



## Are You Making These Five Social Media Marketing Mistakes? Episode 160

I'm not Ray Edwards, I'm Chris Brogan, but you're listening to the Ray Edwards Show.

I'm back from Social Media Marketing World in San Diego, California. What a lovely time we had there. It was so good. I wish you had been there with me. Perhaps next year. Today's episode is about social media marketing mistakes. It's no coincidence that I have social media marketing on my mind, after having been around all those social media types. You are smart. You never believed the people who said there's no money in social media, that it was a waste of time.

You thought the people who said that social was all about pictures of what people had for lunch or cat videos were missing the point. You knew this already. Yes, you and I know those things are popular on social media and it's about more than that. Social media is also a vital marketing medium. It can bring big rewards, monetary and otherwise when you do it right, just ask Taylor Swift or Oreo or the folks behind the ALS ice bucket challenge. You might even ask President Barack Obama how important social media is to his marketing.

Just knowing social media marketing is important though, is not enough. You have to know how to do it right effectively or at least know how to not do it wrong. So today's episode is going to address what I consider to be the five social media marketing mistakes you are most likely making right now and don't worry, I'm going to tell you exactly how to fix them.

### Tip of the Week

I have not one but three tips this week. I love to over deliver, so that's what I'm going to do. First, I'm very excited about the new podcast player we're using on the website. Go to [RayEdwards.com/160](http://RayEdwards.com/160) for this episode and you can see what I'm talking about. When I say podcast player I'm talking about the play button that you click on, on the website in order to hear audio on the web, like listening to a podcast episode for instance, like this one.

Up until now we were using a very primitive podcast player. It was from the olden days of podcasting on the Internet, but now we just switched to Pat Flynn's **Smart Podcast Player** and it's awesome. Pat created the player for his own enormously popular podcast, the smart passive income podcast and here's what he says about it.

"I created this custom player with my team because I wanted a better listening experience for my audience. They deserve the best. After sharing the player with my audience I received hundreds of requests from other podcasters, who wanted to use the player too and so the Smart Podcast Player was born. You put an immense of time and care into creating your podcast, the player you use should reflect that. My team and I have put the same attention and care into building the Smart Podcast Player. I know that you and your listeners will love it."

Why did I switch?

Why do I like the podcast player so much?

Some of the features and benefits include:

- It works with any feed from any host anywhere. I love that.
- It looks amazing.
- The design is clean and modern.
- You can customize it to match your site perfectly, like we did for ours.
- It lets your listeners explore, discover and share any of your episodes, not just the most recent.
- It has an interactive library that allows your listeners to explore all your past episodes in your back list without interrupting the episode that they're playing now.
- It also let's your listeners search your back list by tag.
- They can download their favorite episodes in mp3 format.
- They can share with their friends.

It's just what you want, your content being spread around the Internet.

- Your library of episodes update automatically any time you publish a new episode to your feed. You don't have to do anything it's automatic.
- All the Meta data is all included.
- Your listeners can control the speed of the currently playing episode. Just like when they use the latest mobile apps on their phone.

I listen to podcasts on my phone at 1 ½ to 2 times speed and if you do that you'll love this because you can do it on the web. This player has received rave reviews from podcasters like John Lee Dumas of Entrepreneur on Fire, Michael Hyatt and Jamie Tardy of the Eventual Millionaire Podcast.

- There's a direct subscribe in iTunes button on the player itself.

In case you didn't know this and you have a podcast, this is important information. The number of subscribers you have plays a big role in how your show ranks on iTunes and how your show ranks plays a role in how many new listeners you get. It's a self-feeding engine. Now your podcast player can encourage those subscriptions. If you go to [RayEdwards.com/160](http://RayEdwards.com/160) and scroll down there's a picture of the player in the show notes of this podcast.

You can see the entire library of the Ray Edwards Show in the Smart Podcast Player by going to the show notes and clicking the link in the notes or at the top where it says podcasts where you will find all the back episodes. Once you've decided you can't live without the player, just check it out at [SmartPodcastPlayer.com](http://SmartPodcastPlayer.com). I'm not an affiliate I just love this product.

