

## Show Notes

### EPISODE 8 – 3 MARKETING DON'T AND THE REASONS WHY



Hey there and welcome to episode 8 of the Small Business Made Simple Podcast. Thank you for joining me again for this episode.

This week I've been having a chat to a client about a marketing proposal that they were sent.

Basically, it was for this amount of money in sponsorship we will give you this as a return on that investment.

And I have to say, it wasn't necessary a good investment for my client. There were several flaws in the proposals.

It got me to thinking about the mistakes I see with marketing over and over again – so I thought this week I might share 3 of those marketing mistakes I see over and over again in the hope that if you stop doing them, they'll make your marketing simpler – because, you know, that's my goal for this podcast.

But first, this week's discovery!

#### **THIS WEEK'S DISCOVERY!**

Ok, this week is a cracker! If you're into photo editing, then Oh My Gosh you are going to LOVE this discovery.

It's so gosh darn simple and so freaking good. Can you tell I'm in love ...?

If you do nothing else this week – try this photo editing software.

Ok, I've pumped it up enough .... Let me tell you all about it.

It's a website that you simply upload a photo too and it will remove the background – have a look in my show notes at [www.socialmediaandmarketing.com.au](http://www.socialmediaandmarketing.com.au) and see the pictures I have done – it will amaze you!

The website is simple [www.remove.bg](http://www.remove.bg) – the link of course is in the show notes.

I've uploaded photos of myself and groups and it literally does take just seconds to remove the background.

Clearly using some sort of AI tech to recognise faces/body shapes etc from other objects – but it does it perfectly!

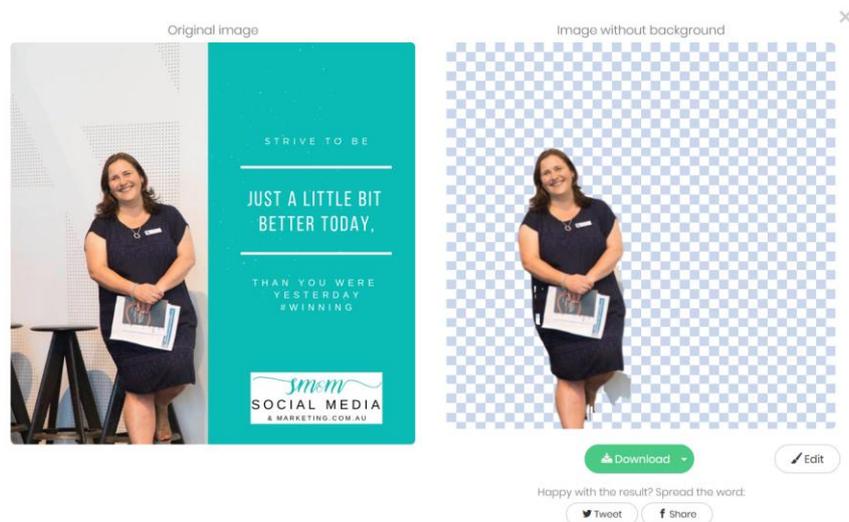
It would take me literally hours to remove a background of a photo using an application like Photoshop – but this less than 5 seconds!

Once the background is removed you can download it and use it! The one thing it doesn't do is allow you to put new backgrounds in – you will need to use something like Canva or Photoshop programs for that.

In less than 2 minutes, I have cropped myself from a background and used photoshop to put my photo on a different background.

I know I am going to love this discovery more and more – so head over to [remove.bg](http://remove.bg) and have a play yourself!

Oh, and it's free – totally free to use. Winning!



Oh, and just a little disclaimer – I don't have any affiliation with any of my little discoveries – I just like them and use them myself! I promise to let you know if I'm ever recommending an affiliated product!

### 3 MARKETING MISTAKES I SEE OVER AND OVER AGAIN

#### 1. It's not about the numbers

It's just not about the numbers – well some of the social numbers I mean!

I know, I know, you've heard it all before, possible quite a few times but I just don't think some are getting it.

The proposal I talked about a few minutes ago – the one my client was approached with had something similar to “we have 10,000

followers on social and will market to them about you ...” you get the picture.

But a quick and I mean really quick look at their social platforms and it was very obvious that less than 1% of the followers were actually engaged with them.

Some posts had 3 likes, maybe a few hearts and the odd posts 1 or 2 comments.

They were hung up on the number – they had a big audience, but that big audience was super unengaged with them.

It wasn't a selling point to my client at all.

In fact, my client has an audience about half the size and massively engaged.

So, my point is – the numbers of likes or followers don't matter. You can have 300 and be in a much more engaged with your followers than someone with 2,000.

How engaged is your audience on social? That's the question we all need to be asking.

If you're not sure – head back to Episode 3 and have a listen to the discovery of the week – an engagement calculator for Instagram.

