demonstrate where each lead came from so you can focus your marketing efforts on what’s working.

## Tip #7

# Tracks Your Return On Investment (ROI)

The goal of a direct response marketer is to make sure that your profit from any particular campaign exceeds what you're spending on it.

If your Social Media Director has no way to demonstrate ROI from their efforts, you may want to rethink working with them.



## Tip #8

### **Communicates Simply & Clearly**

Some Social Media Directors will contact you for every little decision and every update.

If your Social Media Director needs you to be that involved, it gives you more work to do, and more stress.

Rather than bogging you down with too many details, a good Social Media Director will send you a weekly, or a monthly, report telling you what's working, what's not, and their recommendations for moving forward.

## Tip #9

### Is Committed To Ongoing Learning

Social media is constantly changing. The platforms change. The terms of service change. And what WORKS changes. If your social media director doesn't stay current, they can't run effective marketing campaigns, and can even risk getting your account shut down.

It is a Social Media Director's role to stay up to date on all relevant platforms so that your business doesn't get left behind.

# Conclusion

I hope that this guide helps you in your search to find a Social Media Director that is good fit for your business.

Social Media Directors have gone through a rigorous professional training program, and have demonstrated a proven ability to use social media to profit their clients.