

myweeklymarketing.

Janice Hostager: 0:04

I'm Janice Hostager. After three decades in the marketing business and many years of being an entrepreneur, I've learned a thing or two about marketing. Join me as we talk about marketing, small business and life in between. Welcome to My Weekly Marketing.

Janice Hostager: 0:29

In my work with mostly service-based businesses, one issue shows up again and again. Any thoughts about what that is? Did you guess social media? If so, you would be absolutely right. And why should it be so hard? Right, I mean, we all use social media and we know what we like and what we don't like. So why is it so hard to do it for our businesses? That is why I wanted to have Peg Fitzpatrick on my show.

Janice Hostager: 0:56

Peg is a social media strategist and a general all around social media expert. She co-authored the book the Art of Social Media: Power Tips for Power Users with Guy Kawasaki and now is debuting her own solo book, the "Art of Small Business Social Media: A Blueprint for Marketing Success. Her big message; social media that sells isn't magic, it's strategy. So, like everyone else in business, I'm always looking to learn more about the ever-changing world of social media. So listen today to my conversation with Peg, where we talk in-depth about social media strategy, ROI and some other common questions I get from clients about social media. Here's my conversation with Peg.

Janice Hostager: 1:42

Hey, Peg, thanks for joining me today.

Peg Fitzpatrick: 1:47

Thank you for having me

Janice Hostager: 1:48

So tell me a little bit before we dive into all the good things you get to share with us today. Tell me a little bit about how you started focusing on social media and like what's your story?

Janice Hostager: 2:01

What led up to this?

Peg Fitzpatrick: 2:02

So I worked in traditional marketing before there even was social media, so I had done regular marketing and then, when social media came around, I was immediately interested in it. This is when Facebook pages just were starting and my husband works for a German company and the German executives were over in the United States and you know, we're having dinner and I was just there, you know, as the wife I was, and I started like we have all, I started like pitching ideas for how I would market the company online, cause it was still very new. I was like well, you know, here's this.

Peg Fitzpatrick: 2:42

You know, because traditional marketing is very expensive, you know, when you're creating like, brochures, not that we have stopped doing that, because we still do it, but you know, creating materials, printing them. You know all those things take time. Then you're mailing them to people buying mail lists, like all those kinds of things. It's time consuming and regular. So like social media, the ROI.

Peg Fitzpatrick: 3:07

And it's like how do you know how many people actually got the brochure, liked the brochure? I mean, we all know how many catalogs we get that we don't want, that are like impossible to unsubscribe from because I know I have a lot. So, anyway, we were out to dinner and I started like sharing all these ideas of things that I thought would like ways to market your business online, and this was before there was any books on how to do it or any plan on how to do it. And then, like six months later, they said we want to hire your wife to do this product launch that we have coming up, and I had like a month to prepare and I was like okay.

Peg Fitzpatrick: 3:40

Yeah, so then I, so then I had to figure out how to do that. So my first thing I did was start building an email list from clients that we already had. And then I got all the, you know, everybody was coming to this big show in Las Vegas, a traditional trade show and I had to like try to fill a room in Vegas which was like I don't know 300 or 400 people. We had to try to fill the room to get people to hear about our new product, and we ended up having like 500 people and we had to bring in more chairs and it was actually closed. It was like fall. So it was amazing. So that was kind of how I really got started.

Peg Fitzpatrick: 4:21

And then I've just worked in social media ever since then. At the time I worked part-time for that company. So then I did other things and I always say I accidentally built my own social following because I was always testing everything out on my own accounts, because you don't want to test it on your client's account. So you got to like, does this

work? How do I do this? So I would do those things on my own account. And then I did build up my own personal brand and, as I was going along and learning, I started blogging. So I've been blogging since like 2010. And so that's you know. It just went from there. I'm still learning how to do things and teaching people how to do it

Janice Hostager: 5:00

Well, because social media never stands still right, it's always changing.

Janice Hostager: 5:04

Oh my gosh.

Janice Hostager: 5:05

Yes, and those were the golden days of Facebook. You know, had I known then how you know much I should have been investing in it at that time. Because right now, with I mean, these are the days before they had adjusted the algorithm so that not every page shows up, Like if you posted something, it would show up. It was beautiful.