The next tip is a book *Twitter Power 3.0* by Joel Comm, a New York Times bestselling author and top social media influencer. He's everywhere on Facebook and Twitter. I know him however as the guy who convinced me to write and publish my first book *Writing Riches*. Much of my success is tied to that book and it was published because of Joel's encouragement and advice. We've become good friends and have been friends for many years now. I don't know his co-author Dave Taylor, but I've also benefitted from Dave's work at [AskDaveTaylor.com](http://AskDaveTaylor.com), just as millions of others have.

They've written this book together and I recommend you get your copy today. *Twitter Power* the previous version is already the world's top selling book on the topic. It was endorsed by Tony Robbins, who has 2.58 million followers on Twitter, so he knows something about it. This newly updated super guide shows smart businesses and entrepreneurs how to use Twitter to massively

grow their reach. It's new, improved and cutting edge. It's endorsed by Guy Kawasaki, who says "This book will give you a big head start towards mastering Twitter, from two people who already have." The book is also endorsed and praised by Robert Scoble, Mari Smith, Chris Brogan, John Lee Dumas, Michael Stelzner, Kim Garst and a bunch of other top social media influencers.

You don't need anyone's expensive Twitter course or coaching, you can dominate your market on Twitter by just following the advice given in this book. You can get the link to buy your copy in the show notes, along with the free bonuses they're giving away. Joel and Dave have put together several bonus offers that go along with every copy of the book you order. The bonuses you get include a new eBook called *Social Poetry II*, which features the top marketers and influencers online. Even I manage to make a brief appearance in that book.

So to get more followers and influence people on Twitter, start by ordering your copy of *Twitter Power 3.0* by going to the link in the show notes or the website for the book. Just so you know, I don't make a penny for recommending this book to you. I think this is an excellent book and you need to read it if you want to be successful with Twitter.

The final tip... Social Media Marketing World 2015 session recordings. Maybe you didn't go to San Diego for this event. You might have been there and maybe I didn't see you, because there were 2500 people there. Anyway, if you missed it you missed the marketing event of the year. I had the privilege of leading one of the tracks at the event and I soaked up a ton of great knowledge from the other sessions and on the page with the show notes for this show, [RayEdwards.com/160](http://RayEdwards.com/160), there's a picture of me with my personal mastermind group, the green room mastermind created by Pat Flynn and Cliff Ravenscraft.

You will see the photo of Pat, Cliff, Mike Stelzner, Mark Mason, Leslie Samuel and me. This is the first time we've all been in the same physical place at one time, so it was cool. I know you feel left out because you weren't at the big convention so what are you going to do? What if you could catch all the conference sessions at your convenience without any travel expenses or having to go back in time? You can by getting the virtual ticket to the event, which is still available. It's a fraction of the cost of a regular ticket and you get full access to the recording of every single session. Each keynote, the great panels and sessions, they'll all be at your fingertips.

With your virtual ticket you'll have access to 100 plus online recordings of everything. You can watch playbacks from your computer, tablet or smart phone, wherever and whenever you want. You'll also be able to interact with your peers through the private LinkedIn networking group. So go to the show notes once again and click the link for the virtual ticket or click the banner ad you see for the virtual ticket on the sidebar of my website.

There's no risk. You can try out the first two days once the recordings are posted and cancel at any time for a full refund if you decide it's not for you. I do receive compensation if you buy your virtual ticket. It probably won't be enough for me to retire to Zihuatanejo, but who knows, maybe I will.

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## **Spiritual Foundations**

Recently, a friend of mine expressed some fear that his troubles were because of Satan. My friend said to me, I just know this problem is happening to me because Satan is the accuser of the brethren. He's accusing us in front of God all the time, day and night, making sure God's aware of my every sin. He was referring to a passage that's often quoted by folks who feel this way, from Revelation 12:10.

