



## 5 Things I Learned at Social Media Marketing World 2023

Hello, welcome to another episode of The my weekly Marketing Podcast, where today we're going to talk about what's hot in social media. I just returned from a week in beautiful San Diego at my first Social Media Marketing World.

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Actually, it was pretty rainy and drizzly, but even in the rain and the tourism Study Group is a beautiful location. And this conference was no exception to being in the convention center overlooking Coronado Island. It was fabulous.

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And it was a great experience not just because I heard legendary speakers, because I learned so much. The thing with social media and you probably know this is that it's ever-changing. And that can be extremely frustrating for anyone with a small business or like me anyone marketing.

So for today's episode I wanted to put together five important things I learned at Social Media Marketing World.

Now, just to be clear, I learned a whole lot more than five things. In fact, I have yet to go through all the recordings of the breakout sessions that I missed. But these were a few things that I think every small business owner should know. So let's dig in.

Okay, first up. Number one, social media is still alive and well, including, drumroll, Facebook, 1 trillion hours were booked on social media apps on Android phones in 2020 to \$1 trillion, just in case it's been a minute since you had math, that's a billion- billions. And that's just Android phones because we can't accurately track things like that on iPhones. Also, the number of people using social media and Instagram, Facebook, and WhatsApp is the highest it's ever been in history.

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And, this is from a poll of social media marketers done by Social Media Examiner, the social media platform that improves your sales the most, 34% said Facebook. Well, the next was Instagram but 25% the platform that increases exposure the most so this is a close one. Instagram leads at 76% followed by tick tick and YouTube each at 73%. So that's exposure or

awareness. Which platform increases your sales the most? That would be Instagram. Which platform generates the most leads?

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People say Facebook at 73% followed very closely by LinkedIn at 72%.

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The most important platform for marketers get this 45% say Facebook, followed next by Instagram at 22%. So Facebook is not on life support yet. Does that surprise you? So what does that mean for you? It's time to revisit Facebook.

And that leads me to number two. Number two, of the five things I learned at Social Media Marketing World, Facebook is still very much alive.

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You probably know that organic reach is continuing to drop lower each quarter. So if you have a Facebook page for your business, it's likely not showing up in the feed much at all. Also in Q4 only 50% of content with links made it to the feed. So if you're sharing a page from your website or your blog, the chances are slim that people will see it. So what is working on Facebook? This is from Facebook's widely viewed content report.

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“16.8% came from feed recommendations which show people content sources they are not connected to what we think they might be interested in. We refer to this content as unconnected posts.”

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So unconnected posts is content Facebook thinks you will be interested in but you have no connection to it.

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So have you noticed that in the feed lately, they say things like suggested for you and you may not have had any idea where it came from or why it's in your feed? Facebook wants you to experience pages and people who you do not know. They're calling it unconnected. Unconnected distribution gets more distribution than friends, pages and groups on Facebook profiles and followers are getting to be less important. Instead it's the content that founder Mark Zuckerberg posted in February. This quote on his Facebook page, “Facebook and Instagram are shifting from being organized solely around people and accounts you follow to increasingly show you more relevant content recommended by our AI systems. “

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So that unconnected category is going to get bigger. The AI thinks content is relevant. And you might want to consider using AI content as well for about that later, that could unconnected

content for your next opportunity. When you share really interesting content and your friends will reshare then almost 38% of feed posts will be this type of content.

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So although the type of content is always really important, this tells us that it's even going to become even more important.

Number three things I learned. Turn on professional mode on your personal profile. Using professional mode on your personal profile will mean that people can follow you instead of friend request you. But this is something that Facebook is encouraging right now for content creators. So if you're creating content that's universal in nature, for your business this is something that Facebook is rewarding to increase free exposure and even monetization.

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It can be text posts, it can be opinions, it could be anything that people want to see but this is a way to get increased exposure, even though it's on your personal profile. You can always post things that are just for your friends. But this is just a way to increase your exposure. And that's on your personal profile, not on your business page. So if you're creating content anyway, through blog posts or short-form video or whatever it is you're doing, it's a new way of looking at it.

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Number four, short-form video is currently still hot. Sometimes when something is working on social media and everyone is jumping on the bandwagon. They think that maybe it's not working as well because everybody's using it. That's not the case with short-form video and here's why. Number one, people have shorter attention spans. We are just dealing with so much noisy content all the time that they have a hard time paying attention. So short-form video really helps with that. To the format forces you to get more concise with your messaging, that just says it alright there. We can put a lot of fluff in if we're trying to focus on just the core information that we need. Number three is being pushed into the feed by social platforms because people love it. Number four, it can be used in multiple places. any social media platform on your website, ads, and your landing pages. And as a bonus, it's quick and easy for you to do and it's easy to test.

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And number five, chat GPT is the fastest web app adaptation in history over the next 10 years we'll see the power shifting to creators and away from platforms themselves. AI tools will help you create better content. They'll help you speed up your creation. Because AI is your friend and it's not just a passing trend. You'll have more time to look at the other parts of your business because AI can help you with all this. Why? Because AI has their finger on the things that are working and resonating with your audience. So the time to embrace Chat GPT or AI is right now while you have the edge over your competition.

And one tool that I've recently discovered is called fast reply.io And they use AI to create replies on Twitter and LinkedIn for you. It's just something I just found and wanted to try it out and see if you like it.

So stay tuned. They'll have some upcoming episodes on ways that you can use AI tools like chat GPT and some others.

As much fun as it's been today. The fun doesn't stop here. As always, the first step to doing any sort of marketing is to understand your target audience. And I don't just mean in a general way like females between 25 and 45. I mean that understanding what makes your best customer tick is the key to unlocking and successful business and successful marketing. You can find my free guide to creating your ideal customer profile in the show notes for today's episode, <https://myweeklymarketing.com/4>. If you found this content to be helpful, please subscribe and leave a review on your favorite podcast platform I would be so so grateful. Tune into next week's episode where we'll look at how to manage and create a marketing strategy which is what I love to help business owners with the most.

See you next time. Bye for now.