

Social media is massive these days, there's no denying that.

If you own a business, the chances are you will have at least one social media page for your brand, and you've likely felt the struggle to create regular content.

Time is precious to every business owner, and keeping on top of your social media posts can eat into that time. Sitting in front of a blinking cursor and trying to write a five-minute post can quickly turn into an hour, leaving you feeling frustrated and overwhelmed.

You might have even taken a sneak peak at your competitors and wondered if they have some superhuman writing prodigy working for them. They have consistent posts and high engagement and seem to have a never-ending list of fresh topics to discuss.

Where do they find the time?

While they may have employed the magic of a word wizard, they're more likely to use a social media management tool. Slightly less exciting but infinitely more helpful for you.

Social media management tools have myriad benefits for businesses that need to stay on top of their social media.

One of those benefits is the ability to schedule your posts ahead of time with the help of a social media content calendar.

You might wonder how it saves you time if you have to sit and schedule posts for the next month anyway. Indeed, it's easier to think of topics and ideas as they come to you.

That idea works in theory, but reality rarely follows suit.

Running a business is unpredictable, and life is too. Think of those days when you needed to fix an unforeseen problem or when a task you thought would be an hour took up the whole morning instead. And let's not forget sick days.

When you suddenly remember that you need to sit down and write an engaging social media post, inspiration is nowhere to be seen. You end up rushing through a half-hearted post or wasting long periods trying to find something interesting to share with your audience. Those lost hours build up quickly.

Setting time aside at the start of the month will help you stay on track and ensure that your social media content runs smoothly while you focus on your business.

To your success,

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Do you need help with your Digital Marketing? [Let's talk about it.](#)
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