*'Then I heard a loud voice saying in Heaven, now salvation and strength and the kingdom of our God and the power of his Christ have come. For the accuser of our brethren, who accused them before our God day and night has been cast down.'*

Many people believe this is still going on and that the casting down comes at the end of time, but that is not true. A careful reading of Revelation and the context of the rest of the New Testament shows that this casting down of the accuser of the brothers has already happened. Romans 8:33 says, *'Who shall bring a charge against God's elect?'* It is God who justifies.

This all came to mind for me recently because currently in my Bible reading I'm going through the book of Job, a cheery story. In the book of Job, Satan is in God's presence and he's griping about Job. Job 1:6-12. Here's the question that came to me about this particular scene. What is Satan doing at God's throne? That's God's most holy place, how can Satan be allowed there? It's simple. We gave him our pass to the throne room of Heaven. Adam bowed to the will of Satan in the Garden of Eden and that means Satan was able to take Adam's place and could come before God.

Remember in the New Testament when Satan is tempting Jesus he offers to give Jesus all the kingdom's of the world as he says, this has been given to me and that's what he was referring to. But, here's the deal. In the past Satan had access to the throne room because we gave it to him, he was the accuser of the brothers. He did nothing but bend God's ear day and night with lies about us. Then something amazing happened. The last Adam, Jesus Christ, gave his own blood and cleansed the things of Heaven, read Hebrews 9:22-24.

The work Jesus did, which He called finished, redeemed the place where Satan stood before God. There is no place in Heaven for Satan now. He cannot come before God and accuse you or me, those days are over. The next piece of good news is, who is in God's presence today? That would be Jesus. He's there on our behalf, it says so in Hebrews 9:24. Now who can accuse or condemn us? Nobody.

Romans 8:34 says, *'Who is he who condemns? It is Christ who died and furthermore is also risen. Who is even at the right hand of God, who also makes intercession for us.'*

As I read the book of Job, I see that it contains many theological knots. I can't untie half of them. I do know that much of it is bad theology and it's presented as just that. God himself in that book says Job's friends spoke wrongly about him, which invalidates a lot of the text as theology, because God says these guys were wrong. I also know that Job wanted somebody to plead on his behalf, Job 9:33. We actually have what Job wanted. We have Jesus as our representative and He's interceding on our behalf.

So, what does Satan do now? What does he do with his time these days? The only thing he can do, the only place he can go. He's here on Earth, coming to you and me and accusing us through our conscience. His only weapon is lies. His weapon is only effective if we believe the lies. He has no power, it says so in Colossians 2:15. So if you find yourself thinking that God's will is for you to be sick, hurting or hungry and Satan has somehow accused you before God and that God is punishing you for your sins, don't buy into that garbage. Don't listen to Satan's lies. God justifies you and nobody, not even Satan himself has the power to come in front of God and accuse you.

You, just like Jesus, have free and total access to God's throne of grace. In Hebrews 4:16, we have that access so that we can obtain mercy and find grace to help in time of need. Revel in

your righteousness and know that all your sin debt, past-present-and future has been paid. You are free and there's no one left to accuse you.

Imagine for a moment in the place of the woman who was caught in the act of adultery. Her accusers dragged her in front of Jesus, accusing her because that's what accusers do. Jesus turned the accusers away and then "when Jesus had raised himself up and saw no one but the woman, He said to her woman, where are those accusers of yours? Has no one condemned you? No one Lord and Jesus said to her, neither do I condemn you." That's what He's saying to you and me today, neither do I condemn you.

By the way, the rest of that verse says, 'go and sin no more.' Many people in the church have it backwards, they think it's, go and sin no more and then I will condemn you no more, but that's not what happened. First He said neither do I condemn you and then, go and sin no more. It's only when we're free of condemnation that we become free of sin.

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## **Feature Presentation**

Back to social media. Are you making these five social media marketing mistakes? Social media is more important now than it ever has been. If you don't believe that or don't understand why it's true, then hasten thyself over to [SocialMediaExaminer.com](http://SocialMediaExaminer.com) and get these 6<sup>th</sup> annual social media marketing industry report. It's 50 pages with 80 charts worth of data from over 2800 respondents, organized into an important and comprehensive report. It will open your eyes to just how important social media marketing is to you and your business, even if you're a small business, especially if you're a small business or solo entrepreneur.

