

BUSINESS MADE EASY



Episode 59

Which Social Media Platform Should I Be Using

Full Episode Transcription

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Good day. Good day and welcome to The Business Made Easy podcast where we make business easy. Jason Skinner, your host here for another week of the podcast that is all about helping you grow your business, grow your bottom line and uh, have a better life as a result as well. It's not good, all that hard work and no play so we wanna make sure that we get plenty of that playing as well.

Speaking of play, I have been, down visiting my parents this weekend. Uh, not that it was so much play but it was celebrations because I celebrating their fiftieth wedding anniversary which I just find a staggering miles, milestone in the current day and age. It's fantastic. They've been together and married happily for fifty years and still going strong so congratulations to them. Glad they've hit that milestone and we had a great time celebrating, that special occasion with them.

So how are you doing? I hope you're well. If you're new to the show, welcome to the show. It's really good to have you here and, if you wanna learn more about business, you're in the right place and, don't forget to hit that subscribe button, if you haven't already done so, and that'll make sure that you get each week's episode as it comes out to you. For those of you who are joining me again, welcome back. I'm glad you're here as well. I hope everything is going along well and nicely in your business.

Don't forget, if you do have a business question, so there's a question that you just go, "Oh, gee, I wouldn't mind knowing more about that all. I wouldn't mind knowing the answer to how to get this done or, or it might be marketing or finance, in the finance space or helping you with the numbers or whatever it is, cash flow, don't forget to hit that red record button on the website.

So if you go to businessmadeeasypodcast.com, if you got any question at all in business that you want an answer for and you just don't know where to, where to get that answer or how to approach it then you can go over there to the businessmadeeasypodcast.com, hit that red record button and I will answer that question for you on the show. Now, if I don't know the answer to the question, 'cause I don't know the answer to everything -- uh, I 'd like to but I don't -- so if I don't know the answer. I do have access to a ton of industry and, professional experts out there that can certainly come in and I'm sure they'll be able to answer the question as well.

So, it doesn't matter what the question is, big or small, if you've got a question, go to businessmadeeasypodcast.com hit that red record button and if I play your question and answer it on the show, I've got a special gift for you as well. So that's businessmadeeasypodcast.com, you'll see the red record button there, you just, use your phone and you can hit the red record button, and I will get that message. If you don't want to leave an audio message then you can always email me. Just drop me a line at Jason@businessmadeeasypodcast.com and I'll answer your question there as well. So there's a couple of ways that you can do that. You can just email me if it's easier for you to, to email as, as well. So, so Jason@businessmadeeasypodcast.com for any questions that you've got and need answering.

Alrighty, on to today's show, we are going to talk about something -- the reason this, this topic came up for me was, it was one that I actually struggled with a lot in business um, not so long back when I started, actually, started the podcast that became just so evidently daunting uh, as to what social media platform should I be using for my business, because there are so many now.

You've got, Twitter. You've got LinkedIn, Facebook, Snapchat, Pinterest, Instagram and one of the things that I was struggling with and grappling with was knowing which one should I be focusing on. Uh, because it's so many options or should I be on all of them. That was another, was another thought I sort of had was, really, do I need to be across every sort of social media platform, that there is so that you know, I don't leave any stone unturned?

So sort of that, sort of all things everywhere sort of approach which, which can work but I've really struggled because I'm actually very time poor. I don't have a lot of spare time and like most people in business, you don't wanna be wasting time on something that's not effective. 'cause you don't have it to waste but you also don't wanna miss the opportunity. So it was this real tussle between where I should be investing my time with, with as far as social media goes because if you, you know, if you, if you listen to somebody who specializes in say, Instagram, they'll tell you that, you know, "Oh everything's here on Instagram." And if you, if you listen to someone who specializes in Facebook, well, you, you know, "You got to be on Facebook, it's the largest in growth.

So everyone has this specialties and they, and they're bias if they like or they, they like to gravitate towards that one 'cause that's what they know and understand and that make sense. But I sort of sat down and thought, what is a simple strategy? Um, and they look -- this is only one strategy, it's only the way that I approached it -- but it was one that was able to free me out with time but also be effective at the same time, and I really wanted that. That was I guess what I was looking for.

A way to be where I needed to be and bit in getting some results that I needed to be getting but uh, but not sort of um, wasting time and uh, and not missing on

opportunities as well. So I sort of sat down and worked out and this is how this episode's come about.

