



accounts, but no content; others that bombard with promotional messages, and a large proportion that don't engage at all."

The research highlights other areas of misuse as well:

- SMEs that use social media channels as an extension of their mailing lists. The result of this is that many businesses risk being reported for spam.
- SMEs using social media as a broadcast channel, posting constant content without engaging. Personality is required to build rapport.
- There is a misconception that once companies connect on LinkedIn or Twitter, they can be added to their mailing lists without permission.
- Many give up too soon. If there isn't an immediate sales opportunity, many SMEs quickly lose interest and cut off their possible referral opportunities.

"If these basic concepts about engagement, quality content and relationship building are understood, SMEs can start to truly build solid networks which we have seen can translate to a valuable proportion of sales," adds Lawson.

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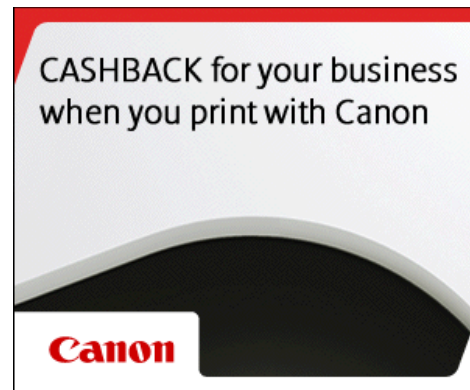
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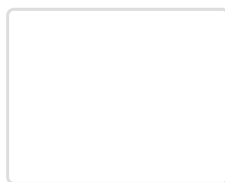
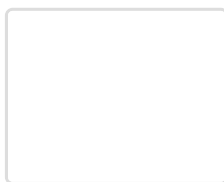
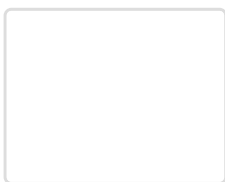
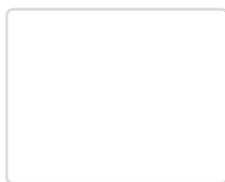
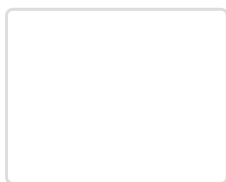
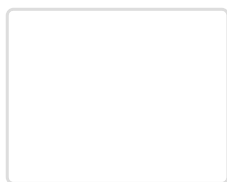
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