Based on that report, Mike Stelzner gave a fantastic keynote at Social Media Marketing World 2015, where he outlined the 8 major trends that all marketers must know about in the coming year. I highly recommend you get the recordings that I mentioned earlier in this podcast so you can listen to that keynote, as well as the other great keynote sessions. After spending two and a half days at the conference this last week, attending sessions and taking notes like crazy, listening to the podcasts and reading several books by the presenters at the conference, along with a pile of articles on social media examiner, I decided to create this social media focused show that you're listening to right now.

Here are the five social media marketing mistakes that you are most likely making and how to fix them, pronto.

### **1. Failure to have a strategic social media marketing system.**

Strategic means, the identification of long-term or overall aims and interests and the means of achieving them. That definition comes from the dictionary. System means, a set of principles or procedures according to which something is done. An organized scheme or method, also from the dictionary. Thus, a strategic social media marketing system is a set of principles and procedures of using social media with the overall aim of increasing the profitability of the enterprise or business.

Here's my question.

- Do you have such a system, scheme or method?
- Is it written down?

- Does that document clearly define the intent of the system?
- Does it define step-by-step how to do the activities, in order to achieve the strategic objective?

Here's the real question.

Could anyone on your staff reasonably be expected to execute the instructions in your absence, based solely on the written procedure? If not, you do not have a system, you have something you keep in your head but it's not a system.

How do you fix mistake number one? I promised I'd not only tell you the mistakes but would help you fix them. It's simple. Develop a written document that spells out the principles and procedures of using social media with the overall aim of increasing the profitability of your business, it's simple as that.

## **2. Failure to have a consistent branding presence across social media platforms.**

Your images, logos, profile pages may look different across the different services, including your own blog if you're like most marketers I've checked out on the web. Your logo, colors and design scheme are a hodge-podge of what you used at the time you signed up for any given network or when you put up any site or page and that's a problem, because it makes you look inconsistent. When we're inconsistent it's a subtle cue that tells people we may not be trustworthy.

How do you fix mistake number two? Again, it's not too difficult. Get a professional logo design and headshot made. If you don't have a big budget you can get a design for a logo at [99Designs.com](http://99Designs.com) very inexpensively. You can have a friend who's good with a camera take your picture, but make sure it looks professional. Know what your design color palette is and use it. Stay consistent with it. Change your images, logos and profile pages so that they all look alike across all the different services, including your own blog. Your logo, colors, design scheme should always match so you look the same no matter where people find you.

If you have a personal brand, use the same headshot on all the services and make sure it looks like you. There's nothing more humiliating than to show up at a conference and have someone say wow, I thought you were 50 pounds lighter and 10 years younger, that's how you look on your social media picture. Get a picture that looks like you look today.

## **3. Failure to understand the different social media services.**

This is a little more subtle, but the rules both written and unwritten differ from service to service. The proper way to be a valued member of each community is to understand its culture and how people use that service, how they use Facebook, LinkedIn or Google Plus. On Facebook, even the way you use a Facebook profile versus your Facebook page is different, the etiquette is different. Twitter is different from all so unfortunately, many or most marketers have never taken the time to learn the culture of the networks they're part of they just market.

These same marketer then don't understand why their social marketing doesn't work. They feel like, I don't understand I go to social media and do all the social media stuff and it's like people are repelled from me. Here's a clue. If everywhere you go you smell body odor, you might be the one who needs a shower.

How do you fix mistake number three? In real world terms you study the most popular users of each service. Watch their behavior and interaction. Read a guide on the networks you want to be



part of. You can find definitive guides and up to the minute tips at Social Media Examiner for **FREE**, so you have no excuse. One powerful and important insight, spend most of your time on social networks being social. Interact, respond and have conversations with people. Be a real person and don't make the mistake of being self-promotional all the time.

