SOCIAL MEDIA MARKETING FOR PERSONAL TRAINERS
MISTAKES TO AVOID

1 **FAILING TO MAKE A PLAN FIRST.**
Without a plan or strategy in place, you'll be shooting in the dark. You need goals and then a specific roadmap for meeting them. Don't just create accounts and randomly post content—your page will be messy, unfocused, and unappealing to potential clients.

2 **PUSHING THE SALE TOO HARD.**
People don't come to fitness influencer sites to get the hard sell. Include calls to action and mention your classes and services, but limit them to about one in five posts.

3 **POSTING SPORADICALLY.**
Your followers will give up quickly if you aren't posting regularly. Set a regular content calendar to stay on track.

4 **BEING TOO RIGID WITH YOUR CONTENT CALENDAR.**
A content calendar is an important part of any social media marketing strategy. But it's not ride or die. Be flexible and change it if some aspect of the calendar isn't working. Use the calendar as a guideline, not as something set in stone.

5 **NEVER ENGAGING WITH YOUR AUDIENCE.**
Influencers are successful because they post useful, meaningful, and interesting content but also because they engage with their followers. Don't just post and run. You have to respond to people and engage them in conversations in order to win over a big following.

6 **BEING LAZY ABOUT VISUAL CONTENT.**
Of course it's easier to just post a quote or a quick couple of sentences. But social media sites are increasingly visual and training is a visual topic. Aim to include at least one picture or video per day to keep your followers interested.

7 **NOT BEING RELATABLE.**
Many of your followers are beginners. They want to tap into the success you've achieved in fitness, but they also want to feel like they can do it too. Share some weaknesses and failures, what holds you back, and what it felt like to start out in fitness.

8 **IGNORING DATA.**
Analyzing page data may not be the most exciting part of social media marketing, but it is useful. If your posts aren't successful, you're wasting time. Look at the data to see which posts succeed, which fail, and what makes the difference.