Peg Fitzpatrick: 5:26

Everybody who followed you used to see things. But even if you built a big following during that time, I have 30,000 followers on my Facebook page. Now, people don't see the stuff. So I did build up and I'm verified and even though you know, people still don't see everything that I post.

Janice Hostager: 5:45

Right, yeah, right, yeah, yeah.

Janice Hostager: 5:47

I know it's a bummer.

Peg Fitzpatrick: 5:48

It was great to build it up, but, yeah, I mean they shut that down. I still post there. I do have stuff that I post there that is popular. I don't think it gets as many likes as other things, but there is a community of people there that love things.

Janice Hostager: 6:03

Right, you're talking Facebook, right? And the community aspect of Facebook, I think is really what maybe holds him strong, just because you can develop those groups and you know, and that's the reason I go to Facebook I mean, I do for my own business and

for clients too but just having that community aspect, I have to go in and check in with people every so often.

Janice Hostager: 6:26

So it's good, it's a smart move on their part.

Janice Hostager: 6:32

Yeah, so for most of my clients, even from the very beginning, strategy has become a sticking point. So business owners really don't know even how to develop a strategy, and so I have developed one that I use for my own business and for my clients. But I want to know from you, like how do you recommend starting a strategy, the process of creating a strategy?

Peg Fitzpatrick: 7:01

So there's a lot of pieces that go into that.

Peg Fitzpatrick: 7:04

So we'll do like the podcast version, like kind of the Reader's Digest version of it but as you know, it is a big process and in my book I do go in great detail on how to go from the beginning all the way through. So we're going to assume that you already have your brand voice and your goals, Because part of the thing is you need to know what your goals are in social media before you can have your strategy. Because what do you want? What are you doing? Like, if you're just posting, if you're just posting all the time, that isn't a strategy, right? Posting all the time is not a strategy. So that's one thing to think about. It's like, it's good, like good for you that you've been trying, but also maybe it hasn't been that effective because you don't know, you don't have a strategy behind your posting.

Peg Fitzpatrick: 7:52

So if you have a posting strategy, we'll say the small business is a florist, for our example. So you're a florist and you want to start marketing and you want to create a strategy. So you're going to look at the calendar and say what things are coming up. So right now we're at the end of October, holiday season's coming up, so you want to look at how people are going to use florists for the holidays. Thanksgiving is probably the next big date where, unless people are due Sweetest Day, some parts of the country. Do you celebrate Sweetest Day where you are?

Janice Hostager: 8:25

I don't know about here. I'm pretty new to Texas, it's only been about five, six years. But from Minnesota, which is where I'm from, yes, they do celebrate Sweetest.

Peg Fitzpatrick: 8:34

In Michigan, where I live, they celebrate Sweetest Day. So if you're not familiar, that's a day in October, that's like Valentine's Day-ish. So if you're in a Midwestern state, if you're a Midwestern florist, Sweetest Day will be a big day for you and it's probably too late to start your strategy. But we'll just say Thanksgiving and the holidays are coming up.

Peg Fitzpatrick: 8:55

So you're looking at like, Thanksgiving, trying to get those Thanksgiving centerpieces. So you're going to create a strategy around that and you're going to come up with maybe some specials, come up with a list of dates that are going to be important, like you need to, everybody needs to buy in by this date and then you're going to come up with a plan to try to to book yourself solid for Thanksgiving. So when you have a strategy, like you can take one specific thing, kind of like I did with a product launch and you're going to say, okay, Thanksgiving is our goal. We want all the orders, you know the Friday before that this is absolutely how many we can do. We can only do X amount because you only have so many people, cause there's a lot of work that goes into to floral arrangements. I mean they have to know how many things to order. There's a lot of planning that goes into it. So I'm looking at all those costs and all those things. Then you can come up with a plan like start. So you can start, you know, give yourself a week or so to create some content and then give your write out a posting plan for that and then create you know how many posts that you're going to share and with it, you know all of them having this deadline; deadline to book by this date and then create a series of different posts that you could share about that. They don't all have to be exactly the same kind of posts. You could do some short form videos. You could show different kinds of flowers. We know you're starting to plan for your holiday table. Here's five different kinds of flowers and what they mean that you can put on your table. So there's all different. I'm just making these up because obviously I'm not a florist, but that's just an example of like a strategy that you can create around a specific day.