There's possibly 3 reasons why an audience is unengaged with a page that they've taken the time to like

1. they rarely post and therefore you simply aren't seeing their posts in your feed – solution – be CONSISTENT – that's the GOLD word when it comes to social media and really any marketing – consistency is key
2. what they post is all about them, what they do, how they do it and how long they've been doing for – you posts need to following both the 80/20 rule (80% about the audience, 20% about you) and the Rule of the 3 E's – always be educating

your audience, entertaining your audience or engaging them with value, and

the third reason why an audience might be unengaged with a page they like,

3. they're the wrong audience for that page. They simply aren't the people you are wanting to attract. No matter how good you are, how awesome value giving your content is, it's just not for them and that's ok. Because NOT everyone is your ideal client.

## 2. Don't do something once – repeat and repurpose, repurpose, repurpose

I recently had a messenger from a client asking if the 63 Canva built Social Media Tips she had done would be enough content for the next couple of months.

Now, I must say, I couldn't type back fast enough to tell her that's probably enough for the year at least!

I say it so often, consistency is key, absolutely, and original and curated content is definitely a key strategy too – but what we need to remember is that, organically, around only 5-8% (if you're lucky and have an engaged audience) is seeing your content in their feed.

Therefore, you just can't post something once and believe it will have an impact and even if it does, it's always good practice to repurpose your BEST posts a few times too!

I often tell my audiences that if you post on say a Monday at 3pm and a Thursday at 9 am then the chances of you hitting the exact same audience is rare – in fact really rare. And if a person happens to see the same post twice and it's talking to them, then they'll possibly appreciate the reminder!

Now just to clarify, repurposing the content perhaps shouldn't be EXACTLY the same – perhaps it's got a different photo and same caption or vice versa – but the message can be the exact same – by the message I'm talking what you want to reader to think, do, act after reading it.

The same goes for emails and other forms of marketing.

The proposal I spoke about earlier said “we'll email our database and tell them about blah blah blah” – what it should have said was we have a 5-email marketing funnel to tell our database about ... blah blah blah.

Sending one email – especially if you're launching something or hosting an event is fools gold if you think that's all it will take to get traction and have dollars coming through the doors.

Marketing doesn't require you to reinvent the wheel over and over and over again – but it does require you to look outside the box and get really specific with what the goals are and how you are going to achieve them – not throw mud and see what sticks kind of marketing!

**3. Don't be general with your content – be as succinct and personalised as you can be.**

I'm talking about lots of things here but with it all, I'm talking about making your audience feel like they are apart of something bigger than themselves.

It's what we will want – we all want to belong to something. Belonging is the key ingredient is any following.

So, get to know your audience super super well so you can get as personalised in your content as possible.

Via email – using their name is the very least in personalisation so think about how you get more personal.

For instance, maybe asking direct questions that will encourage an answer and then you can start a conversation – same goes for calls to action in social posts – encourage a DM or message – again so you can have a one to one conversation.

If you're looking at doing some collaborations with other businesses, write a specific proposal to them (or at a proposal that when they read it, they THINK it's just for them) because you've done your research, you know what would be a win/win for you both.

Don't send me a general, sent to everyone but I think you're too stupid to ever work that out, proposal.

Some of the best personalised marketing I've seen comes in the form of video.

One retailer I worked with took up the suggestion of being more personalised and started sending quick videos to customers telling them their product that's been on order has arrived.

Or sent videos out with little tips and tricks on how to get the best out of the product they just purchased.

They were so cool and so engaging and create massive fans of the business.

Another service-based business, who had a membership, sent individual welcome videos when new people came on board. Yes, it took time, but it created such a feeling of love and connection for the new member, that any thoughts of "did I do the right thing joining up to this ..." disappeared in a heartbeat – they knew they'd found their tribe.

Personalisation will take time. No bones about it – but what it can do for your business, how it can build your community – your tribe will astonish you. Not to mention how it can help build your business' profitability – because let's not be coy here – we are all in business to make money!

So perhaps this week, set a timer for say 5 minutes and completely brain dump all the ways you think you can get more personalised in your business. All the ways you could be ensuring your customers or clients feel like they belong to your tribe and to something bigger than themselves.

Take a photo of your brain dump, post it on your Instagram Story or on your social and tag me @smallbusinessmadesimple so I can share the love with you!

So that's it for episode 8 of the Small Business Made Simple podcast. I hope I have helped you see your marketing a little differently or perhaps encouraged you to continue to be the awesome marketer that you are!

I'll be back next Thursday with some more marketing know-how and another discovery.

If you're liking the podcast – please head over to where you listen and leave a rating and even a review – those things are GOLD for podcasters like me! I'll be eternally grateful, and it helps others find this podcast and enjoy the free training, tips and tricks too. It could be the best gift you give them!

I am very grateful to have you as part of my world, listening in, but I'd also love to catch up between podcasts – and get social on social – all the links are in my show notes.

If you have any comments or questions, please feel free to leave me a DM on Instagram! The DMs seriously make my day!

Catch you next week, tag me in your list photos – can't wait to see them .....

*..... and remember small business peeps, as my opening song says, there's no point in dreaming small!*

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