

# *Momentum*

Playbook 17

**Let's Get Social!**

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# Here's What's Inside!

Has This Ever Happened To You? . . . . .	3
Confession Time: Why I Don't Have a Social Media Marketing Plan . . . . .	4
Know <i>Why</i> So You Know <i>How</i> . . . . .	5
Everyone Calm Down! . . . . .	5
The Double-Down Approach . . . . .	6
Your Assignment: Streamline Your Social Media . . . . .	7
One Last Thing... . . . . .	9
Goodies and Inspirations . . . . .	10

# Playbook 17:

## Let's Get Social!

### Has This Ever Happened To You?

It's an ordinary, busy day in your entrepreneurial universe. You're chugging along, serving clients, doing paperwork, making it happen. In the early afternoon, (and post-lunch food coma), you remember, "Oh shoot! I haven't posted anything on my Facebook business page in awhile!"

So you click over to your Facebook page and this mental conversation takes place:

*Should I promote that new coaching program? Oh wait, that was my last post. Did I really not post anything for 3 weeks? Yikes. No wonder there's no new page Likes. Who is this new person who just joined? Let me click over to their page. Oh wait, what's this ad from my competitor I see? Gotta click that. Gosh, I haaaaaatttttee Facebook. Wow, what a super cool landing page she created. . What?! She's offering exactly what I do—although her design and copy is hellacool. Wonder who she used....let me just scroll down here.... ah, I see, here's the website of her design firm. Wow, they have a super cool site, too! I could create some epic web pages with them. Maybe I should design my own program. Hmmm....let me start outlining content...*

*Wait! What am I doing?! I have to post something on Facebook! Sheesh. Let me click back over. OK, I'll just share this cool article I found. There. Done. My audience will like that, right? Oh crap! I haven't updated Twitter, LinkedIn or Instagram in a while either. EGAD! Let me just quickly hop over to Twitter and post that same article. WHAT?! There's a flood in Hungary? What's that about? Oh, my friend Jack just posted a hilarious quote...I'll just re-tweet that. My followers will like that, right? Done. Hmmm....wow, that statistic can't be true, let me just click and see....Wow, I had no idea Americans eat that many potatoes per year. That's CRAZY! Oh wait....I've got to share this with Sally, she's such a French Fry freak....And dear Lord, that puppy photo is so damn cute! Looks like they are raising money for homeless animals, too! Must. Share.....*

And you look up and it's 6 p.m.

**What the....?!?!**

That's quite the "social media marketing plan" we have going on, isn't it?

It ends for you today. Right here, right now. At least as far as your business is concerned....if you want to get lost on social media in your free time, that's your call!

# Confession Time: Why I Don't Have a Social Media Marketing Plan

I do not write down what I'm going to post each day, week or month on social media. My social media calendar is driven by my blog posts plus any offerings I am promoting or want to share. I also sprinkle in promoting amazing things from colleagues, such as new books, free teleseminars and the like.

I tried putting together a plan once or twice. Plans littered with days I would share inspirational quotes, ask provocative questions, etc. I never stuck with it. Again, this totally works for some people (especially if you want to outsource this, as you will need to give some guidance). But not for me.

## Here's your backstage peek into on how I roll:

- I create a high-level annual marketing plan and plug in major happenings: courses to launch, events to hold, free trainings, etc. Then, I plan high-level blog and social media content around those events. We're talking big bucket themes here..
- I plot out specific blog post topics about a month in advance, using a simple Google Docs spreadsheet. If something inspires me and it's not on the list, I just write it, post it and shift everything down.
- When inspired by a new post idea, I document it using nothing fancier than the Notes app on my iPhone.
- I always try to create images to go with my blog posts for social media use. [Click-through rates on posts with images are higher.](#)
- My social media plan is led by my blog posts. When a new one posts, I promote it heavily on social media for about a week, using a scheduling tool called [Buffer](#). [Hootsuite](#) is another popular one.
- If I'm promoting a colleague's course or book, I'll schedule the posts they've so generously provided for me (you MUST provide pre-written social media posts to people if you want them to promote you!) into Buffer.
- Most of my other social media is posted on the fly, based on if I find an interesting article, video, etc. This is completely dependent on when I find that item to share – I will use the piece's content share buttons to post directly.
- While I schedule posts in advance as much as possible, engagement is key to success. I spend at least 15 minutes a day checking in, live: Responding to comments, interacting with my audience, answering questions and re-posting additional scintillating content my audience enjoys.
- I keep a Word document called "Evergreen Posts" of various quotes, past blog posts, promotion, etc. Every so often, I'll go into Buffer and "top off" my queue with these valuable posts for my audience, many of whom may never have seen it before.

