



RAY EDWARDS

LIVE WITH JOY. LEAD WITH PASSION. PROSPER WITH PURPOSE.

The Current State of Social Media Marketing Episode 167

Hey there this is Cliff Ravenscraft from PodcastAnswerMan.com and you are listening to the Ray Edwards Show.

Today's show is all about social media marketing. My friends, social media is here and it's here to stay and it's bigger than ever. Tell me, who can keep up with the trends, with all the new social media networks, channels, services and the shifting sands of strategy and tactics as certain social media empires change the rules on us day by day. How do you know what to spend your time on? How do you know what's a waste of time? Who could possibly sort through this mess of possible opportunities and pitfalls? You could and I'm going to help you.

All you really need is the 2015 Social Media Marketing Industry Report. In today's episode I'll tell you where to get it, why it's important, what to look for and how to use this valuable piece of marketing intelligence to catapult your social media marketing forward into the remaining half of this year.

Other reasons to keep listening include:

- How to write a \$10 million dollar sales page
- Why you can have hope, no matter how big your challenges or obstacles might seem right now
- Your last chance to get a free training video on how to start, run and grow a business that changes the world.

That's all coming up on today's episode of the Ray Edwards Show.

Spiritual Foundations

I had the opportunity to speak with a friend this past week who is facing a very big financial challenge/burden. We got the opportunity to contrast the attitudes that people approach these situations with. On the one hand there is the usual normal approach to any kind of obstacle, challenge or setback that comes our way. The normal human approach is to be discouraged, to feel defeated and to lapse into depression. That's normal but that probably isn't going to help you very much, because normal is usually broke, sad or depressed and that's not the state most of us want to live our life in.

What's the abnormal response? It's to look at every problem or obstacle as an opportunity. I know that sounds bizarre and unnatural, and it is. In fact, it's supernatural, as far as the way you look at the world, your life and what life throws you. I want to propose to you the idea that no matter what situation you find yourself in you can be assured that God sees you, that He cares for you and that He will provide for you and beyond that He will restore what the enemy has stolen from you. He will set you up better than you were before.

How can I say that and be so confident to share that with you? Let's look in the Bible. You may not be a Bible reader, that's okay, I've read it and I can tell you what's in it. I would encourage you to read it, but just in case let me remind you.

- In the Old Testament God protected Hagar and her son Ishmael when she was cast out from Abraham's house

Abraham was her master. He was the father of her child and yet, she was actually the handmaiden of Abraham's wife, so Hagar was thrown out because there was competition between her and Sara. She thought she was going to die. She was in the desert with her child and God spoke to her and reassured her, 'I will take care of you. I will make sure. This young man will be the head of a great nation.' He became the progenitor of all the Arab nations in the world today. Hagar called God, the God who sees me because God saw her in her distress and did not let her wither and die, nor her child either.

- Story of Job

Many people bring up Job when the subject of suffering or obstacles in our lives come up and they remember is that Job was tested, but what they don't remember usually is that God did restore everything Job lost and then some. He got back more than he lost. The whole issue of Job is a complicated thing to talk about, because it's under the old covenant not the new covenant so we can't look at what happened with Job as normative for believers and followers of God today. But there are universal principles to take away from it and one of those that applies to all of us, no matter what covenant we're under is that God seeks to restore everything we've lost.

- The story of Joseph

You may remember that when Joseph was young he was sold into slavery by his brothers who were jealous of him. His father loved him the best, he was the youngest and so they sold him into slavery. Unknown to his brothers, they thought he was gone. Years later they didn't realize that he had risen to rule over all of Egypt. He was second only to Pharaoh in Egypt and when they came because of the famine, they came to get food and discovered their brother was running the country they thought he was going to destroy them as revenge for them having sold him into slavery.

He was not bitter. Joseph said to them, what you intended for evil God intended for good, so that I could save your lives, your family's lives and the lives of many other people.

In the new covenant part of the scriptures, the New Testament and the book of Roman, the Apostle Paul writes in 8:28. *'For those who love God all things work together for good.'*

What does that mean to you and me? It means that no matter what may come your way, God is for you He's not against you. We have historical precedent all through the scriptures, including in the New Testament the new covenant. We know that He will restore you to better than you were before. His grace is bigger than any setback, any problem, any circumstances, even the ones that seem impossible to you right now. He has the power to overcome it and He has promised that He will. He restores you. He says, *'I am the God who heals you.'* So if you're facing a health challenge He is the God who heals.

