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# How Failure Improved This CEO's Social Media Marketing

BY KEVIN LUND

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*Photo courtesy of Kevin Lund*

## Kevin Lund, CEO of content marketing firm T3 Custom, shares three ways to improve your social media marketing.

A few years ago, I developed what I thought was the perfect monthly financial newsletter, aimed at my client's audience of active investors – i.e., people who trade in the markets day in and day out.

Figuring we had a pretty sophisticated group of readers, my team and I came out of the gate with deep dives into complex investing and "aspirational" trading strategies. The newsletter we created for our client delved into esoteric topics like futures, options and foreign exchange trading, along with a sprinkling of articles on investing, retirement and personal finance.

After we tracked engagement for a few issues, to my surprise, readers weren't giving their time and attention to those sophisticated strategy pieces we were most proud of, but instead to those that focused on retirement investment strategies and 101-type trading

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