So this works *for me*. But it may not work *for you*.

# Know *Why* So You Know *How*

My “planning” approach works for me because I am very clear about why I use social media, which in turn informs how I use it and how much attention I give it. For me, I use social media to build brand awareness, stay current, find resources and promote my content. It’s also a networking tool for me. That’s it. I don’t expect to get ALL my clients via social media, nor do I expect a certain revenue amount to come directly from social media.

**It’s important to be very clear about what you *want* from social media: What you want from it will determine *how* you use it.**

Social media, in my field, helps people get to know me so that they can start down the buying journey. I’m wooing them with good content, as we discussed in a previous Playbook. For my work, social media is just the start of the courtship.

## Everyone Calm Down!

Here’s the deal: **Social media is just one tool.** It’s not the same thing as your entire marketing plan, nor is it the only way you’ll promote your business. It’s *only one* way to market your business. If you spend all your time on social media and not focused on your business, you will no longer have a business.

Some might argue with me. Fine. But I know plenty of [super-successful entrepreneurs](#) who have actually given up social media and they still have sold-out workshops and book deals. One very successful consultant I know brings in six figures every year and has to turn clients away—and she doesn’t even have a website or use Facebook. She is too busy booking work!

**We all need to chill out about social media, is what I’m saying.**

It is ONE way to promote your business, albeit a highly engaging and highly effective way....only if you use it right.

**Social media is good for your business, but it should not run you ragged.** It can also be a dangerous addiction and can quickly overwhelm certain personality types if given a chance.

Do I advocate creating a social media marketing plan of some sort? Absolutely. I refer many clients to brilliant social media strategists all the time. And one day, I plan to get my act together enough to formalize this process for myself. But in the meantime, it’s not eating me alive because of what I’m about to share with you in this assignment.

# The Double-Down Approach

In Blackjack (a casino card game), if your cards show a strong hand, you can ask to “double down. This means you double your bet, but you are then only allowed to draw one more card to complete your hand.

If you do this, you feel confident that you’ll get a great hand as a result, such as doubling down on an 11 because you have a good probability of drawing a 10. You don’t bother hedging your bet with multiple card draws because you only need that one good card.

**You need to double-down on your social media efforts, too. How?**

- Be in less places
- Master where you are

It’s better to be consistent and knowledgeable about a few social media channels and do them really, really well rather than spread yourself thin across nineteen of them and do it all poorly, never getting engagement or return. And killing yourself in the process.

*But which ones should I be using, you plead?!*

There are no “shoulds.” There are just these two questions:

1. **What do I enjoy using?**
2. **Where is my target audience?**

**The intersection of these answers determines your social media effort.**

Now, I can’t tell you which specific audience you’re going after, but if you have a sense of your ideal client or customer, you can make an educated guess. Go back to your ideal client profiles from Playbook 5.

Do you target corporate CEO’s of large companies? LinkedIn would be a good place for you.

Millenials? SnapChat or Periscope is where it’s at.

Women crafters, cooks or design freaks? I’d bet my house they are on Pinterest.

**The good news: Your target audience will most likely be in multiple places, not just one.** And keep in mind, this changes as new platforms come and old ones go.

For example, my business focuses on two audience segments:

- Solopreneurs (mostly women, mostly service professionals)
- Corporate Marketing VP’s/CEO’s (mostly men) of startups or small to mid-sized fast-growth companies (\$2 to \$200 million in revenue)

I created very detailed Ideal Customer Profiles for each segment so I know them intimately. These segments tend to use the following social media networks: Facebook, Twitter, LinkedIn, Google+, YouTube, Instagram and Pinterest.