Peg Fitzpatrick: 10:36

Obviously, a lot of small businesses plan around Black Friday because it's such a huge shopping day and, if you know small business owners, at this point we're competing against the biggest of the big budgets, right? Because Black Friday money is huge money in the United States. So a good way to go about that would be maybe get together with some other small businesses that are in your area so say you're in a downtown area get together and all create campaigns where you're tying into shop local

for Black Friday and have like special things. Maybe do like a little like some kind of thing where you could create like a little punch card or sticker thing that you can make a card and, you know, go around to all of them and get a discount on something, like create a way that you could convince people to shop local and come to your shop on Black Friday. So those are kind of ideas of specific strategies for like events or dates. And then you know, obviously there's bigger overreaching ones too, where you have your whole big brand strategy.

Peg Fitzpatrick: 11:43

But things change so much in social media and how things work online. It's hard to create like a year long plan. You can create an outlet, but then things change like you might have, you know, short form videos, everything we're going to and that could change. So you can't have that kind of plan. But you can create like an outline for the quarters and maybe for the half a year. That's the way I look at them.

Janice Hostager: 12:10

Okay. So that's interesting, because I'm wondering if I'm doing some things wrong.

Peg Fitzpatrick: 12:16

No, I'm sure you're not.

Janice Hostager: 12:21

Well, because I think what you were talking about really is focusing on sales. It's really like so what I do is I look at, well, first of all, I did a deep dive. This is a couple months ago and I really looked; this was Instagram I focused on, but I really looked at what was going viral and what was not, and the commonality, the

Janice Hostager: 12:47

thing that I found that was consistent was that the things that went viral were mostly related to some sort of emotion, so it could have been something that was funny, something that was profound, something that just would hit you in the heart, kind of thing.

Janice Hostager: 13:01

But virality, as you know, isn't really necessarily...

Peg Fitzpatrick: 13:03

Yeah, that can't be your strategy, but breaking down what's working and using that to create your future stuff. 100% is right. And before we go on, I wanted to say there is,

you're probably not doing it. There's so many ways to do things, like there's probably not... There might be some ways that aren't the best ways to do things, but there's a million different, not maybe not a million, but there's a lot of different ways to create a strategy. Those were examples. Finding what's working for you and recreating that is super smart. And also just looking at what other people are doing. What's working for big brands. What are they doing? Funny things are great. Funny content's really hard to make, but a lot of people do it successfully.

Janice Hostager: 13:44

Well, and what I found, too, was that the things that go viral maybe are not really what gets you to follow them, and people follow you for different content. They may follow you for informational content, like you were saying with the florist. They may not, have no idea how to like choose flowers for their Thanksgiving table, for example, so they're gonna maybe follow you for ideas or just to kind of understand you know what goes into a bouquet or something like that.

Janice Hostager: 14:11

And then the other thing I was focusing on for my clients is that know, like, and trust factor, because you know really just behind the scenes, getting people to know you and to you know, connect with you Because sometimes I think you kind of do connect with people that you follow on social media, right, you feel like you know them, even though you don't necessarily have, maybe have never met them, kind of thing, right,

Peg Fitzpatrick: 14:35

So it's a parasocial relationship where you get to know someone and you know their voice and you love their content and you really do get to like what you like them, you care what they're doing and you trust what they say.

Peg Fitzpatrick: 14:47

So you're following someone over and over again and then, when they're sharing something that they like, you're like I want to try that out, or that book sounds amazing. Then you read a book that somebody recommended and then you're like I'm going to definitely follow them because they read the same kind of things that I like. So yeah for sure that's part of all of it too.

Janice Hostager: 15:12

Okay, okay, good to know that I'm on the right track.

Peg Fitzpatrick: 15:17

We're all tweaking what we do all the time. I think anybody who has a strategy that stayed the same for any amount of time, I mean I'd like to see that strategy.

Janice Hostager: 15:27

I would love that strategy.

Peg Fitzpatrick: 15:29

Things change all the time and your business changes.