My rule of thumb is I try to be 90% on the sharing and helpful side and only 10% of my tweets, status updates or posts directly promote something I want to offer or sell. Once you understand the rules and how to behave, go out on the playground and play nice.

#### **4. Failure to have a presence on the most important social media sites.**

Lots of marketers sign up for every social media network and then they forget about it. They don't dig deep into any of those platforms and they have a lackluster presence everywhere. That equals yuck. Don't do this, because it's better that you don't have a presence than doing that, it makes you appear to be one of the mediocre masses or someone who is trying to exploit the platform and decided it wasn't a way to make a quick buck and left. You shouldn't and can't do that. You shouldn't and can't have a presence on all social media networks.

You have to pick a few, and here's how you fix mistake number four. I know I will get arguments on this, but in my opinion here are the six networks you should focus on in the order of priority from the most important to the least important. Keep in mind I think they're all important. I know there are others and they're great, you're probably going to post in the comments and complain that I didn't mention this or that, but these are the six I think are most important, in this order 1-6.

- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest
- Google +

As I said, I know that some people will argue about this list but I think it's right on target. Feel free to differ with me in the comments or in social media, it's okay just be nice and don't call names.

#### **5. Failure to use strong visual content in your social media marketing.**

Most social media marketers are focused on words. As a copywriter I understand and get that. It's the words that matter, but copywriting and writing in general isn't really about the medium, we're talking about text but it's actually about the message. If you're focused only on the text then you're missing out on huge momentum and potential profits, because more and more people are consuming visual content.

So especially if you're not a visually adapted marketer, at this point, here's how to fix this mistake. Get visual, especially video visual. One of the hottest trends, according to the data from the social media marketing industry report I mentioned earlier is video, in particular, something called **native video**. This may not be news to you, I may be the only one who didn't know this already and I probably am, but this is video that's posted and hosted on the network that distributes it.

In other words, you post the video on Facebook through the Facebook interface. It seems like the networks, like Facebook, give preference to video that is uploaded via their own network interface. So you use Facebook to upload video to Facebook, instead of uploading it to YouTube and then linking to it on Facebook. I hope that made sense. The same is true of your other networks as well, and for goodness sakes, don't forget pictures. You know those quote memes,

pictures with an inspirational quote, I used to make fun of those who did that and then I started doing it myself and realized they get lots of response.

They're popular, people like them. So I'm not saying don't produce deep meaningful content, do that too, but people love this visual stuff and you can make your own by using [Canva.com](https://www.canva.com) or Word Swag. Canva is something you access by your computer. Word swag works on your iPhone or Android phone.

Finally, there are infographics. If you want to capture a complex idea in a simple way that people love and share like crazy, trust me, use infographics because people love them. There are a lot of great tools in order to make them yourself. If you can't afford to have someone make them for you, you can make them yourself inexpensively using Canva and Piktochart and Visual.ly. There are links to all these tools in the show notes at [RayEdwards.com/160](https://RayEdwards.com/160).

So those are the five biggest social media marketing mistakes, as I believe them to be. You will know things are working once you implement the fixes I've provided because you'll see the results on your social media feeds and connections.

Here's an added tip. On Twitter, if you post a picture with your tweet through the native interface and it shows up as a big picture in the Twitter stream instead of just a link, which is more attention-grabbing. I just learned that this week.

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## **What to Do Now**

The question for this week's episode is...

- Do you like this kind of podcast where I go more into how-to, step-by-step detail?
- Are you making any of these five mistakes yourself?
- If so, what will you do this week to fix them?

Leave a comment at [RayEdwards.com/160](https://RayEdwards.com/160), I can't wait to hear from you.

I'd love to ask a favor of you. It helps us if you subscribe to the show in iTunes to give us a rating and review by going to the website above or the podcast player page and clicking on subscribe. Be honest in your rating, because it helps more people find out about us. We're back on Stitcher, so if you love that you can also listen to the show there. I look forward to speaking with you next week. Until then, may God continue to bless and keep you.

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