And what the enemy intends for your evil, God will repurpose for your good. He makes all things work together for your good. So no matter whether you're facing a financial difficulty, relationship

problem, maybe you've lost a loved one who is precious to you or maybe you're just in a state of despair about the things you see around you in the world.

Whatever it is that's rising up in front of you and seeming like an obstacle in your way, just remember it's not a setback it's a setup. It is a setup for God to grant you the gift of his grace, his abundance and He will do so. He keeps his word, so you can count on him to restore you to better than you were before and that is a cause to celebrate.

Tip of the Week

Would you like to know how to write a \$10 million dollar sales page? I think it'd be handy. I had the good fortune recently to be talking with one of my clients about some copy that I'd written for him and he informed me that one particular piece of copy had earned a total so far of about \$10 million in revenue. The first thought I had was that I should have negotiated a better percentage deal on that. After that I was stoked to be able to share with you the principles that I use to write, not only that sales page, but all the other sales copy that I've written.

It all follows the same basic rules, so I'm going to share the method that I use to write that \$10 million sales page and all my other copy with you in a special free master class that will take place on Tuesday, June 2, so if you're listening to this after the date I'm sorry this opportunity has already passed you by, which is why it's a good idea to listen to the podcast every week and if you haven't already subscribe to my email newsletter because you would have known about this on time.

Feature Presentation

The 2015 Social Media Marketing Industry Report is out now. It's available to you now. The purpose of this report is to show how marketers are using social media to grow their business. If you've never seen it before I believe you'll be very favorably impressed by what you find in this free report, which is authored by my friend, Michael Stelzner, founder of Social Media Examiner. He's also the guy who hosts Social Media Marketing World, the industry's largest in-person gathering of its kind.

This is their seventh annual report. It's 52 pages long with over 80 charts and is very easy to understand and digest. Mike takes the time to point out the not so obvious findings in the report. Over 3700 marketers responded to this survey that produced the report and I don't know of any other sources from which you can get this kind of research and data, especially not at the cost which is nothing.

Why is this report valuable to you?
Why do you even care about this?

I highly recommend that you get the report for yourself and start digesting it. Most of your peers will probably ignore the report and of those who download it, most will not read it and of those who do read it, only a small single digit percentage of them will actually take the time to understand it and reason through the implications. So, if you want to place yourself in that small minority of people, the ones who read it and take time to think through it and understand it and what it means to them in their business, you can give yourself an enormous success advantage that you can capitalize on immediately.

You'll know things that will be common knowledge only 8-10 months from now. So I'll give you a top line taste of what you can gain from this report in just a couple minutes, but first let me echo

some of the advice from the report itself. The information you find in this report is appropriate for you, whatever your experience level in social media marketing is. If you're experienced with social media than you can compare yourself against other marketers and see which platforms others are looking at, see what they're looking at next and where they're going to put their efforts in the future and determine whether you're achieving the same benefits as more experienced users.

It's a great way to ladder your way up in the scheme of social media marketing. If you're a beginner or another level, you should definitely look at the time commitment that people are putting into social media marketing, the benefits they're getting from it and the platforms that all your peers are using, because you need to be seen in the places where people are gathering and this will give you the information on where those places are.

Let's talk about these individual items for a moment or two.

The time commitment

The report goes into the weekly hours that marketers invest in their social media efforts. This gives you a good gauge to figure out if you're spending enough time on social media, are you spending too much time on it and do you need to bring some people on as support staff for your efforts? If you can't handle it yourself then you might need to bring someone else on board.

The benefits of social media marketing

As you get into this part of the study you'll find it reveals all the major advantages that marketers are achieving with their social media efforts. What's the payoff? This is what entrepreneurs want to know. I'm going to invest time and money into this thing, what is the payoff? This looks at how weekly time invested and years of experience affect your results, so if you put in more time will you get more results or is it a flat line function? You have to look at the report to find out.

The most used social media platforms

You can look to see which platforms marketers are using and how their usage will change in the course of the next year. This is important if you want to be ahead of the curve and be a trend setter not a follower. This is part of the report you definitely want to look at.

There is other interesting information and topics in the report, including social media networks that people want to learn more about and in this section Mike goes into discovering the research, shows you the social platforms that marketers are most interested in learning about. It also examines the role of content in social media marketing.

- Is content marketing dead or alive?
- Is it important that you pay attention to it?
- What about the quality?
- How do you provide it?
- What's the format you provide it in?