Peg Fitzpatrick: 15:32

You know, everything evolves. If you're like, if you're doing online marketing or you're, you know things change there too. Maybe this week you're promoting your podcast and maybe next week you have a new download where you're, you know, lead magnet or a class you know, maybe you're marketing a class, like all those things kind of tweak and change. And you look at people that create like a bigger plan. Somebody that I love to follow is Ashlyn Carter. I don't know if you follow Ashlyn Writes. I love her so much. Love her.

Janice Hostager: 16:04

Great writer.

Peg Fitzpatrick: 16:06

Yes, actually I hired her to coach me and we redid my landing page for my book together, so that was amazing. But I love following because she'll show her behind the scenes on how she's doing things and you know you're only going to. She has classes and she has, you know she's got a lot of products that she sells and you're really, you know, you got to think about if you're creating that kind of strategy. You don't want to burn people out. You can't burn you out and your audience out. You can't be always launching something right.

Peg Fitzpatrick: 16:36

You're just going to have periods where you're doing promotional stuff. So promotional things are only a small part of your strategy and the rest of your content is going to be that lighter, entertaining, emotional, funny, like the content where you're just kind of like staying top of people's minds. There's the different parts of your marketing funnel. There's the top of the marketing funnel, the ToFu in the middle and the bottom. So then you do have a lot of lighter content. That's the top of funnel, where people are getting to know you and then they like you. They're in the middle and then at the bottom, they trust you and then they're going to buy from you. So don't think of every single thing that you

create, as this has to be hard hitting. This has to go to a link where people are buying things. It's not like that. A lot of it is just educational, informational things that people will share.

Janice Hostager: 17:29

Yeah, and that's a great point, right, Because you will burn people out if it's constantly; if you're constantly pushing a product or you know it's sell, sell, sell, people are going to unfollow you for sure.

Peg Fitzpatrick: 17:41

Yeah.

Janice Hostager: 17:42

And I think there's an opportunity, too, to use your content pillars that you have, that you maybe work from when you're with your blog or whatever content that you're putting out there, to break those up too. So you have information about one content pillar. Let's say you are a health coach. It might be about exercise, and one might be about diet, one might be about, what's left, I don't know.

Peg Fitzpatrick: 18:06

Well, just wellness, like self-care...

Janice Hostager: 18:09

Yeah, yeah yeah.

Janice Hostager: 18:10

So I mean I think breaking that apart too is helpful. So I think that's where I've had the best luck working with clients. Is that because if you just go in and just stare at your page and say, oh, what should I post today, I mean that is the worst kind of pressure.

Peg Fitzpatrick: 18:27

Yeah.

Peg Fitzpatrick: 18:28

And it's also. Then you know you don't have a strategy because you don't know, you don't have an idea what you should post. It all works together, right, it makes your content better and it gives you ideas. So when you have a plan and you know these are my content pillars, you know these are the three different topics that I'm going to post. I usually don't go more than like three different, but you could maybe four. So say, you have your content pillars, you have like ideas and all of them, and then you're just mixing

and matching them. It makes it so much easier doing that background work to create what those are and then it helps you build it. They're like the foundation for your strategy.

Janice Hostager: 19:06

Right, right. I think the thing that I struggle with, too, is finding time. Now I'm thinking Instagram here is, and I guess also Facebook is creating time to do the videos Do you have suggestions for... do you batch them, or how do you determine what should be a reel, what should be just, you know, a carousel post or an image post? Do you mix them up? What do you recommend in terms of different types of content?

Peg Fitzpatrick: 19:37

I do mix them up. I know reels take the longest to do and we all know that short form video takes longer. Even when you're creating just a short video, they're time consuming. So I do batch process things, and static images don't do very well for me, but every once in a while I still do post them. So right now I'm kind of shooting for one carousel a week, if I can create a good one, and then I'm doing reels for most of my other things and stories. So four reels right now. I have like the world record for me of scheduled things. I think I have nine reels that are done and planned. That's like a world record because it is time consuming. And then you want to make sure that you're doing things.

