

This is where the popular [social media “rule of thirds”](#) comes into play. Digital marketing experts say that balance in content is highly valuable. Brands who post nothing but promotional and product content are likely to turn off consumers. Consumers don't want to be constantly sold to. So mix it up a bit!

The rule of thirds works this way: a third of a brand's content should be promotional or advertorial, a third should be relevant industry content, and a third should be a more personal interaction.

Promotional content is fairly self-explanatory. This would include advertisements, sales or promotional events, or product posts.

The next third deals with relevant content. What does this mean, exactly? Depending on the platform and its audience, this content can include articles or press done on wellness topics (for this brand, specifically), lifestyle imagery, or general tips and tricks for getting the most out of one's wellness routine.

Lastly, the final third should be based on more personal interaction and engagement with followers. This can include sharing personal stories that are relevant from influencers or ambassadors, testimonials from happy customers, or anything that shows a more “human” touch.

Social media should not only be about appearances and selling at all times. Social media is intended to be just that: *social*. Brands should not get bogged down in constant product pushing or sales tactics.

This overdone concept could be the reason why this new wellness brand's pages seemed to fail after the initial excitement wore off. Once followers realized the brand was only going to push sales and products, their feed became less valuable. A brand's social media feed must always add value

for the customer, or else their attention and loyalty may fade.

So take a good look at the upcoming content for a business page. Make sure that it has a healthy, 30-30-30 mix of content that's promotional, relevant, and personal. Paying attention to this mixture will help social media gain loyal, engaged followers and be an instrumental part of any brand's growth.



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