Given my intersection of “what I enjoy” and “where they are”, I double-down on Twitter, Facebook and LinkedIn. That’s it. These make the most sense for me, plus I LOVE Twitter!

Does my target audience gather elsewhere? Yes, for sure, but I have chosen not to devote much time on those other places. I post new blogs on Pinterest but that’s as far as I go, although I will be dipping more toes in to test traffic-driving. Stay tuned. Instagram could be valuable but it’s only for my personal use, for now. This could always change, which is the beauty of deciding on your own plan!

**If there is no intersection between which networks you enjoy and where your audience plays, you may have a problem.** Or you may find social media might not be in the cards for you. That’s OK! Successful businesses were built long before social media and will continue long after.

But if you know you need to use social media, then dig a little deeper. Maybe you don’t like using a certain platform because you don’t understand it very well. This is easily remedied with a free course or consult with a pro.

## Your Assignment: Streamline Your Social Media

**All marketing tactics need to start with goals.** So right here, right now, spell out your goals for using social media. Don’t worry about the specific platform just yet, just consider social media in general.

**I want to use social media to:**

Good. Now at least you’re aiming for something. Be very clear about why you are using it and what you hope to get out of it. Otherwise, it’s a waste of your time.

### **Intersection #1: What You Enjoy**

**Given my communication preferences and style, which two or three social media platforms do I understand well (or would like to understand better) and most importantly, do I enjoy using?**

## Intersection #2: Where Your Audience Gathers

Broadly, which social media platforms does my target audience tend to use or gather information?

Now, look at your answers to #1 and #2 and find the overlap!

I will double-down on these two or three social media platforms, learn them well and maintain consistency and interaction:

- 1.
- 2.
- 3.

***But wait, you're not quite done....***

Now: Please share your double-down plan on the Facebook page by Friday. Would love you to add your personal insights or discoveries as well. As you know, I'll be rewarding you all year long.

Remember, we are here to encourage you and provide any feedback. If you're like me, often it's fellow collaborators that help me polish my ideas to a glossy sheen.

Again, I'm going to reward you all year long, so don't lose your MOMENTUM: Post it now and keep that train moving!

# One Last Thing...

Please, for the love of all things holy, do not let social media drive you insane. If using two or three social networks is still too much, then just focus on mastering ONE. Or you always have the option of paid ads, offline marketing and networking to drive traffic. Social media is just a cost-effective option, if you use it the right way.

But if you are going to make social media part of your strategy and double down, **you absolutely must use the networks you choose the right way, or you'll be wasting your time.** They all have different purposes and expectations and what works in one will not work in another. You can't just cut and paste for each. For example, longer posts work better on LinkedIn, you can only use 140 characters on Twitter, etc.

Most importantly, each channel has different etiquette, rules and conversations. And they all require different image sizes. I highly recommend Gary Vaynerchuk's book, [Jab, Jab, Jab, Right Hook!](#) as a bible for how to use certain platforms, what does and doesn't work well on each, and examples of good and bad posts.

Once you master one network and use it really well, you can branch out and even have some fun!

PS, and let's connect socially, shall we?!

[Twitter](#)  
[Facebook](#)  
[LinkedIn](#)  
[Pinterest](#)

And when I post the occasional video: [YouTube](#)

*Maria*

# Goodies and Inspirations

Posts that include images produce **650 percent** higher engagement than text-only posts. Here's a [great article](#) with other stats on visual content.

Bookmark [this page](#) for always up-to-date image sizes for every platform.

If you're going to post, make it COUNT! Images are everything these days (this is what I mean by using the networks in the right way!). Here are [42 visual content marketing statistics you should know](#).

OK, I admit...I enjoy the very occasional gambling. Craps is pretty darn fun! And speaking of doubling down, who can forget [this classic from Kenny Rogers](#)? "You gotta know when to hold 'em....know when to fold 'em..." Am I the only one who gets chills from this song?! #lifelessons