Peg Fitzpatrick: 20:22

So my plan is to keep going with that. So, um, you know there's a lot. There's quite a few people that have like little communities where you can join like, um, like a monthly club kind of thing, and then they send you ideas. I don't know if you've seen any people that are doing that, but there's a couple of people that I've seen that have different reels ideas. So they send you like you pay 25 or \$30 a month and then they send you a bunch of ideas. They'll send you like trending content. Who else? I just, I'm on an email list where I get when they send it out. There's a couple people that I know that I'm on their email list that they send out like these are trending sounds right now.

Peg Fitzpatrick: 21:04

So one thing that I like to do is, when I'm on Instagram, I look around and I, if I see reels that I like the sounds on, and make sure that I save it, save the audio for them or save the template. Instagram templates are so good if you find one that you like, so just save things that you might use If you're definitely going to be making things. Save, save sounds and audios, because that saves you some time later. So I do like to come up with ideas for things, then I film them, then I put the text together and then I try to schedule. It is very time consuming, but I feel like batch processing them makes that

easier, and I tend to do the same thing when I'm creating. I always do the graphics or the video first, then I do the text. I mean, I have the idea for it, obviously, then I do the text for it, then I'm putting everything together. It's a process, right.

Janice Hostager: 21:59

It is, it is yeah, somebody recommended to me too just doing a whole bunch of B-roll footage and text on top of that. But I find that that's even for me, that's even harder because I feel like somebody else has to hold the phone, or I suppose I could put this up on a tripod.

Peg Fitzpatrick: 22:20

There are a couple people: Andrea Jones, OnlineD rea has a really great short class on filming your own B-roll. I also struggled with that too. It feels very weird to film yourself or to set up your camera and film it. Actually, for the stuff that I'm using on my Instagram right now, I did a photo shoot for my book cover and when I was doing photos, I had her do B-roll for me. So I have like maybe 10 or 12 different little videos in there and I'm remixing those. You can use the clips a whole bunch of times and remix them in different ways, put different texts on them, so you don't need a huge amount. I'm not as good as other people. Katie Steckly, I believe, is the person I'm thinking of too.

Peg Fitzpatrick: 23:06

She's a YouTuber and she creates; she has a really great video on how to film yourself doing B-roll and she explains how to do like close up, middle range and far away, using just a stand and doing it by yourself. So it's doable and there's ways that you can like look up some people to learn how to do it, by either taking a little class or just finding some people that have already created videos on how to do it. Tiktok and YouTube are great for tutorials and like how to do it.

Peg Fitzpatrick: 23:37

So, um, filming a b- roll for me was also challenging. I do have some. I haven't really successfully filmed them myself as much as I wanted, but I do want to do more, but it is a way to. Then you don't have to, again, it gives you tools, it gives you like pieces to put the puzzle together faster. So if you had a good stash, I should challenge myself just to do some too, um, but it's weird to like be walking around in your town with your camera out, just like I actually did do some in downtown, and I don't even think I used it all because it's like you're just walking around, like I live in a small town in New England so people are who does she think she is? Like out with her, you know, but whatever, you know.

Janice Hostager: 24:23

It's just part of our world now, right?

Peg Fitzpatrick: 24:25

Yeah?

Peg Fitzpatrick: 24:26

If you were in LA, nobody thinks twice about it. Everybody around there is filming and you know people go there just to do photos and videos because it's so beautiful.

Peg Fitzpatrick: 24:37

And it's always sunny and warm.

Janice Hostager: 24:40

So do you do your own social media, like you, post it all and do all the graphics?

Peg Fitzpatrick: 24:45

I do.

Peg Fitzpatrick: 24:46

I do everything. Right now, I'm like I was just thinking to myself this morning now would be a great time to have an assistant, but it's just me.

Janice Hostager: 24:56

Yeah, that's another podcast, but I could certainly recommend that. But yeah, so I do have somebody that's helping me with it. But even that I find challenging, because she doesn't really do the strategy and she doesn't, I mean, she'll create graphics but she obviously can't videotape me because she works remotely. So you know, it's just a matter of me doing my part and getting getting it done.

Janice Hostager: 25:18

But you know it is, I'll figure it out.

Peg Fitzpatrick: 25:23

If you did do a bunch of you b-roll, she could do, she could put those together for you in Canva templates, you could have Canva templates that you could just do the text overlay for. I think if you, if you practice and did it, you probably could do it. But it just takes a little bit more planning, obviously, right.

