

# 5 Mistakes

That could be damaging your  
business on social media **and**  
**how to truly resolve it**



Alejandro J Marketing

**✗ MISTAKE 1**

# Publishing without a strategy

**✓ How do  
you solve it?**

Define a main monthly goal: Reservations?  
More followers? Increase visit frequency?

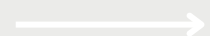
Create content aligned with that  
goal.

Organize your content by pillars: experience,  
product, team, customers, local community, behind  
the scenes.

**🎯 TIP**

Use the “GPS” method for each post:

- Generate attention
- Provoke an emotion
- Suggest a clear action



**✗ MISTAKE 2**

# You sell products, not experiences.

**✓ How do you solve it?**

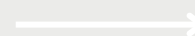
Authentic storytelling.

Create sensory content.

Think like Netflix: entertainment.

**🎯 TIP**

Create a weekly themed series to generate excitement and habit.



**✗ MISTAKE 3**

# Your profile does not convert because it is not a funnel.

**✓ How do  
you solve it?**

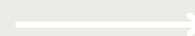
Create a logical conversion path: clear bio, relevant links, consistent CTAs.

Automate frequently asked questions.

Design promotions based on urgency or scarcity.

**🎯 TIP**

Use secret keywords to unlock surprises at the venue.



**✗ MISTAKE 4**

Your profile is just a “digital facade.”

**✓ How do you solve it?**

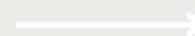
Define a basic style guide.

Create templates for reels, stories, and carousels.

Synchronize the visual with the verbal.

**🎯 TIP**

Create a digital mood board that captures the essence of your brand.



**✗ MISTAKE 5**

# Without measurement and data, there is no growth.

**✓ How do you solve it?**

Create a monthly dashboard with your key metrics.

Evaluate each piece of content.

Repeat what works.

**🎯 TIP**

Make a monthly file with your 3 best posts and learn from them.