What's, what we're gonna talk about today because the fact is we do need to be on social media. The statistics alone tell us uh, just how many people and how far-reaching uh, social media actually is. One of the, one of the one's uh, recent statistics that was eighty one percent of um, people in the US have an active um, social media account of some sort.

So that's, you know, if you look at this three hundred, and I think it's about three hundred and twenty six million people in the, in the US, that's a lot of people that uh, a potential, your customers that are out there uh, in social media. And you can spread that across the world. I mean, I think we all know, just we don't need to get into how far-reaching social media is, but here is the thing, not everybody is on the same social media accounts and different stalls and different types of people, your customers are all gonna be using and getting their social media fixed from not necessarily the same location.

So how do you know uh, exactly where is it that you should be spending your time? Do um, do you need to be across all of those platforms? And again, that's what sort of spark me down this path of thinking, what is the best um, strategy for somebody who is time poor in business but still wants to uh, leverage and, and, and make sure that they're giving themselves every opportunity to be out there and, and attracting those um, and, and getting your, getting your brand and your business in front of those potential customers and where are they, where are they heading. So I sat there and sort of started thinking about this because I get this question all the time with clients and customers of mine.

That 'cause I look, we know about social media but we don't know where we should be? We don't where we should be spending our time and I guess the very, the very first thing is, is that you really wanna get clear about your digital strategy and developing a digital strategy. I, I spoke about this back in episode twenty five, uh, if you go to [businessmadeeasy.com/episode25](https://businessmadeeasy.com/podcast/episode25), I really laid out the idea of a digital strategy. What it is and how you develop one and, and what's important?

Because the digital strategy, that's going to, I guess look at every aspect of your marketing in your business and, and bring it all together in a uniform sort of connected way because one of the traps that you can fall into is, you end up with all these fragmented marketing strategies and you got a bit going over here and you got a bit going over here on Facebook and you have a [Inaudible] this one.

And it doesn't really have any connectedness overall with each other. Um, you know you get caught trialing Pinterest and you know, but it doesn't really tie in with your website or so you really want to have a holistic approach. I think that's probably my first point, is that we wanna have a holistic approach to this uh, so that we can leverage. We can leverage one marketing activity on one platform with, with, with the marketing activity on your website or whatever else that's going on in your business.

We want to be able to, to leverage that and that's what gives us I guess better efficiency and it gives us better, um, better bang for our buck if you like. We're getting more achieve with less effort and, and um, those of you know me, you know that I'm a big fan of the 80-20 principle where you sort of putting in you know, getting eighty percent result from twenty percent of your efforts.

That's a sort of thinking we wanna have when it comes to looking at which platforms and where we should be investing our time in social media. So check that out -- that's [businessmadeeasy.com/episode25](https://businessmadeeasy.com/podcast/episode25) and I speak about that more there.

We then wanna get very, very clear about who it is uh, that is our ideal customer. We want to know our avatar. We wanna give them a name. We wanna know all about our ideal customer. What their frustrations are? I spoke about this in episode twenty nine at [businessmadeeasy.com/episode29](https://businessmadeeasy.com/podcast/episode29). But we want to know clearly who it is that we are targeting? And, and, and I don't like the word "targeting" but who, who it is that we wanna help in our business? We wanna know what they look like, their age group? Where they're hanging out? They're what countries? What's the geographical location? What's their frustrations. What language do they use? What words? What jargon?

All about that and, and I've got a great template over there to do that and I'll take you through that step-by-step over on episode twenty ninth. So check that out at [businessmadeeasy.com/episode29](https://businessmadeeasy.com/podcast/episode29) and get very, very clear so you'll have a digital strategy. You'll have a clear understanding of who is it that you're going after. And then, this is where I wanna talk about today's uh, topic, is I want to approach the way I think of it is like fishing. I'll use this analogy of fishing because it does explain it I think quite well-- and that is, we want to think of each social media platform as a big pond. A big pond full of fish. So you've got your Pinterest pond.

You've got your Facebook pond. You've got your, Twitter pond. Just, just imagine all these different ponds and they've all got fish in them. And the same fish, uh, the same breed of fish aren't necessarily in each pond, you know?