Janice Hostager: 25:44

Yeah, yeah. And intention and I think part of it is too is that you know I have clients, I'm doing a million things at once all the time and this requires me to, okay, change clothes, go to a place you know, maybe it's just my kitchen, but it's going somewhere else out of my office most of the time and just being really intentional about doing it, and for me, because you know I'm so busy that my kitchen looks a mess half the time.

Janice Hostager: 26:14

So I have to go in and clean off the island and you know, get everything looking nice before, which is, I mean, that's a whole nother topic, you know whether Instagrammable or not, but yeah, so I think, I think it really, you know it's important, I know it's important, I tell my clients it's important, but somehow it falls between the cracks for me. So anyway, we'll figure it out. But that kind of leads into my next question.

Peg Fitzpatrick: 26:39

I think that's common too. I think that is common.

Janice Hostager: 26:42

Yeah, yeah

Peg Fitzpatrick: 26:43

And especially for people who are working with clients. You do your own stuff last, and then you're kind of creatively burnt out. Then you're like I need to get camera ready, Just the getting camera ready. So every time I'm recording a podcast because podcasts are never just audio, none of them have been audio only, everything has been on camera. So it's like you're doing your hair, you're doing your makeup. Since I'm already going to be on camera, I will record stuff and take photos.

Peg Fitzpatrick: 27:10

So, if I know that I'm already going to be doing everything, then I'm like, okay, I'm just going to plan some and do some, whether it's just, like I said, a couple of photos or, um, you know, just shooting some short video. I always combine it with that because I'm already ready. It makes it a little easier.

Janice Hostager: 27:30

Right, good idea. So you have your phone set up on a tripod right now videotaping?

Peg Fitzpatrick: 27:34

No, I did not do that. I know I have done, I have fake done it. I have been like, I've been like you know, yeah, cause usually I'll record it like I'm waiting, like I'm always ready like

10 minutes before messing around with my own tech, so I'll just do some. I'll either just do like talking head stuff or but, but not B-roll. I usually am like talking or whatever, but yeah, but I always try to batch that with the getting ready piece is like the challenge piece. So if I'm already ready, I'm going to, you know, do something else with it, so I should do b-roll.

Peg Fitzpatrick: 28:06

But, like I said, that's also for me a challenge, so, but I got to do it.

Janice Hostager: 28:11

Yeah, you and me both. Okay, I would say. Since day one of doing social media for clients, the biggest pushback I got was usually from like a CEO level person and it involved, it's going to take me time, it's going to cost money. What's the ROI on social media and how do you respond to that and how do you determine how to measure, you know how much you're getting back and I know that there are programs that are usually kind of out of reach for most smaller businesses because of their cost, but how do you determine the ROI of social media?

Peg Fitzpatrick: 28:48

That's such a big question and that has been around since the very, very beginning and I think it is going to take time and it does take money. But I think most, you know, you're building brand awareness and you're building up your online reputation and if you're not doing it, it's being built without your say in it or it's not being built at all. So if you're that local florist and you're somebody who said I don't have time for social media, I'm a florist and that's what I'm going to do, okay, fine, but when somebody Googles, you know florist near me and you're not going to pop up because you have no online presence. Maybe you will, but maybe you won't, and maybe the only thing that's going to be there is something that somebody else put there. So it's really important to create what you want people to know about you. So if you're that small business owner, you need to go claim your Yelp page and claim your Google page and hopefully have a website and then you're going to have your hours and what kind of things you offer and all that kind of stuff, because if you're not, you know people will still be looking for flowers, but if they can't find you, they're not going to use your business and that was, in particular, where I am located.

Peg Fitzpatrick: 30:06

During the pandemic, we had florists closed because they just they didn't have any online presence at all. They were the most beautiful, best florist in our downtown had no online presence. They were a very longstanding business. They never wanted a website,

they didn't want to do any of it, it just wasn't something they wanted to do. And then during the pandemic they kept being closed and then open and their hours were never the same, which happened to a lot of businesses, but they had no way to let people know. So they're just putting a sign up, closed today and tomorrow and eventually people just got sick of going to see if they were open. People aren't going to keep going to see if you're open. You know what I mean. They want to just look online. Now more than ever, they want to just be able to say look online and see this business is open Monday through Saturday from this hour to this hour, because they don't want to go out to that place unless it's open. So it's just, it's really important, you know, to build your own presence online.