All these things are in this report.

- What about paid social media?
- How are marketers responding as new networks emerge?

These are all things worth thinking about and asking yourself these questions.

There are also questions about how business 2 business companies differ from business 2 consumer companies.

If you're a raw beginner in this arena, don't worry there's plenty for you here in this report. Maybe the most interesting part is that the report highlights significant changes since last year's study, which is fascinating to me to see how things have changed between 2014 and 2015.

Now, having said all this, I know what you really want. You're busy and you want me to read the report for you and give you a summary. That's exactly what I'm going to do. However, it would be a huge mistake for you to leave it there. It would be a mistake to just listen to what I share with you in the next few minutes and think you've received all the value from the report. There's a deep and valuable advantage and opportunity for you in this report. I believe that because I've taken the time to go through it carefully. To make it work for you you're going to have to get the report and mine this particular pot of gold for yourself.

Let me satisfy your curiosity with some of the more interesting primary findings of the report. What have they found out that's interesting to you?

Twitter
YouTube, and
LinkedIn

Hold the top spots for future marketing plans in social media. This was a surprise to me, not so much YouTube, but LinkedIn and Twitter as well. These are the three networks that 66% of marketers plan on increasing their use of in the coming months and weeks.

Marketers want to learn the most about Facebook and 93% of marketers who responded to this report are using Facebook, but 68% want to learn more about it and 62% plan on increasing their Facebook activities. You may think this is no surprise because Facebook is hot. This should be very fascinating information for you if you're in any of the following spaces... coach, consultant, copywriter, marketing agency or if you serve other entrepreneurs or businesses in any way at all, this should be fascinating to you and I'll explain why.

Video is becoming more and more important to people. I found this laughable when I read it, but as I read deeper I realized there's a significant thing to notice here. First, 57% of marketers use video in their marketing, but 72% want to learn more about video marketing and plan on increasing their use of video. So if you are a person who teaches or coaches people in the use of video marketing, this should be very encouraging to you.

It should also tell you, if you look at the other facts I've shared with you from the report you should be able to make some connections. For instance, where might you find these marketers who want to learn more about video? As I mentioned, 93% of the marketers surveyed are using Facebook so you can bet that of those 93% something close to 72% of those people want to learn more about video. That's an example of how you can connect information in this report and use it for your own business.

Podcasting is on a growth trajectory. Only 10% of marketers are involved with podcasting, which shocked me because I do a podcast weekly. This is 167 weeks in a row and we haven't missed a show yet. My voice is still rough from the laryngitis that I had but I still didn't want to miss an

episode. I'm so engulfed and immersed in podcasting that I assume everyone else must be as well, but I was shocked to discover that only 10% of marketers are involved with podcasting, while 26% plan to increase their podcasting activities and 43% want to learn more about it.

Now, here's why this should be exciting to you. If you are someone who services or teaches podcasters, if you help them with their production or if you teach people how to run a podcast or set a podcast up, like my friend, Cliff Ravenscraft, has his podcasting A to Z course. It's good news for you because it means there's lots of growth in this market still to come, we've only begun to tap the beginnings of this market.

Even more interesting than that to me is the fact that podcasting has an enormous reach. You can build a big audience relatively inexpensively and it takes some time of course, I don't want it to sound like a get rich quick scheme because it's not. I've been doing this for 167 weeks in a row and I've only just begun to see the real momentum picking up, but we now have over a quarter of a million downloads and it's grown bigger than I thought it would, so I'm pleased with the results. It's been something that's brought us revenue, although not directly. We haven't taken advertising or done things like that with our podcast. Some do and do that well, but the point I'm trying to make is that so few of your competitors are into this particular medium that there's a chance for you to come in and dominate your niche/market space.

You can own that space if you get in now. If you read the 22 immutable laws of marketing by Trout you'd know it's good to be first. This is one of the few places that I know of where you still have the opportunity to be first.

I also noticed that Facebook and LinkedIn are the two most important social networks for marketers hands down. That doesn't surprise me. I'm not a big user of LinkedIn. I'm a proponent of it, in that I see other people using it and having great success, but it hasn't been an area of focus or specialization and honestly, I don't know that much about it. I'm going to because I realize that 52% of marketers selected Facebook, followed by LinkedIn at 21%. LinkedIn is significantly important to a lot of people, so I need to put more focus and learning into this area. I have a big network on LinkedIn but I'm not sure how that happened.

