All Systems Go Marketing Warns About Influencer Deception in Social Media Marketing

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All Systems Go Marketing, a digital marketing agency based in La Mesa, CA, that focuses on HVAC businesses, has issued a warning about influencer deception in social media marketing. This warning was made in a new blog post, revealing that there are unscrupulous people who are out to victimize businesses who want to benefit from online and social media marketing. Because of the increasing power of so-called influencers in social media, cybercriminals are now taking advantage of this trend by pretending to be influencers, with the result that they are victimizing both their followers and businesses alike.

Social media sites like Instagram have made some effort to prevent unscrupulous individuals from deceiving people and businesses. The government, through the Federal Trade Commission, has also issued guidelines for influencers where they have to put a disclosure notice on all sponsored posts. Unfortunately, these efforts have not been as effective as they have been hoped for.

It should be pointed out that the one who is ultimately responsible for influencer deception in Instagram would be the parent company, Facebook. The issue is that in as short as five minutes, any Instagram user can increase his or her followers by just purchasing them. Facebook has tried to put a stop to this practice in 2012 by blocking such users. However, such unscrupulous users have become more advanced in their techniques, and any safeguards against them have not been able to catch up.

The article posted by All Systems Go Marketing advises businesses, particularly those who are just starting with their social media marketing, to simply avoid using such influencers. They need to be alert in spotting the genuine influencers and separate them from those who are not real. There are a number of ways to spot a bogus influencer. One simple way to do this is by checking their follower list and taking a look at the accounts. Many of these accounts will have no display photos, have none or only a few followers and/or no following, are private accounts, and have no posts.

Another potential indicator of bogus influencers is they only a few likes on their photos even if they have 10,000 followers or more. In addition, comments can also be bought, so it may also be a good idea to check

for generic comments like ?Awesome?, ?Great?, ?Love it?, ?Good job?, and more.

Another way for a business to check if an influencer is real is to request for references. It would like hiring a new employee. The business can ask for references from previous companies and businesses they have previously worked with. It is advisable to ensure that a particular influencer can really deliver before working with them.

Craig Wright, owner of All Systems Go Marketing, says, ?Looking for experts to assist you in the highly competitive world of online marketing? Let us at All Systems Go Marketing help you. Get in touch with us about your digital marketing strategy today.?

All Systems Go Marketing has been providing SEO services exclusively to HVAC companies since 2015. This has the benefit of allowing them to become experts on this particular industry. This enables them to easily personalize their HVAC SEO service depending on the specific needs of a particular HVAC company.

The SEO services that they offer to HVAC businesses are results-driven and are focused on optimizing their ROI. Through the years, they have been able to master a number of key strategies for effectively increasing the revenue of each client they have worked with.

And with All Systems Go Marketing, clients will actually be paying for performance. That is why they only charge a relatively small upfront fee. Furthermore, they will first assess a potential client?s website and current situation and determine what can be done for the client, before quoting an upfront fee. They are focused on having a long relationship with each client because online marketing and SEO require a multi-year approach to ensure consistent results for many years.

Those who would like to learn more about social media marketing, its potential pitfalls, and proper use, may want to check out the All Systems Go Marketing website, or contact them on the telephone, or through email.
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All Systems Go Marketing

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difference this HVAC SEO company can provide to your heating and air conditioning business.

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