Peg Fitzpatrick: 31:09

Whether you're a small business owner, a personal brand or a coach or whatever you are, you have to be, you know creating that for yourself. So the ROI is very hard to track. It's not like you can specifically track a dollar amount unless you're creating a code. You know a link that that's trackable, that you're saving, and then you know. Then you're doing how many links, or if you have a promo code and you're giving people, you know, a promo code for this amount off.

Peg Fitzpatrick: 31:37

But it's the same, like I kind of mentioned before, with traditional marketing, when people are mailing things out or mailing postcards out or putting your name in the shopper, you can't really judge those either. Marketing is not sales. That's something that my husband and I talk about all the time, because he is sales and I am marketing. So we have a different mindset on things and you have to remember that marketing is not sales, so it's a totally different mindset. So, even though the executives want to know what the ROI of all this is, it's not as cut and dry as that and it's more about building the brand awareness and the name recognition and the like, know, and trust factor, so people shop with you. Then it is a specific you're going to make this much money from it because it's not sales.

Janice Hostager: 32:31

I love that you said that. I mean everything you said I totally agree with, and I love that you said that about if you don't determine your brand, somebody will do it for you because people are still going to be in your shop. They may post on social media. They won't be able to tag you right Because you don't have an online presence, or they're going to make a determination. They may go on and share a bad experience they had and you will have no idea about it because you're not there tracking that. So I think that

that branding aspect is super powerful in terms of social media. I think that's a really good point that I actually never thought about before, but that is.

Peg Fitzpatrick: 33:10

I think yeah, I think, for Yelp reviews is something that small business owners are deathly afraid of Yelp, if somebody leaves bad reviews. But the reality is you do need to be there and you do set up your presence. If you claim your page, you could put a cover and you can add photos and you can add your hours and all those things. You still might get a bad review, but that really, if you're getting bad reviews, that's something to look at. Like is your customer service bad? Was somebody rude when they went in? Like, was something wrong with food? Like there's usually a reason why people are leaving a bad review right.

Peg Fitzpatrick: 33:47

So you can't ignore it and if it's if they're leaving a bad review, you need to go and respond to it and take it offline. So respond to them publicly and then take it offline and say you know, send us a message with your phone number. We want to make this right. How can we fix this. You can't ignore it. It's there. The bad service already happened.

Janice Hostager: 34:08

Yeah, yeah, yeah. I absolutely 100% agree with that. So how do you recommend other than ROI? How do you recommend that small business owners really measure success on social media without getting too caught up in the vanity metrics?

Peg Fitzpatrick: 34:23

Right, so the follower count is not as important as for small businesses. If you're a small, local business, your goal is not to go viral and have tens of thousands of followers. That's not what you need. If you're a local florist, you just need to build a community of people who are interested in what you're creating and who will be your customers. So you would connect with other small business owners. You would follow their accounts. They would follow your accounts because you're neighbors and you're, you know, they're not really your competition, they're your community of people. And gosh, I lost what the beginning of that question was. Can you repeat it?

Peg Fitzpatrick: 35:02

I was like in the middle of talking.

Peg Fitzpatrick: 35:04

Oh, the ROI.

Janice Hostager: 35:05

Not the ROI necessarily, but how do you measure success without getting caught up in the vanity metrics part of it, yeah.

Peg Fitzpatrick: 35:11

Right. So don't worry so much about how many people are following you. You want the right people to be following you. So, if you like the brand that I manage, you know I don't, it's not even possible to have tens and thousands of customers following us, because there aren't that many in our whole industry. It's a small industry. So we have like a thousand people that follow us, but they are all customers. They're all people who buy from us or like our partners in the business. So the big number isn't important. The right number is important. The right people follow you.

Peg Fitzpatrick: 35:46

And then what you really want to look at today is the engagement and the reach. Those are the numbers that Instagram is saying are, you know, that's important, is how many people are sharing your content and how many people are, you know, engaging with you in direct messages or in the comments. So it's really important that you're taking care of your community by responding to comments and questions, especially for small business owners, because that could be people asking about an order or your service, or how much you cost or what your hours are. So it's important to monitor your direct messages and your comments to build the community and the engagement that will get, and that will get you more reach, which those are the things that they tell us to look at right now.

