Kyber Digital Publishes Blog Post On The Downfalls Of Outsourcing Social Media Management

June 28, 2021

Lacey Township, New Jersey - June 28, 2021 -
Kyber Digital, an account-based marketing agency for B2B companies, has published a blog post that discusses the downsides of outsourcing social media management. The blog post can be read in its entirety at https://www.kyberdigital.com/post/why-you-shouldnt-outsource-social-media-management.

The article begins by acknowledging that outsourcing is a widely accepted reality of the modern business landscape. It is even preferred in some avenues of the business, such as payroll and accounting, where someone with expertise in the domain is better suited to handle the reins. Some parts of a business?s marketing can also be outsourced such as email campaigns, SEO, website building, and content creation. The article then goes on to argue that social media marketing should only be handled in-house because of the many ways it can go wrong if outsourced.

The first point that the article makes is that no one except for the founders know the business the same way that they do. Passion is a big part of the equation as it is very hard to find someone else as invested and

involved in the day-to-day operations of the business as those who run the company. An outsourcing company will not be privy to the nuances of the industry and the needs of the customer base enough to craft a social media strategy that relays the appropriate message. Only those who are closest to the inner workings of the business can convince the target customer about the value that their products offer.

The next argument in defense of not outsourcing the social media marketing of a business is the direct line of communication one gets to maintain with their customers. Social media lets a business?s customers or clients connect directly with those in charge to provide feedback or air out grievances. That level of engagement is crucial as it gives the business the best chance of fixing its mistakes and correcting its course when it strays from its core offerings. It also makes the company appear authentic. When a company is present to answer its customers? most pressing questions, it makes its product or service more endearing in the eyes of the customer. For example, Kyber Digital accepts messages regarding its services on its Facebook page at https://www.facebook.com/kyberdigital.

The third reason that the blog post mentions is that it gives the business an opportunity to stay in touch with the happenings of the industry that it is a part of. A business that interacts with other stalwarts in its niche increases its own credibility. When a business is able to gauge the advantages that the competition has over them, they are able to incorporate the differences in their own products and services making them better and more competitive. It also helps to appear as a leader in the community by being present in the discourse that kicks off occasionally. It increases a business?s visibility significantly to be a part of the discussion surrounding a trending topic.

The article then goes on to mention a few instances when outsourcing social media management makes sense. E-Commerce businesses can benefit from outsourcing social media as that industry requires a particular sales language, high-quality product photos, a constant feed of product updates throughout the day, and other factors that are best handled by a company dedicated to that effort. However, one must be careful while choosing a social media partner as they must have the relevant experience and proven history of providing results.

Finally, the article ends by arguing that a social media marketing strategy is necessary for every business. One doesn?t need to be active on every social media platform but one should at least be present on the one that most closely aligns with their business and their target audience. This requires some level of market research as audiences are fragmented across many social media sites.

Readers can find out more about Kyber Digital?s social media marketing offerings by heading over to https://www.kyberdigital.com/. There is a contact form on the website for potential customers to send them a

direct message.

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