With Facebook users generating 684,478 pieces of content every minute, it’s no wonder social marketing is so difficult.

Remember the original customer relationship model in marketing? Awareness, consideration, purchase and loyalty were the main path to a success. Now, marketing is more conversational and relationship-oriented. Some marketing experts say it follows a relationship arc of romance, struggle, stability and commitment, which feels more chaotic and time-consuming. Not only that, but the average person sees over 5,000 marketing messages per day, which means you have to work even harder to have your message heard.

Find Order in the Chaos

Unfortunately, there is no simple answer to social marketing. An article in Property Casualty 360 recommends “finding the right balance—inform, but don’t bore; find new customers, but don’t bug; and appear relevant, but don’t seem too eager.” The article also provides seven steps to help build new relationships:

1. Teach and provide examples
2. Don’t be afraid of third-party content
3. … Or personality
4. Don’t underestimate LinkedIn
5. Be proactive and engage with potential leads
6. …But follow the rules
7. Utilize technology

Why should you invest so much time and effort into social media marketing? Because it’s the expectation of the customer. The customer needs to know and experience the value of your agency before they purchase anything. Use the social channels to convey that message—how your agency is going to help them. And be specific, because customers also expect a personalized experience.