You just because someone, one of your fish are in the Facebook pond doesn't mean that they're gonna be over on the Twitter pond or on the LinkedIn pond or the Pinterest pond. So when you get clear about who your ideal customer is -- think of those as the fish -- and where they're hanging out and what, that gives you a good indication of the uh, pond that, uh, your fish or where you need to be you know spending your, your time uh, fishing.

And what sort of bait you need to use and what sort of line. What sort -- do we use Lowe's? Do we use, you know, worms? Whatever it is that you're, whatever your ideal fish is? What pond are they most in? Now, they're maybe in some of the ponds. For instance, you may find that uh, your ideal customer hangs out um, generally in Facebook. It's probably the biggest of ponds. We'll talk about, we'll talk about Facebook in a, in a moment 'cause I'm gonna go through each major sort of platforms and breakdown sort of what, what each pond has got in it so to, to help you further.

But you know, you might find that you, your, um, your ideal customers some of them are on Facebook but they're also on Twitter or LinkedIn. Uh, but they primarily like LinkedIn better than they like anything else. So um, you know it -- or there might be less competition in a particular platform and that's where your ideal customers hanging out as well.

So you know, you might be able -- like if you look at Facebook, for instance, Facebook is the king of the, king of the ponds, and uh, you know, Facebook had been uh, accused, you know, previously of just uh, dialing down rich, organic rich within, within um, within their platform. So you know, you maybe going along uh, nicely um, getting in, getting in front of all your ideal customers but all of a

sudden, uh, that's all gone because of, of there's so much noise in that space now.

So yeah, you wanna know where else should I be hanging out if, if that one closes down? And that's the -- that's another caveat on this, is that, it that, you can't put all your eggs in one basket. So it's no good building your whole business on um, on say, Snapchat if you like, uh, only to find that Snapchat loses flavor and, and, and no one wants to be on Snapchat anymore.

Your whole business is gonna plummet like you're just not gonna get, you're not gonna be catching those fish anymore. So the strategy -- and this is what you look at when you're doing digital strategy -- you're always wanna be, you're just fishing there. You're not eating at the pond. You're just catching the fish and taking them back to your own kitchen and, and eating them at home. That's, that's what you're gonna do. Sorry for the poor analogy but fishing just seemed to be a really good fit to describe this. Um, so I hope you, I hope you'll excuse me.

But so fishing, yeah, um, you catch the fish, you take them home and eat. You don't actually sit at the pond and eat them because the pond might disappear one day and, and you don't have any other, you don't have any other stores, uh, to, to, to keep your business going. So let's, let's look at it, so if we get clear about what our strategy is, if we get clear about who is it that we're targeting and where they're hanging out, we then can sort of delve in a bit further as to um, which platforms are the best to, to catch this, to catch this fish.

But I just wanna make one important point before we get into each of the platforms, is that, there's a lot of jargon, in marketing um, jargon out there etcetera, around um, you'll hear people say, "No, I don't, I don't go there because I'm uh. I'm more a B, a B to C type business, or around more of a, you know, um,

B to B type business. Business to business or business to customers, I really feel there's a shift away from that now and, and, and the way I, the way I think if it is that uh -- and this isn't my phrase either, I, I forgot who coined this phrase -- but, um, but it made really perfect sense when I read about it.

And it's basically, this idea that we all dealing with people to people. We're in the people to people business because if you look at someone who's then say that B to B space, business to business space, a business is nothing without its people and it's the people that make the ultimate decisions within those businesses. It's the people within those businesses that, that are the reason that business exist and, and is what it is.

So what you really gonna look at when we're talking about social media, social media that by definition is social, it's, it's people. It's, it's a society. Um, so it's not necessarily business to business; we wanna to look at the people to people relationship. We want to build our relationship with um, the people within these ponds.

So uh, basically, yeah, try not to think of this as a, "Oh no, I'm of bit of B to C or B to B type thing. It's more people to people, P to P and that's what we gonna think of them when thinking of social media, I believe because um, that's how we're gonna, we're gonna engaged with people. And when those people, when we engage with those people, when they gonna know about our business, they're gonna know about our brand and who we are, and what we stand for and they get to know like and trust and you, and they, and that builds overtime.

Social media marketing is not going to be instant uh, "Yeah, I met them and, and, and they just, they just, they found out about me on Facebook and they just love

me now." Um, it grows overtime. It's a long slow, slow sort of burn so don't think of it as a instant um, sale transaction because that's when you get into the business to business type thinking. Wanna think of building relationships with people. That's what you're doing with the social media marketing.

