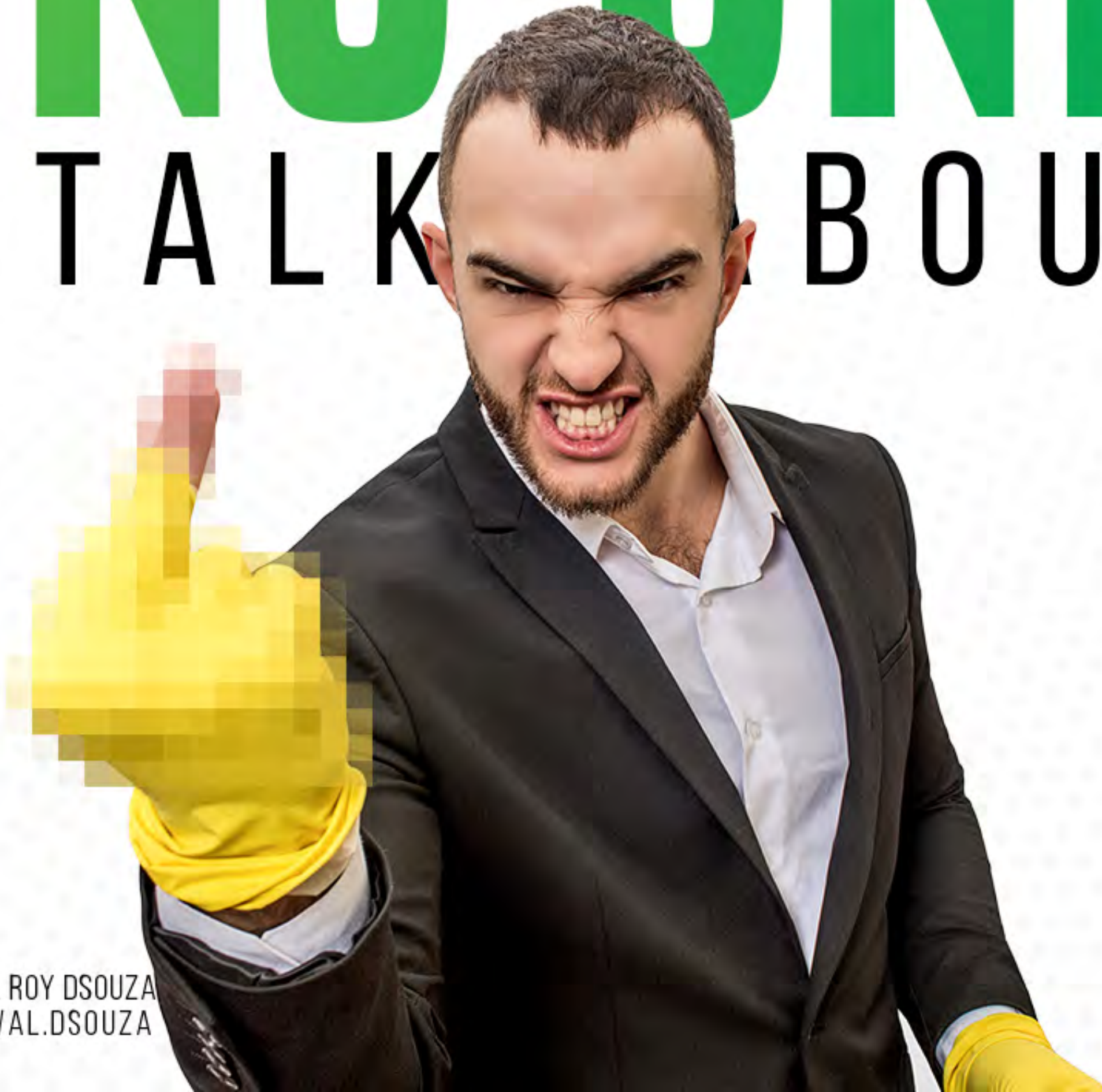


SOCIAL MEDIA
CHALLENGES THAT
NO ONE
TALKS ABOUT



**EVERYONE TALKS ABOUT
HOW TO OVERCOME PROBLEMS
BUT FEW TALK ABOUT
THE ACTUAL CHALLENGES
YOU COULD FACE.**

1. THE SHORTAGE OF TIME TO RESEARCH AND TO DELIVER THE RIGHT CONTENT.

A. BUSY WITH OTHER TASKS

B. UNABLE TO MANAGE YOUR TIME TO RESEARCH HASHTAGS AND COMPETITORS

2. ENGAGEMENT WITH YOUR AUDIENCE

- A. GETTING TO KNOW YOUR AUDIENCE IS A TASK
- B. ENGAGEMENT IS REALLY CRUCIAL IF YOU'RE LOOKING TO PROFIT FROM IT

3. ECONOMIC CHALLENGE

- A.** YOU MAY COMPROMISE ON YOUR BUDGET TO SHARE CONTENT ON SOCIAL MEDIA.
- B.** DUE TO ALGORITHM CHANGES IN INSTAGRAM, WE ARE UNABLE TO MAXIMISE THE ACTUAL POTENTIAL OF THE POST
- C.** HOWEVER, DUE TO BUDGET CONSTRAINTS IT IS DIFFICULT TO PROMOTE THE POST IN AN ORGANIC MANNER

4. HOW TO STAY OPTIMISTIC AND TO EXECUTE STRATEGIES

A. WHO DOESN'T LOVE MOTIVATION, YOU MAY FEEL LOW AT TIMES AND SOMETIMES OPTIMISTIC, WHICH IS A TASK BUT BLISSFUL. AUDIENCE LOVES YOU FOR THAT

B. THE CHATTER IN YOUR HEAD ASKS "WHICH STRATEGY TO EXECUTE"? THIS ONE OR THAT ONE, NOT THIS, I THINK THIS AND SO ON. YOU'RE CONFUSED.

5. TO DELIVER ATTRACTIVE DESIGN

A. DESIGN TO MEET EXPECTATIONS AND MATCH THE CONTENT IDEA FOR THE AUDIENCE

B. IT'S TIME CONSUMING AND YOU'VE OTHERS THINGS TO DO TOO. YET ANOTHER CHALLENGE!

6. TESTING THE STRATEGY

A. POST N DELETE , POST N DELETE, CHANGE YOUR DESIGN, THEME ETC.

B. THE CHALLENGE TO CHOOSE THE BEST STRATEGY, DESIGN, MESSAGE FOR YOUR PROFILE. TIME CONSUMING ISN'T IT?

7. FOLLOWING THE TREND

A. SOMETIMES YOUR SCHEDULE IS SO PACKED THAT YOU MISSED OUT THE TREND FOR THE DAY.

B. EVEN IF YOU HAVE FOLLOWED THE TREND, IT BECOMES DIFFICULT TO EXECUTE THE IDEA ASAP



**WHAT DIFFICULTIES
HAVE YOU FACED IN
YOUR SOCIAL MEDIA
JOURNEY?**

DROP A COMMENT