Janice Hostager: 36:30

Right, and Instagram keeps track of that too.

Janice Hostager: 36:32

So if you're if you're communicating with your clients via DMs, then that's going to help you theoretically in the algorithm too. So the more people that you engage with, the more active you are, it's always going to benefit you in terms of just being on that platform as well not just in terms of customer service.

Peg Fitzpatrick: 36:55

And since you're a business, you should, of course, have a professional account. Sometimes people don't. You should absolutely have a professional account account.

Sometimes people don't. You should absolutely have a professional account. And then you have analytics where you can go in and see, you know, how past posts did, so see if something was popular. Sometimes you know you create something that you think is amazing and it just doesn't do well, and that's okay, but then you know it might do well next time, like that, you know. So it's, it's good. It's good to just kind of track what we're doing and how it did and did it. You know, is a longer caption better as a shorter caption better? All those kinds of things.

Janice Hostager: 37:32

Right, right, okay, great, well, so there's one. So one thing I like to include on on in all my podcasts is I want my listeners to take action. So, is there something that you feel like or that you see that maybe business owners tend not to do, that you feel like should get to their top of their social media list, that they should start doing?

Janice Hostager: 37:54

I know it's hard to generalize.

Peg Fitzpatrick: 37:56

I think one place that small business owners kind of forget about is that LinkedIn is really important. So LinkedIn is a great place to connect with local people and other people that are around you, whether it's like Chamber of Commerce people or just they could possibly be customers. So make sure that you have your own personal profile as the business owner set up. So you might think I'm not looking for a job. Why would I want to be on LinkedIn? But that's why and also you can learn a lot of things on LinkedIn from other... you could be in a group of other small business owners where you could talk to them about what they're doing and what's working for them. So it's a great networking place.

Peg Fitzpatrick: 38:37

But I think small business owners sometimes forget that people like to see who's behind the logo and the brand, because it's a small business owner and you like to just see. It's not that you have to post on your business account you all the time because you shouldn't, but LinkedIn is a great place that people go and connect and network. So I think it's a great place to build your community of people who do what you do. They could be customers, but also they could be peers and, as a small business owner, it's important to have peers, because you're the only one in your business doing what you're doing running the business and there's always a lot to learn there too.

Janice Hostager: 39:17

Yes, and in terms of collaboration too. I mean, really looking at people that maybe share the same audience as you do but can maybe get together with you and, I don't know, put on a promotion of some sort, or just having that community in place is important too. So I love that you said that about LinkedIn. I tend to neglect my LinkedIn, like well a little bit too. But yeah, that is, you're absolutely right. It's a great undervalued platform, I would say for sure.

Peg Fitzpatrick: 39:47

Yeah, for people who already have a job. I think people don't think about it, but it is still great. It's great networking.

Janice Hostager: 39:54

Totally, yeah. Great. Peg,

Janice Hostager: 39:56

how can people find out more about you and your book?

Peg Fitzpatrick: 40:06

I have a website, pegfitzpatrick.com. I have a lot of blog content on there. All my socials are @pegfitzpatrick, and my book, *The Art of Small Business Social Media: A Blueprint for Marketing Success*, will be out in November. It's on pre-order right now, so if you're listening, please check it out wherever you like to get your books. If you want to learn more about marketing strategy and how to build your brand from the beginning to the very end, I've got it all in there.

Janice Hostager: 40:30

Wow, that sounds awesome. Thank you so much, Peg. I appreciate you sharing all your wisdom and your tips with us today.

Peg Fitzpatrick: 40:37

Thank you for having me on your show.

Janice Hostager: 40:40

Lots of good stuff right. To learn more about anything we talked about today, head on over to our show notes page at myweeklymarketing.com/79. I'm also looking forward to picking up Peg's new book, *The Art of Small Business Social Media*, when it's released on November 19th 2024. Thanks so much for joining me today. As always, if you found this helpful, please leave a review on your podcast platform of choice. I read and appreciate every one of them. Thank you again. See you next time. Bye for now.