So let's look at some of these ponds and, and what they, what they look like and where, what type of fish are in them if you like and and what, what sort of characteristics they have. And whether or not, um, you know, we should just be in, in, in which one and I'll just pick some of the major ones. Let's talk about some of the characteristics to think of when you're looking at um, at where you should be spending your social media time.

Just to recap, I do believe that every business should be having some social media presence. I just think it's so critical to, to growing your, your, brand and your business and your marketplace. And getting your name out there but it's who you're gonna look at, which ones are the best ones to spend your time with it. Alrighty, so if you look Facebook it's the biggest of all. One point four seven billion users daily are on that, on that Facebook platform.

So, I think it's seven point two billion, people in the world. That's twenty percent of the world, basically using Facebook on a daily basis which is incredible. It's a massive big pond, isn't it? I mean there's a lot of fish in there and the beauty of that is that there were so many people in there, you really have -- I mean you'd have to be -- your, your target market would have to be in there you would have to think. One of the things on strengths of Facebook is that they, they're segmentation so that Facebook build a lot of data.

There's, the amazing amount of analytical data or measurement tools that they're building in the background. And they gave you to be able to um, do audience insights. So basically, you can see and get a feel for, for the depth and breadth of your target market. So you can check that in their, in their insights section. But they have I think it's over twenty nine thousand categories of data that can help you to nail that they keep track on people. So they can keep, they can know what people are eating, liking, where they're dining out, what they're buying cars, colors, fashion. I mean they know all about all that stuff because they have, they're tracking all this data all the time on people, using the platform, sharing content around, what they like, what they don't like.

And then you also have the pixeling and re-marketing so Facebook will give you all pixel that, if someone visit your website, you can, you can basically build an audience around that and, and get out to those people. So it really is probably, the, the biggest pond and probably the, the easiest pond. If you didn't want to do anything else, I think you could pretty safely say, "I'm gonna start building some content around on Facebook around my business.

I think most businesses do have a business page but here's the thing with Facebook, they, being so big, being a big brother, they run the show. They run all the ponds so they pretty well controlled the game in terms of um, of what happens in their pond and who can play and who can't play. And now, um, they really do favor you paying to play, you know, fishing that pond.

So, that's something to think about is that they do control -- largely what gets seen by who and where and how much you have to pay to, to be, to have your, business feature anyway. And I think on my Business Made Easy Podcast page for instance uh, if I do a post this is a classic example. If I do a poll I've got just

under 10,000 likes I guess on that, on that Facebook page but you know, if I do a post on there is a very, very small percentage of people actually gets it, like it's about 1% or 2% that that Facebook actually show that post to of that 10,000. So, that's not many, but I'm encouraged all the time by Facebook to grow by, by paying to boost those posts or, or do campaigns around those posts. Well, you know, that's, that's a decision that you have to think about is that are you going to get the return on that that advertising spend um, before doing it? But Facebook certainly is a, is a massive pond to be fishing in and something that shouldn't be overlooked and it might be as I say that you might say, "Well, um, I'm gonna do -- I'm gonna spend some time.

I'm gonna be on Facebook and I'm gonna do my posting on Facebook but I'm also going to focus heavily on a more specialized not so restricted by a crowded marketplace. I'm going to go to somewhere where you know, there's a bigger concentration of my target audience." And that's where you can get into things like Instagram.

Now, Instagram is owned by Facebook. It looks and it runs very much the same as Facebook these days but it's a more graphical advertised graphical type picture based visual platform. So, whereas Facebook is more post. So, you might write larger sort of posts with a lot of words, descriptions and things in their story type stuff in there. Instagram is more based around the imagery and, good images and people go there for the images with a bit of, with content in the post but certainly it's a lot more image based than, than what Facebook is.

You have Instagram stories over there which is sort of a 24 hour um, store, post that stays in stories for 24 hours and then disappears. Um, you can have video over there, doing you know, all that sort of stuff. That's the same way you can

with Facebook but the medium tends to be more, more just people flicking through images and so, if you've got a business that's sort of geared around food or clothing, fashion, cars um, anything that's um, really about the look of something then you, you may want to look at Instagram as a definite for, um, for your business. So, you know restaurants um, clothing, uh, bakeries, butcheries, anything around food, I would or visual like that, I would absolutely be on Instagram as a, as a, as a sort of a go-to sort of um, platform or Pond if you like. We're talking about Ponds. I don't know what you say [laugh].

