

DO'S & DON'TS OF DIGITAL MARKETING

Do's

- **Post consistently** to keep your business visible and top of mind.
- **Use high-quality photos and graphics** that are bright, clear, and visually appealing.
- **Respond to comments and messages** promptly to build trust with customers.
- **Showcase your people** by featuring employees, local suppliers, and community events.
- **Share valuable content** such as recipes, meal ideas, product highlights, and store updates.
- **Keep your branding consistent** by using the same logo, colors, fonts, and voice.
- **Include a clear call to action** like "Visit us today," "Shop this week's specials," or "Learn more."
- **Proofread** every post to ensure prices, dates, spelling, and store information are accurate.
- **Post local** and seasonal content that reflects your community and current events.
- **Track your results** using analytics to see which posts perform best.
- **Use hashtags** strategically to increase visibility without overloading your posts.
- **Create content** that is mobile-friendly, since most customers view social media on their phones.

Quick Tips



Be Authentic



Provide Value



Be Consistent

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Don't's

- **Don't post without a purpose.** Every post should educate, inform, entertain, or inspire action.
- **Don't neglect your audience.** Ignoring comments, messages, or reviews can damage customer relationships.
- **Don't overload posts with text.** Keep graphics clean, simple, and easy to read.
- **Don't use blurry or low-quality images.** Professional-looking visuals build trust and credibility.
- **Don't make every post a sales pitch.** Balance promotions with helpful, engaging, and community-focused content.
- **Don't post inaccurate or outdated information.** Always verify prices, hours, events, and product availability.
- **Don't copy content from other businesses.** Create original content that reflects your unique brand and community.
- **Don't ignore your brand identity.** Keep your logo, colors, fonts, and messaging consistent across platforms.
- **Don't post inconsistently.** Long periods of inactivity can make your business appear less reliable.
- **Don't argue with customers online.** Respond professionally and respectfully, even when addressing complaints.
- **Don't forget to review your results.** Use analytics to understand what works and improve future content.
- **Don't rely solely on AI-generated graphics or captions.** AI can be a helpful tool for brainstorming, but your content should reflect your business's authentic voice and personality.