So 55% of marketers aren't sure their Facebook marketing is effective or if it's even working. Only 45% of marketers think their Facebook efforts are effective. This blows me away because it's so simple to track the effectiveness of your Facebook marketing. There's no excuse for running marketing on Facebook and not knowing if it's paying off or not. You can directly track the effectiveness of your Facebook marketing.

I think Amy Porterfield's Profit Lab will still be open at the time of this podcast, so I would check it out if you want to learn more about Facebook marketing and learn how to make it effective, go to AmyPorterfield.com/ray and get the information on her program. This is how I learned to do my Facebook marketing. We know just how effective our marketing is and I can tell you it's effective because we followed Amy's system.

If you're one of those 55% of marketers who are unsure of your Facebook marketing, then you should check this out. If you don't know now you know where to go to find out.

One of the top areas marketers want to master right now, what other people in businesses are looking at in terms of what they feel they need to focus on, 91% of marketers want to know the most effective social tactics and the best ways to engage their audience with social media.

Tactics isn't your overall approach that's the tricks that grow your audience and things like that. The tendency I see in marketers is wanting to be more focused on tactics rather than on strategy and they're both important, but one comes before the other.

That's a lot of information I've thrown at you and clearly there's more to be found, but I want to talk to you for a moment or two about the hidden opportunity I mentioned earlier. Perhaps the most opportunity-rich information in this report are the top five social media questions that marketers want answered. They can be summarized with the following words...

1. Tactics
2. Engagement
3. Measurement
4. Audience
5. Tools

Don't listen to the list and think you understand what that means. Don't stop there. If you are a social media marketing provider or agency, if you're a marketing consulting or business coach, or maybe you train people in social media marketing, Internet marketing or online business, this is the vein of pure gold you're looking for. If you've been looking for the thing you can focus on with your clients and students that will pay off in the long-term, this is it. In this section of the report you will find the topics for your next consulting sessions, online course/training, blog post or podcast.

The laser-like focus of this report is astonishing, so my advice is to go beyond the obvious top line conclusions. The things I've shared with you are just the tip of the tip of the iceberg. Spend time reading and digesting the report and think about the following things.

- How can you take advantage of the trends for promoting your own business?
- How can you look forward and see what others will be focusing on and where they believe the effectiveness is?
- How can you take that information and use it to your own advantage?
- How can you model the best behavior for your clients and students if you have clients/students?
- What connections can you draw that take data from different areas of this report and tie them together as I showed you into new strategic and tactical approaches to marketing that incorporates social media?

What I'm trying to say is you can take pieces of this report and put those pieces together in ways that aren't immediately obvious and come up with new conclusions, like my example where I mentioned if you're a video enthusiast and how Facebook might be a great place to look for people who are interested in that topic.

Dig deeper in going through the report. How can you marry your specific knowledge of your target marketing with the trends and current needs of marketers revealed in this report and use that mixture to create new rocket fuel for your marketing programs? Thinking like this will give you an advantage that your competitors will not even understand or won't realize you have the advantage, and they won't duplicate it because they won't know it exists. For those of you who are intrepid enough to actually heed my advice, you'll love this report.

There are more than 80 charts that visually convey some pretty fascinating findings. For example, the report looks at which social networks are used by those who invest the most time in social

media marketing, the benefits achieved by those who have been at this for years and how marketers respond to new social networks. Have you ever wondered about that when new networks come out? You wonder how to decide whether you should get involved or not. You can find out in this report.

There's so much more to be mined from this report, I've only scratched the surface. What most people will fail to realize is what a generous gift Mike Stelzner gives us with this report. In fact, I'm going to try to convince him to charge for this, but he probably won't. If you did an independent study and commissioned it to retrieve the same level of response, the exactness of the data, the rigorous construction of the questions to yield unbiased, statistically reliable results, you would spend a minimum of six figures to pull that off and you get it for free. It's like a treasure chest that's full of maps to other treasure chests.

If I haven't convinced you yet, go download the report from SocialMediaExaminer.com/report2015. You can go to RayEdwards.com/167 for any and all links from this episode.

What to Do Now

The question for this week's episode is... What is the most interesting and useful insight you got from the report?

Your last chance to get hold of my video called '3 Keys to Change the World and Make Your Business Growth'. If you haven't got it yet, go to RayEdwards.com/167 in the show notes click on the link to get the video.

Until we meet next week, I hope God continues to bless you and that He will do all you ask and even more than you can possibly imagine.

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