So, um, Instagram, 500 million daily users on Instagram, so it's not a small platform. It's got a lot of people in there. Um, and one of the big driving things with Instagram too is the use of hashtags. So, you can get quite granular by using hashtags with your post to target your um, specific uh, customer or avatar that you're looking for.

So, hashtags are a very big feature of Instagram unlike so much Facebook but the Instagram you know, really hashtag driven. So, you know, if you've got a butchery you might be you know, of uh, #Bobby tonight's dinner or #Barbecue or something like that to sort of where people are actually seeking out images around that um, that particular hashtag and then they will -- that's, that's generally what they will follow.

So, um, just keep that in mind but very, very visual. They do have paid advertising just like Facebook. It's run by Facebook. It has the same sort of advertising platform where you can narrow down and drill down to your target audience and pay to have your, your post and ads feature but um, it's a it's a consideration as to whether or not you're going to get the return on that. So, just don't go um, blindly signing up to paid ads if, if you're not going to have right

digital strategy in place to manage those returns and make sure you're monitoring those the returns coming back.

Another big visual one now. This one is very, very under discussed I believe and I think it's uh, um, from, from what I've heard from other people in, in the uh, professions and things uh, and, and my reading uh, it's very, very popular and is getting great results at the moment, very visual still. Very much like uh, Instagram. It's Pinterest. Now Pinterest have 175 million active monthly users.

So, it's not as big as um, Instagram and Facebook by any stretch but the thing with Pinterest is that it's not so much a social media platform in terms of sort of discussion, discussion and story but it's more an inspiration type um, more an inspiration type site. So, if you're into uh, weddings, anything to do with weddings, photography, lifestyle, food, again, clothing, anything like that um, it's very much geared to that and, and people go there for inspiration and they pin your actual posts and, and your posts get shared around.

That's quite an engaged um, community over there on Pinterest and I think from one of the statistics are in 93% of active pinners have stated they plan to buy something uh, on that Pinterest platform. So, as I say it's a very engaged platform and it's one that gets overlooked. People don't think to actually go there and explore that but this is one that you -- It could -- If it appealed to your marketplace you could actually get quite good at and get um, delve quite into but that was one of the things that I went to say was that when you choose these platforms.

You want to get really good at whatever it is then get to know and understand the vibe of the -- of, of how it works and, and what it's all about. So, Pinterest

don't over, don't um, don't overlook that as a, as a strategy. I know some people getting some really great traffic and great results on Pinterest um, back to their site. The beauty with Pinterest is that when you put a pin there you link it to your website or the content on your website and that will drive people back to your website which is great for your digital strategy you want them coming back to your kitchen to eat those fish not eating at the pond. So, make sure that they, they're coming back to you. Alrighty as I said very engaged community there as well.

The other big one, another big player, now, this one is big. This is probably second to uh, this is the second probably biggest search engine in the world I believe. So, YouTube has 1.57 billion active users, um, 30-plus million users per day um, are using um, using YouTube and it's, it's a video based platform um, visual content, anything that shows you how to do something.

So, you know you might be um, you know, some sort of uh, packaging type business or you might be some sort of construction type business or uh, woodworking or mechanical or anything like that. Don't have a look YouTube as a strategy to grow your business. I know one of our listeners, Dena, you're in the self-storage business. You know, you might have videos how-to videos over there in terms of getting the best packaging out of you, out of your uh, self-storage. Share that to you too mate? Thank you for uh, for listening in all the time and um, yeah, Dena is a great part of the Business Made Easy community but YouTube could be a great, great strategy for you in terms of uh, how to videos. How to packing box. How to get the most into a storage shed um, and those sorts of things.

There's any number of how-to type videos you could do on YouTube, free to use. Um, you just want to make sure you optimize things for your videos um, etcetera and anything around learning education, entertainment. People go to YouTube for and it's a, it's an absolute um, great place for um, for, for doing that sort of thing. So, yeah, don't overlook YouTube in your strategy.

Twitter's another one. Number five, 330 million monthly users on Twitter. So, not as much as uh, a lot of the other platforms but Twitter tends to a very real-time update type platform. So, people, your audience that's going to be on Twitter are going to be looking for um, feed based activity that's they want the latest happening what's going on.

So, if you're in a fairly dynamic business, fairly dynamic industry Twitter might be a good one for you where there's lots of updates or uh, new things happening. Again, like Instagram it's very hashtag driven. Um, Twitter is a hashtag driven type platform. People search for stuff using hashtags of interest on Twitter. So, you want to make sure that if they're searching for your product or service then they are going to you're going to show up in that in their post and um, Twitter tends to be um, one of my platforms I like to be on um, for me in the business space, it is, it is a bit newsy and business here.

So, there's a lot of people there that, that uh, do sort of I use the hashtags in there and um, and do get some following and some traffic from Twitter which is good a great analytics in Twitter too. A lot of people don't realize just how good the analytic tools are in Twitter. They've got some great analytics and insight tools to show you how your posts are going and things like that as well. So, you check that out if your customer, your ideal customer you think is more newsfeed

sort of geared not so much imagery but more geared to news feeds and information uh, on the, on the fly.

One of the things with, with all these platforms too is they all have different styles of um, posting. Well, I guess um, uh, regularity of posting or consistency of posting. Twitter, it's a bit being a newsfeed um, it's okay to post the one, post more than once in a day because it doesn't just because you post it now it doesn't mean that it's going to just show up in someone's newsfeed as soon as you know, um, when they're going -- They might not look at Twitter for you know, nine hours or eight hours.

So, your, your post will be well and truly gone in the, in the newsfeed. So, you might, you might want to post more regularly with Twitter. So, it's okay to do that. You're not going to annoy anyone. Don't try out to go a little bit certainly. Keep that post regular and, and in front of the people that, that you really want to um, to see them and then have um, see that, see that post. And use hashtags that are relevant to the people.

So, think of your audience, your target audience. What's your post about and how does it uh, relate to helping them and adding value to them so you want to make sure that um, you're doing that in Twitter and, and with any of these um, platforms.

LinkedIn, uh, LinkedIn not as many users as, as uh, as Twitter but uh, 250 million active users, very much, people going to LinkedIn and going for information on, on topics. They're interested in blog information or blog topics or um, business related topics. So, um, you know, they, they, they are generally and I said before about business to business.

The people there that are in that LinkedIn space are going there because there are business people that are looking to grow their businesses or, or needing help with their businesses or uh, wanting information about um, business as opposed to sort of like um, what's the latest cheesecake recipe. You're going to go to Instagram or Pinterest for that sort of thing.

So, I guess you get my drift if you want information about how to have better employees or how to engage with employees or how to grow your business or whatever, LinkedIn is a great one for business type people and business type businesses. So, um, not as many active users to 250 million but also too, there's not as much noise over there as there is it potentially on Facebook.

So, you've got a higher chance of your posts um, and, and videos and things like that um, getting organic traffic um, because there's not as much competition over there and I have heard people getting some great results on LinkedIn with video um, doing live video over there on LinkedIn or uh, even just, just recorded video on LinkedIn, getting some good results because LinkedIn want more video and um, they're not getting. They're not -- they don't have the, the, the volume that Facebook has.

So, um, yeah, if you're in that space don't overlook LinkedIn. It's uh, it's a good place to hangout. And this, this is the point of this, this episode is to say well, look, there's, here's, here's you know, six different major platforms all with varying qualities and attributes. If you're time poor, I want you to be able to get clear about who your customer is, get clear about the avatar and where they're hanging out, think of the fishing analogy again and then what bait are you gonna use, which pond are you gonna go and spend, spend you, your time on. And as I

say it might be -- you might have a line in the Facebook one and a line on, on LinkedIn.

I tend to do three because I've got it down talked to a you know, I've picked up now that I spent a lot of time on Instagram and for me, personally Instagram wasn't a big one for me in business but I am starting another business which will be more um, food type orientated.

So, It will feature more heavily in my, in my marketing strategy around that one and I'll talk more about that project, in coming weeks but generally you know, Twitter uh, LinkedIn um, and um, Facebook are big ones for me. I am looking at more YouTube. I do want to do more on YouTube there because I think there's some, some possibilities to be able to help people more and add more value on YouTube.

So, I really want to be able to do that. And then bring traffic back to your website. Remember you always want to be bringing back those fish to your kitchen. Bring them back to your home and make sure that people are seeing your content, staying on your site, signing up to your email list from uh, these, these platforms and not to do business on there to make people aware of your business and bring them back to you.

That's a very, very important point because I see people trying to do business, learn create their business on each of these platforms and it's very dangerous because one chan-, you don't control it. And one change from, from the powers of to be powers-that-be um, yeah there, there goes your business. So, don't ever get into the trap of, of doing that.

All right. So, this is my, my thought on I guess strategy for finding where you should be spending your time in uh, on this-, which social medias platforms you should be spending your time on. Remember social media can be a Times app, so don't get on to Facebook and just start sifting through [chuckles] the feeds and things like that. Um, really try and uh, I guess break, break to spend your time effectively um, with purpose making sure that you're um, you're really you know, spending I guess your time in the right most efficient manner because we can't-, we can make more money but we can't make more time and to lose a day on social media would just be, would be just um, it's just terrible.

Now, a couple of things to help you out too with helping you to decide this as, as I mentioned before a couple of tools to help you, know your customer avatar episode 29. If you go to businessmadeeasypodcast.com/episode29, that will give you the worksheets and tools to help you get clear about your ideal customer and what platforms are hanging out add-on.

Remember to develop a business or a digital strategy I should say and you can do that over at businessmadeeasypodcast.com/episode25, so did I talk about how to develop a digital strategy and the importance that over there. And a couple of other um, a couple of other free resources that if you wanted to brush up your skills in any of these platforms, a couple of good ones um, that I came across Facebook do uh, what they call Facebook blueprint)and it's a fantastic resource of how to basically drive Facebook properly for business.

They'll show you all the ins and outs and really great free resource and if you can get that by going to, www.facebook.com/blueprint, facebook.com/blueprint. And the other one, there's one for Pinterest as well which, which I came across which is business.pinterest.com, um, if you get business.pinterest.com in Google

it'll come up with these guides um, that will help you to um, navigate Pinterest for business and show you how to set that up as well which is really, really cool. So, um, you know, there you go.

Get clear about who it is that you're trying to target and who you want and then find out what it is, where they're, where they're um, where those fish are in those ponds. So, make sure you can and what bait they need to -- they like to eat and then it's really just a matter of making sure you spend your time fishing in that right pond and that's, that's really again apologies for the analogy [chuckles].

I'll just say things in pictures. So, it's a good way to, good way to I guess discuss it but, particularly in an audio sense but you'll get my drift and if you've got any questions further about it by all means feel free to drop me a line at Jason@businessmadeeasypodcast.com and I can help you further there. I'll put links to those resources in the show notes for you just so you'll get those by going to businessmadeeasypodcast.com/episode59 and I'll make sure all the links and, and all the notes about what I talked about today are over there for you as well. If you need more information on anything at all just feel free to go over there to businessmadeeasypodcast.com/episode59.

And also too if you haven't joined our free Facebook group yet we always feel free to do that by going to businessmadeeasypodcast.com/community, businessmadeeasypodcast.com/community and I would love to see you over there. That's part of the community where we're talking all things business and helping each other and a great group of entrepreneurs and business owners over there as well.

All righty. Well, that's all I've got time for this week. It was been so good to be with you and thank you so much for joining me. Again, I really do appreciate you taking the time to listen in. I love bringing the show to you each week. Um, it really just uh, really love uh, bringing the podcast out and uh, and I guess finding information uh, that, that's going to be relevant for you and helping you as much as possible. So, if you ever come across a topic that you'd like more information on you can always drop me a line at Jason@businessmadeeasy podcast.com.

All righty. I'm gonna hand you over to Mia now but until next week, I wish you every success in your business and pushing that needle uh, towards your goals further and um, I'll say no more and hand you over to Mia from there. Okay until next week here's to your success. Take us out Mia.

Mia: You've been listening to the Business Mage Easy Podcast where we make business easy.

Thank you for Tuning In

We hope you enjoyed this episode.

If you have any feedback or questions about the content in this episode please don't hesitate to drop me a line at jason@businessmadeeasypodcast.com I would love to hear from you.

Other things that you might like to help grow your business.

We have a very active Facebook community that is free to join for business owners and entrepreneurs. You can get access here

www.businessmadeeasyfacebook.com/community

We are also on Instagram at

www.businessmadeeasypodcast.com/instagram

Thank you again,
I appreciate you!

*Regards
Jason*

